

MSP BUSINESS PURSUIT

A METRICNET CASE STUDY

CASE OVERVIEW

One of the world's largest Managed Service Providers (MSPs) was pursuing a significant global IT Service and Support outsourcing deal, valued at over \$60 million. The prospective client, an international food and beverage company, expressed considerable dissatisfaction with their current IT support vendor and, as a result, issued a Request for Proposals (RFP) to six vendors. The MSP retained MetricNet to assist in the pursuit.

CUSTOMER PAIN POINTS

➤ The MSP used the RFP Q&A to identify specific customer pain points

➤ Pain points included escalating costs, poor customer reviews, consistently missed service levels, high turnover, and inaction on continuous improvement goals

➤ The incumbent service provider had also failed to implement any automation, AI, or machine learning technologies, despite these being contractual requirements

PURSUIT STRATEGY

➤ Specifically address each customer pain point in the proposal

➤ Include industry benchmarks, and tie them to proposed service levels and performance targets

➤ Include case studies of successful vendor AI/ML and continuous improvement initiatives

➤ Project cost savings for the customer, based on ticket reduction and automation

➤ Develop a hard-hitting value proposition that includes ROI and cost savings

SUCCESS FACTORS

- Winning proposal was not the lowest priced.
- Credibly addressed customer pain points.
- Clear, concise value proposition with quantified ROI.
- Service levels and targets aligned with industry benchmarks.
- Exceptional MSP references.
- Straightforward and transparent pricing.
- Concise proposal with limited KPIs.
- Commitment to under 25% annual turnover.
- Realistic three-year improvement plan.
- No negotiation on vendor debit schedule, showing confidence.

VENDOR SELECTION

The MSP, after being shortlisted from six to two vendors, delivered a compelling presentation on vendor day, highlighting their ROI-focused solution, AI case studies, and top-tier service levels. This was followed by a 90-minute Q&A session with the client. Four weeks later, the MSP's efforts paid off when they received a letter of intent from the client, indicating they had won the business.

CONTRACT AWARD

About three months following the letter of intent, the MSP secured a \$61 million, three-year contract with multiple renewal options, quickly ramping up in 90 days. Within four months, they consistently met or exceeded all performance targets. 18 months in, their performance remains strong, with financial credits outweighing any debits.

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