



# The essential guide to growing your business with managed power services

[apc.com](https://apc.com)



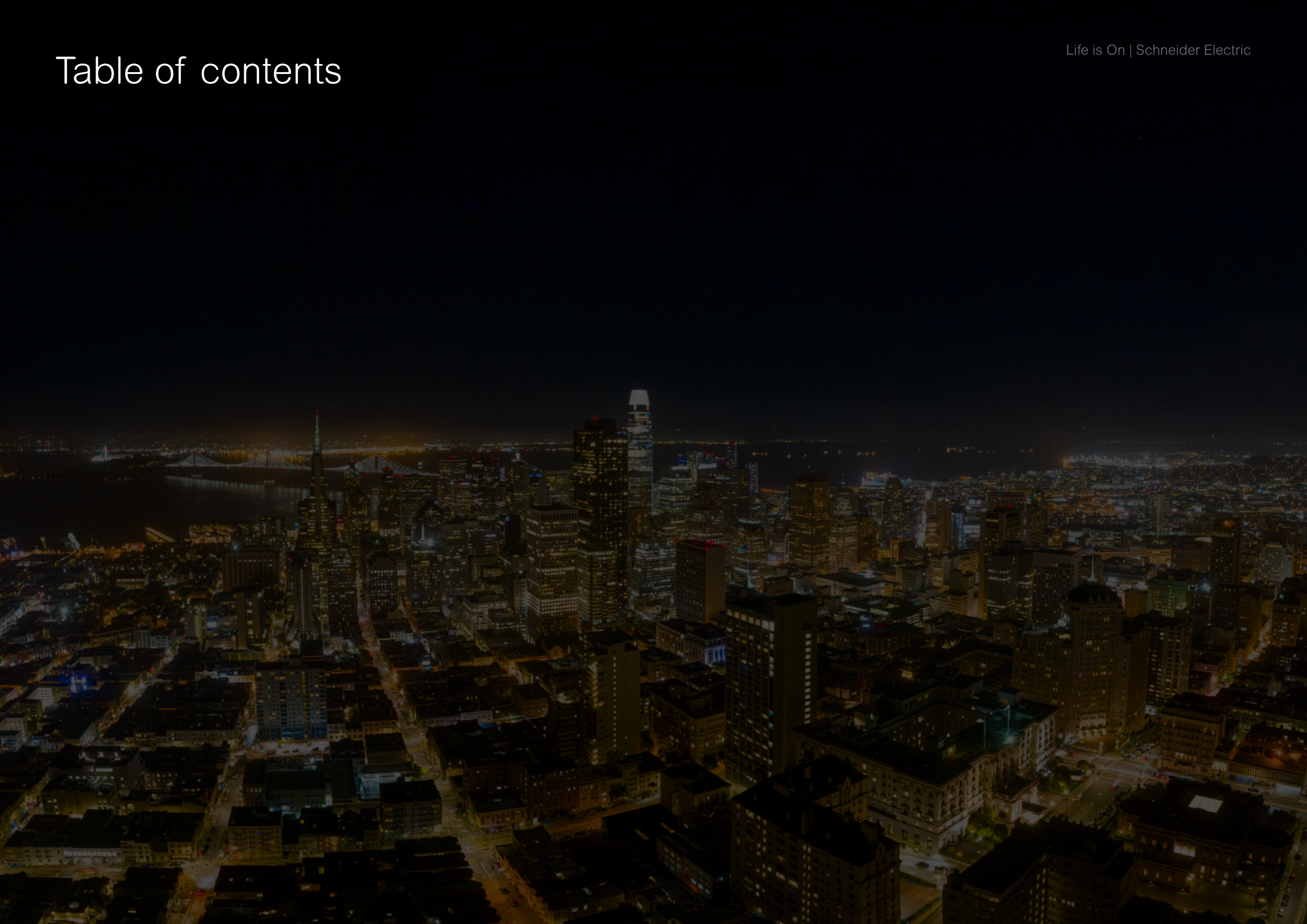
Life Is On

**Schneider**  
Electric



# Table of contents

Life is On | Schneider Electric



# Introduction

## About this guide

This is a “how to” guide for adding managed power services to your solutions portfolio — a market opportunity that is far from saturated. Because many end users lack visibility into their entire infrastructure, they need help managing their edge computing or distributed IT sites. As an IT solution provider, you can monitor both the digital (IT infrastructure) and physical infrastructure aspects (power, cooling, environmental monitoring, and physical security) of their edge environments.

