

VAR vs. MSP Business Model

The value-added reseller (VAR) landscape is changing. As competition grows and profit margins become thinner, more and more VARs are looking to diversify their portfolio and generate new revenue streams.

Given the growing adoption of managed services and the greater stability of the MSP business model, VARs can achieve substantial growth by adjusting to this model.

Here's a quick analysis of the benefits of transitioning to the MSP business model.

	VARs	MSPs
Business model	Transactional	Ongoing
Service scope	One-time projects	Full-fledged IT services
Revenue model	Project-by-project basis	Recurring revenue
Client relations	Short-term	Long-term
Service	Reactive (break-fix)	Proactive
Profitability potential	Limited	High
Upsell opportunities	Limited	High

Key benefits of the MSP business model

- Consistent revenue with high growth potential
- Increased profit margins
- Predictable revenue streams
- Higher client satisfaction
- Reduced churn
- Expanded service portfolio

Accelerate your business growth with Acronis

Acronis Cyber Protect Cloud enables you to deliver easy, efficient, and secure cyber protection with one integrated solution.

- ✓ Easy, scalable management of customers' accounts
- ✓ Free 30-day trial period
- ✓ Free marketing and sales tools
- ✓ Comprehensive white-labeling
- ✓ Straightforward pay-as-you-go pricing

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