

Exploring the Microsoft MSP Advantage

MSP Market Insights

According to TD SYNnex’s Managed Service Provider (MSP) Technology Report, the rapid pace of digital transformation is shifting customer demand toward trusted partners to navigate the technology landscape, implement optimal solutions and provide ongoing support. This is where Managed Service Providers (MSPs) come in.

MSPs are strategic advisors that offer end-to-end services, deep technical expertise, industry knowledge and customer insights, allowing them to deliver tailored and holistic solutions. MSPs are critical to drive digital transformation and create competitive advantages for their customers. There’s a reason why they are growing above market average at a Compound Annual Growth Rate (CAGR) of 11.27%.

Grow Your Business With MSP Evolve

From technical enablement and sales support to marketing and incentives, MSP Evolve helps you leverage Microsoft cloud solutions, differentiate in the market and deliver value to customers. Whether new or experienced in the MSP space, MSP Evolve can help you achieve your goals, drive growth and progress in the Microsoft AI Cloud Partner Program (MAICPP) with our expert support.

		Optimize	Grow	Foundational	Intermediate	Advanced
Growth	Vendor and Technology Training and Certifications	○	○	✓	✓	✓
	High-Growth Technologies Learning Journey		○	✓	✓	✓
	Pre-Sales Technical Services and Design	○	○	✓	✓	✓
	Integration Services	○	○	✓	✓	✓
	Health and Fitness Assessment Tool	○	○	✓	✓	✓
	MSP Financing Solutions		○	✓	✓	✓
	Professional and Field Services for MSPs	○	○	✓	✓	✓
	Vendor MSP Program Optimization	○	○	✓	✓	✓
	MSP Marketing Consulting		○	✓	✓	✓
	Renewals and MSP Customer Lifecycle Management	○		✓	✓	✓
Operations	StreamOne® Platform	○	○		✓	✓
	StreamOne® MSP-Ready Cloud Solutions	○	○		✓	✓
	Security MSSP Partner Training (GSS)		○		✓	✓
Transformation	Infrastructure MSP Specialization		○			✓
	Cloud and Hybrid MSP Specialization		○			✓
	Security MSP Specialization		○			✓
	Destination AI for MSPs		○			✓
	Vertical MSP Specialization		○			✓

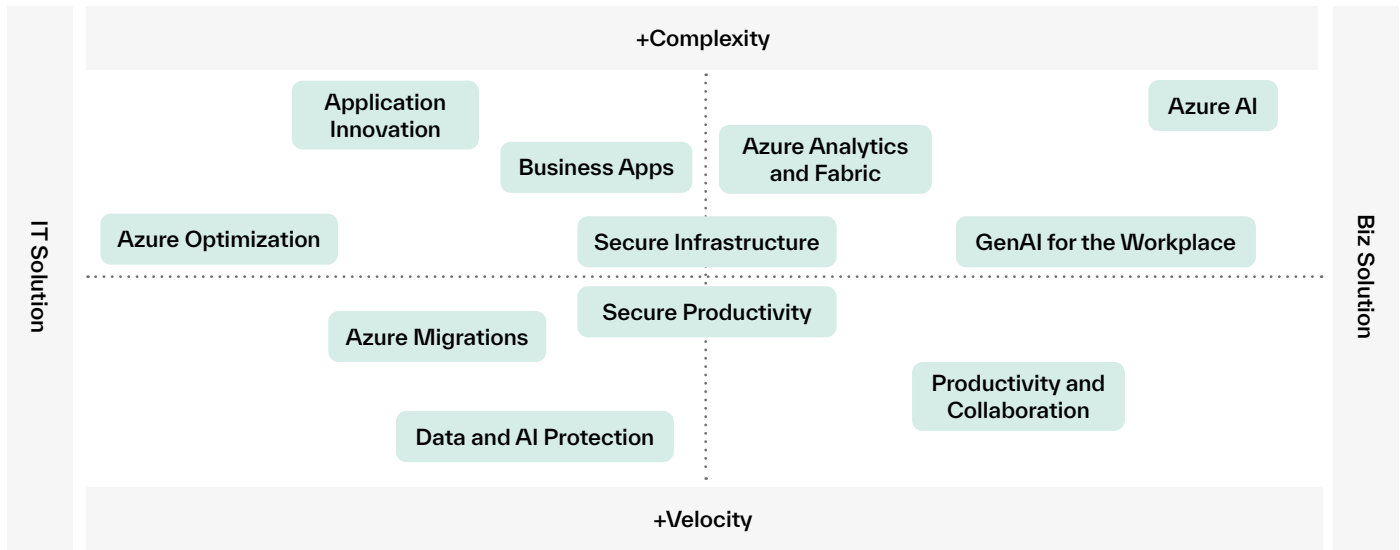
MSPs and Microsoft: Your Opportunity

TD SYNEX and Microsoft have partnered to help MSPs unlock their full potential and achieve specialization with tailored programs and tools designed for your success. Some examples:

Technology Solution	TD SYNEX Differentiator	Purpose
Copilot Studio Copilot for M365 Azure Open AI Azure Fabric	Cloud Labs for MSPs	<ul style="list-style-type: none"> Helping partners get hands-on with Copilot. Live environment with Copilot Studio and PSA/IT Service Management (ITSM) integration.
Entra ID Multi-Factor Authentication Defender for Cloud	SecOps Portal	Helping partners reduce risk on their customer’s Microsoft tenants, accelerating their security practice.
Azure	Migration Factory	Streamlining Azure migrations with tailored migration assessments and expert support.

Whether you want to focus on Workplace services and drive Copilot adoption, or build your Azure optimization services, grow your Microsoft Security practice or support Business Apps, we have the right program for you – with tailored enablement, tools and solutions.

With TD SYNEX and Microsoft, you can leverage the power of the cloud, differentiate yourself in the market and deliver value to your customers. Together, we will identify and develop the technology areas that will drive growth for your business.



On TD SYNEX Value

“The TD SYNEX resources that were made available opened my eyes, that really just engaged me to say, “Well, there’s more here than just distribution.” It made us more confident to go after deals because we could look bigger than we were.”

Jay Dixon
Founder and President, Coretechs

Contact Us

To learn more about how TD SYNEX and Microsoft can help you and other MSPs take your business to the next level, [visit our site](#) or contact your [TD SYNEX Microsoft team](#).