**By physical infrastructure we mean the power and cooling systems that support the IT assets.**

- Power acts as the “backup to the backup”
- Managing power and cooling prevents downtime when nothing else will

## Who wrote this guide?

Schneider Electric experts wrote this guide. Schneider Electric provides energy and automation digital solutions for efficiency and sustainability. Our APC brand products offer certainty in a connected world with reliable, integrated physical infrastructure and software solutions that help keep the power on, and the data flowing.

## Who should read this?

- **Established Managed Service Providers (MSP):** If you want to expand your current capabilities.
- **Newer Managed Service Providers:** If you want to unlock more recurring revenue with software and services.
- **Aspiring Managed Service Providers or Value Added Resellers (VAR):** If you want to learn how to grow your business beyond point products.

## Why read this guide?

You will get:

- Guidance to incorporate managed power services into your product portfolio
- Important support resources and educational materials
- New approaches for expanding every sale
- Updates on remote power management software and digital services for edge computing deployments



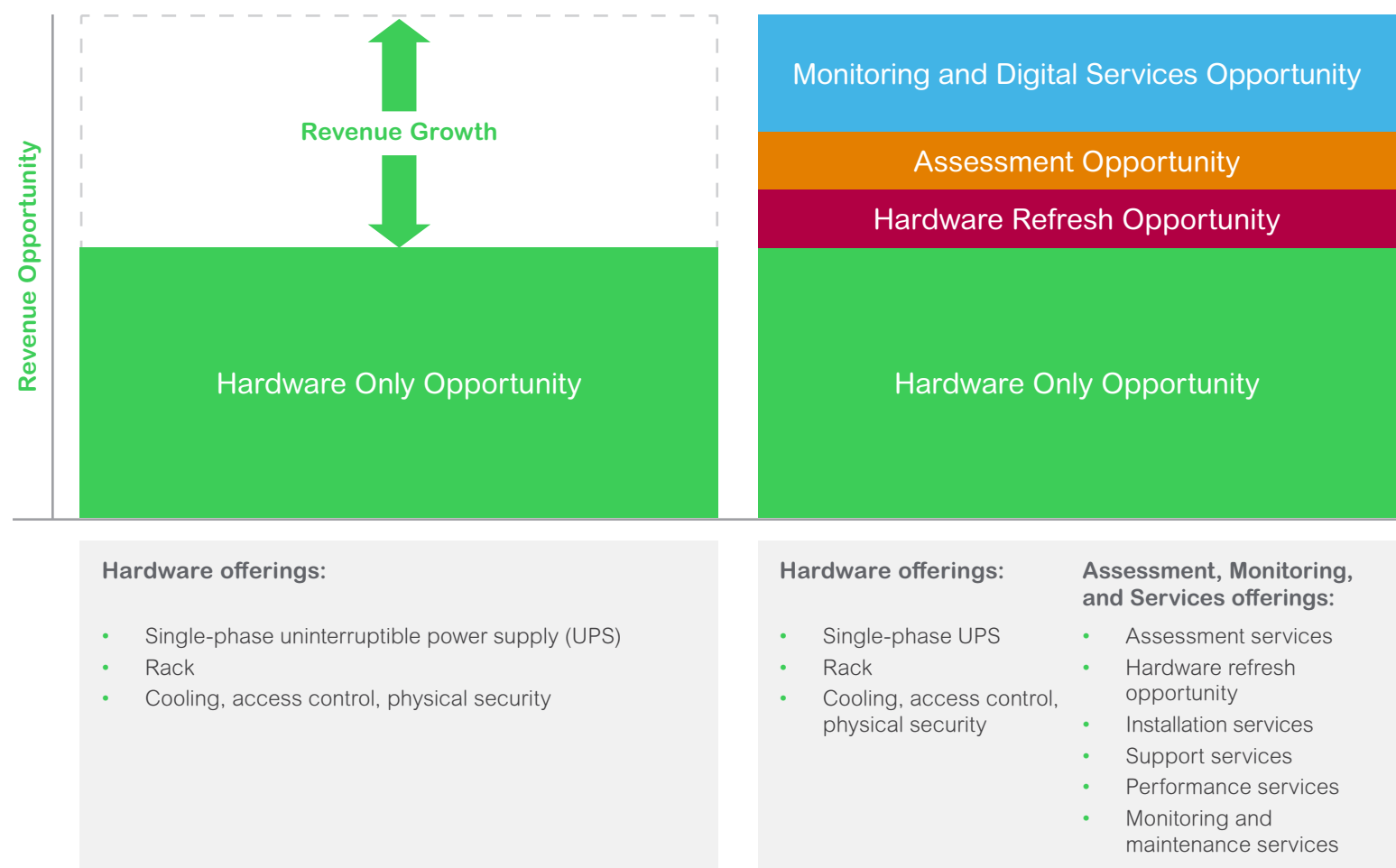


# A closer look at the managed power services opportunity

As an IT solution provider, you can expand your software and digital services portfolio to include power, cooling, environmental monitoring, and security for IT infrastructure to increase recurring revenue and margins.



## Hardware only versus managed power services revenue opportunity



### Benefits from adding managed power services

- Up to **40%** revenue growth per transaction\*

\*Based on Schneider Electric survey

- Differentiate market position as a strategic advisor
- Establish long-term, growing annuity revenue streams

# A quick look at how the numbers can work

By adding managed power services, IT solution providers can realize two types of revenue sources.

Monthly Recurring Revenue (MRR)*		AND / OR	Hardware Refresh Opportunity	
x	375 Connected Assets \$40 per asset per month		x	MRR* x 12 months; \$180,000 per year 2.5 hardware refresh
=	<b>\$15,000 per month</b> (20–50% margin)		=	<b>\$450,000 per opportunity</b>
<b>SMB**</b>	\$4K/mo (100 Assets)		<b>SMB</b>	\$48K (USD, 1x yearly MRR)
<b>Mid-Market</b>	\$20K/mo (500 Assets)		<b>Mid-Market</b>	\$480K (USD, 2x yearly MRR)
<b>Enterprise</b>	\$40K/mo (1000 Assets)		<b>Enterprise</b>	\$1.2M (USD, 2.5x yearly MRR)

\* Monthly recurring revenue based on a pool of 15 customers who average 25 monitored devices per customer.

\*\* Small to medium business



## Get started with 6 Steps

Ready to add managed power services to increase revenue and grow your business? Jump to a section by clicking one of the steps below.



### What is...

**Monthly Recurring Revenue (MRR):** income a company can reliably anticipate every 30 days and one of the key metrics for channel partner companies.

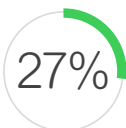
**Hardware Refresh Opportunity:** IT solution providers can increase hardware sales through an assessment to identify old equipment that needs to be replaced.

# Managed power services terms and fast facts

## Did you know...



**Edge Computing** is a deployment methodology designed to put applications and data as close as possible to the users or things that need them.



Only **27%** MSPs provide power monitoring today, and most only monitor power for online/offline status.<sup>4</sup>



By 2025, **41.6 billion** connected IoT devices will be generating **79.4 zettabytes (ZB)** of data. Edge computing will be required to process and manage much of this data.<sup>1</sup>



High growth MSPs set themselves apart from their peers and achieve success by **generating a higher portion of their total revenue** from managed services.<sup>5</sup>



Edge infrastructure spending on compute and storage is expected to grow at a five-year CAGR of 18.9% to reach **\$33.3 billion** by 2024.<sup>2</sup>



For every 10 percent of total revenue derived from managed services, MSPs add **0.25 to 0.75 additional points of annual growth** to their businesses.<sup>5</sup>



According to IDC, almost **80%** of end users plan to deploy more IT services at edge locations.<sup>3</sup>

## Beyond this guide



Learn how IT Solution Providers benefit from managed power services

# “

*“While project work and one-time hardware sales may be tempting, there’s no better way to grow and strengthen an IT practice than by shifting as much business as possible to the managed services model.”*

- Datto

<sup>1</sup> IDC Press Release, IoT Growth Demands Rethink of Long-Term Storage Strategies, July 2020.

<sup>2</sup> IDC Market Forecast, Worldwide Edge Compute and Storage Infrastructure Forecast, 2020–2024: Service Expansion Despite COVID-19, Doc # US47075020, December 2020.

<sup>3</sup> IDC’s Key Findings: 2020 Datacenter Operational Survey — Cloud to Edge Datacenter Trends, Doc # US46752920, August 2020.

<sup>4</sup> SolarWinds and The 2112 Group: 2019 Trends in North American Managed Services, December 2019.

<sup>5</sup> Datto’s Global State of the MSP Report

## STEP 1

---

Life is On | Schneider Electric | 7

# Choose the right option for your business

Enjoy the power of choice.

# Step 1: Choose the right option for your business

There are multiple ways to add managed power services to your portfolio.

Mix and match the right solution for your business. Pick one or more software and/or digital service solution options.

## EcoStruxure™ IT Expert

A hosted software for do-it-yourself remote monitoring and device management by you or your customers.

- Add managed power services to your portfolio
- Unlock new hardware opportunities
- Gain recurring monthly revenue
- Proactively plan on-site support with your own services team
- Integrate EcoStruxure IT Expert into your existing remote monitoring and management (RMM) system by leveraging its public APIs

## EcoStruxure Asset Advisor

A monitoring service offer that includes 24/7 remote monitoring and support from Schneider Electric for faster remediation and greater visibility.

- Get access to our Network Operations Center (NOC)
- Capture recurring monthly revenue by letting us handle monitoring and remote support
- Easily collaborate and quickly troubleshoot with us on our incident-based chat
- Receive personalized monthly reports with insights and recommendations



## Dispatch Services

An upgrade service offer to EcoStruxure IT Expert that provides advanced remote and on-site support from Schneider Electric, with parts and labor included.

- Remain in control and monitor using our hosted software
- Get training from our experts to perform basic remote support
- Position yourself to earn more monthly revenue on our software
- Avoid unpredictable service costs

## Monitoring & Dispatch Services

A completely hands-off service offer that includes 24/7 proactive monitoring, remote support, and on-site support from Schneider Electric, with parts and labor included.

- Leverage our extended team of experts to handle everything and extend your reach in the field
- Free up your staff and let them focus on other areas of your business
- Minimize business disruptions and reduce your OpEx with more proactive service support
- Gain peace of mind



# What is EcoStruxure IT?

EcoStruxure IT is a vendor-neutral platform designed to deliver real-time, remote visibility into the health and availability of an IT environment. The proactive, real-time insights it delivers help optimize performance and mitigate risk, while its open design sets a new standard in partner access and visibility.

EcoStruxure IT revolutionizes the way IT solution providers monitor and manage critical IT infrastructure at the edge.

These powerful monitoring tools offer new ways to remotely manage assets in the field. EcoStruxure IT, for example, automatically collects critical infrastructure sensor values on a regular basis and submits that data to a centralized data lake in the cloud, where that data is pooled with the rest of the anonymized data collected from thousands of other sites.



## Value add example

Using EcoStruxure IT monitoring tools, you can inform your customer that a UPS battery needs replacement before the unit fails. You can also easily warn a customer of increased security risk due to outdated firmware. Offering such proactive consultative guidance helps to quickly build customer loyalty.



## Did you know?

Aggregate data from a data lake provides a clear record of actions and their consequences, positive and negative. It identifies root causes of problems and can generate reports that advise operators on which actions to take when a particular problem arises. Artificial intelligence (AI) algorithms identify the critical patterns of equipment behavior and generate output reports for stakeholders.

# The benefits of partnering with Schneider Electric

By partnering with Schneider Electric, you leverage the technology, expertise, and marketing power of a global organization and can spend more time generating a closer-than-ever relationship with clients.



## **Benefit from a high level of brand recognition**

– Strong brand trust in APC's line of UPS and power distribution products can build customer confidence and act as a gateway for sales to expand beyond hardware to capture revenue from software and services.



## **Leverage the power of data analytics**

– When monitoring systems, nuisance alarms often consume valuable systems administration time. EcoStruxure IT bundles only those alarms that are actually significant based on historical data. This helps you quickly find the root cause of a problem, without having to sort through hundreds of thousands of logs a day.



## **Become a strategic advisor**

– As a Schneider Electric partner, you gain access to a variety of asset behavior reports that in turn help you consult with your customer to drive operational

efficiencies and improve IT equipment performance. As your clients become more reliant on your technology guidance, opportunities for new business and more lucrative collaborative deals increase.

## **Access technical experts**



– MSPs and IT solution providers that partner with Schneider Electric are given direct access to product and integration experts who can quickly provide the technical information required. Your time won't be wasted having calls rerouted in a fruitless effort to find the right resource.



Discover more about the  
benefits of the mySchneider  
IT Solutions Partner Program

## STEP 2

A man in a blue shirt is sitting at a desk in a modern office, looking at a large computer monitor. The office has large windows and a clean, professional look. The man is focused on his work, and the overall atmosphere is one of productivity and innovation.

# Identify opportunities

Review portfolio options and make the business case.



# Packaging your managed power services portfolio

Based on your customers' requirements and your preferred business model you may propose a critical IT monitoring portfolio to your customers similar to this:

## Basic

### Critical IT power monitoring

Use the Schneider Electric [EcoStruxure IT Expert for Partners](#) software to monitor power systems and call the customer if there's a problem. This package could include:

- NOC support
- Online/Offline status reporting
- Alarm notification
- Monthly reporting

## Premium

### Critical IT power monitoring and virtual remediation

Leverage your own NOC with [EcoStruxure IT Expert](#) or Schneider Electric [EcoStruxure Asset Advisor](#) software to perform 24/7 monitoring and virtual remediation. This package could include:

- Basic features PLUS
- Virtual alarm remediation
- Configuration and management
- Analytics
- Quarterly health checks

## Premium Plus

### Critical IT power monitoring and on-site servicing

Leverage your own NOC with [EcoStruxure IT Expert for Partners with Dispatch](#), and/or your service arm, or use Schneider Electric [Monitoring & Dispatch Services](#) to perform 24/7 monitoring, and virtual or physical remediation. This package could include:

- Premium features PLUS
- Physical alarm remediation
- On-site support including parts and labor

## Step 2: Explore case studies

EcoStruxure  
IT Expert

Dispatch  
Services

### Service Solution

Monitoring & Dispatch Services

EcoStruxure  
Asset  
Advisor

Monitoring  
& Dispatch  
Services

### Customer

UPS Protection, Inc

UPS Protection is a California-based IT solution provider and electrical contractor specializing in the design, sale, installation, and service of single-phase and three-phase UPS power solutions.

### Goal

Supplement IT staff effectiveness and improve edge network wiring closet uptime.

### Story

A growing California-based community college looks to UPS Protection to provide an integrated remote monitoring support solution in order to reduce IT support staff workload constraints.

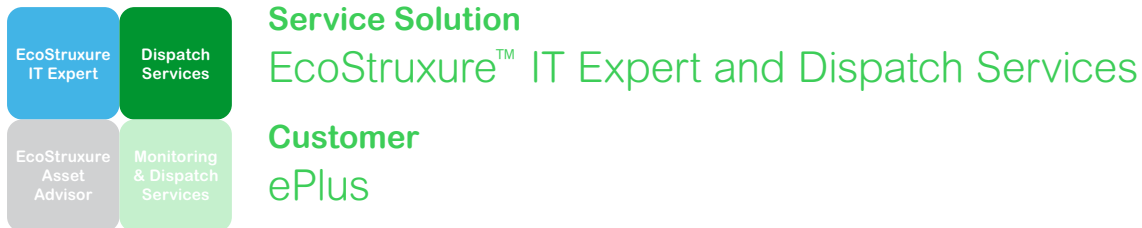
### Solution

A roll-out of 120 APC Smart UPS™ power protection devices and the implementation of Monitoring & Dispatch Services solutions from Schneider Electric.



### Results

- A customer who experiences less downtime and seamless next generation technical support.
- An IT solution provider who builds new recurrent revenue streams while gaining customer trust and loyalty.



ePlus is a provider of annuity-based managed consulting, design and implementation services that help organizations navigate their technology options through use of cloud, security, AI, and digitization tools.

### Goal

Enrich core service offerings through the use of advanced asset management solutions that enable faster decisions, drive lower costs, and offer more comprehensive business intelligence.

### Story

An innovative managed services organization partners with Schneider Electric to enrich both its internal solution portfolio development while enabling customers to implement more comprehensive executive asset performance dashboards.

### Solution

Schneider Electric's EcoStruxure IT Expert and Dispatch Services add-on offers provide ePlus and its customers with unique visibility into the performance of physical infrastructure power and cooling assets as well as a remediation plan when issues occur.



### Results

- Developers quickly produced a multi-tenant secure managed services platform with built-in API capabilities that provides customers with a more comprehensive dashboard view of operational assets.
- Software enabled a deeper level of instrumentation resulting in the incorporation of more inclusive data lakes across the customer base, which translated into easily measurable and demonstrable cost benefits.



# Make the business case

Now that you have assessed the managed power services opportunity and the potential revenue opportunity, how do you get buy-in from your organization?

- **If you're the decision maker**, you'll need to get your employees as excited as you are. Convince them with the following formula:  
A little bit more work = a lot more money.  
Everyone continues to do what they're good at while Schneider Electric provides the built-in tools and support structure you need to succeed.
- **If you're NOT the decision maker**, communicate the benefits of the new services in terms that reflect business value. This managed power services offer can expand your business capabilities and improve profitability with recurring monthly revenue while improving uptime, reducing costs, and improving operational efficiencies for end customers.



## STEP 3

---

Life is On | Schneider Electric | 16

# Launch with a proof of concept

You can try before you buy.



## Step 3: Launch with a proof of concept

Before you commit to fully adding edge managed power services to your portfolio, you can run a pilot either internally or with an existing customer. To get you started, Schneider Electric is offering a free trial of EcoStruxure IT Expert for Partners.

### Start your free trial

It's simple to initiate the pilot:

1. Sign up at <https://ecostruxureit.com/for-partners>
2. Create an account
3. Invite your customers to connect via a gateway\*

\* The onboarding process will take you through these steps

### Benefits

- Low investment/high return scenario
- Power issues can be resolved remotely instead of having to send technicians on site
- Remote work is safer and less costly
- Experience ease-of-use through a hands-on approach





## STEP 4

Life is On | Schneider Electric | 18

# Integrate APIs into your platform

Connecting Schneider Electric solutions into your NOC is easy with our public API.

## Step 4: Leverage APIs

Connecting systems from different vendors is now easier than ever.

- Schneider Electric's open EcoStruxure IT platform makes it simple to integrate APIs with vendor agnostic protocols.
- Because APIs can access the app components, the delivery of digital services and information is more flexible. Updates to workflows are faster and more productive.



In summary:

- Signing the contract provides you with access to and use of Schneider Electric public EcoStruxure IT APIs at no charge and offers you the option to monetize the API as part of your solution.
- You agree that your customer has granted you consent to use and duplicate their relevant company data.\*
- Terms comply with all applicable laws and regulations surrounding data privacy.
  - Check out the [EcoStruxure IT Terms & Conditions template](#)



Learn more about the  
EcoStruxure IT Expert API



How to access EcoStruxure IT  
Expert API as a partner



### What's an API?

An application programming interface (API) is a computing interface that defines interactions between multiple software intermediaries. It defines the kinds of calls or requests that can be made, how to make them, the data formats that should be used, and the conventions to follow.

\***Company Data:** means all information, content and data related to the working order and incidents in operation of the Connected Devices, that are generated or collected by the Connected Devices and that Partner and/or End-Customer can upload, store and/or process, create and/or modify onto the Platform.



## STEP 5

---

Life is On | Schneider Electric | 20

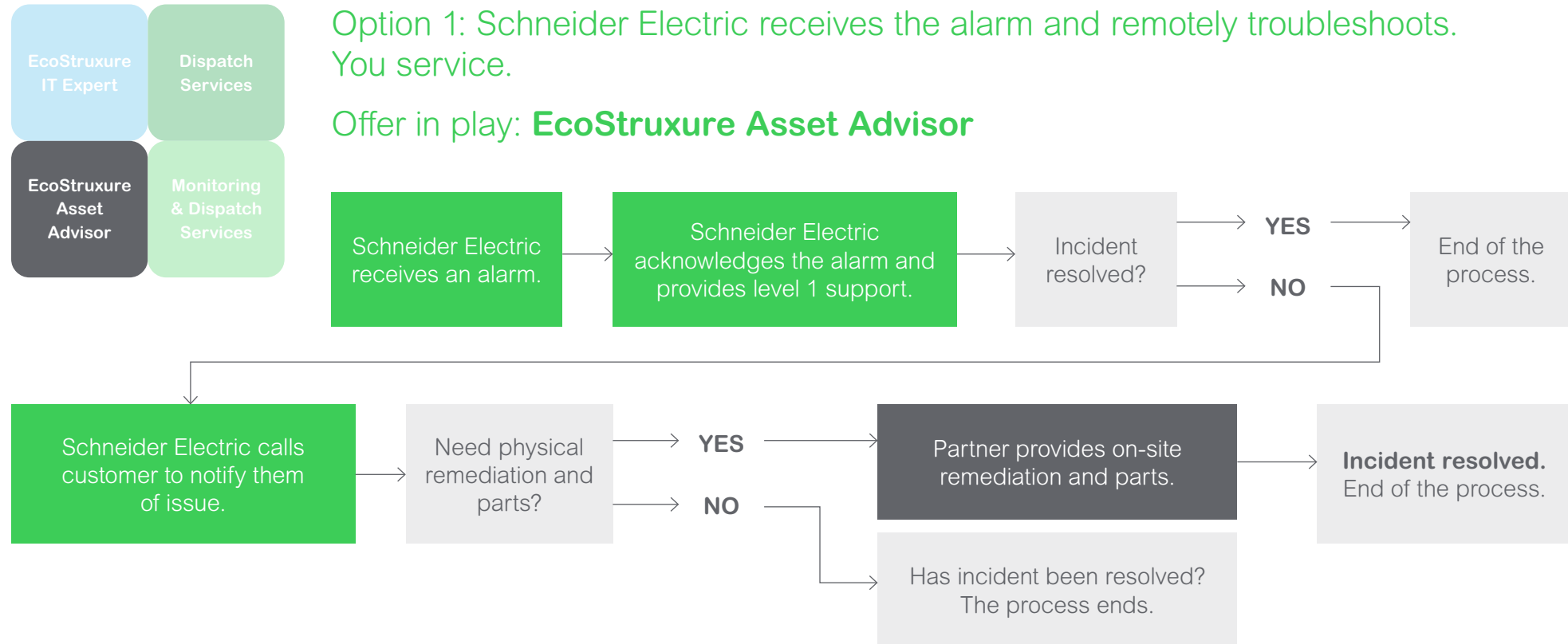
# Explore managed power services options

Choose a software and digital services approach for your business.

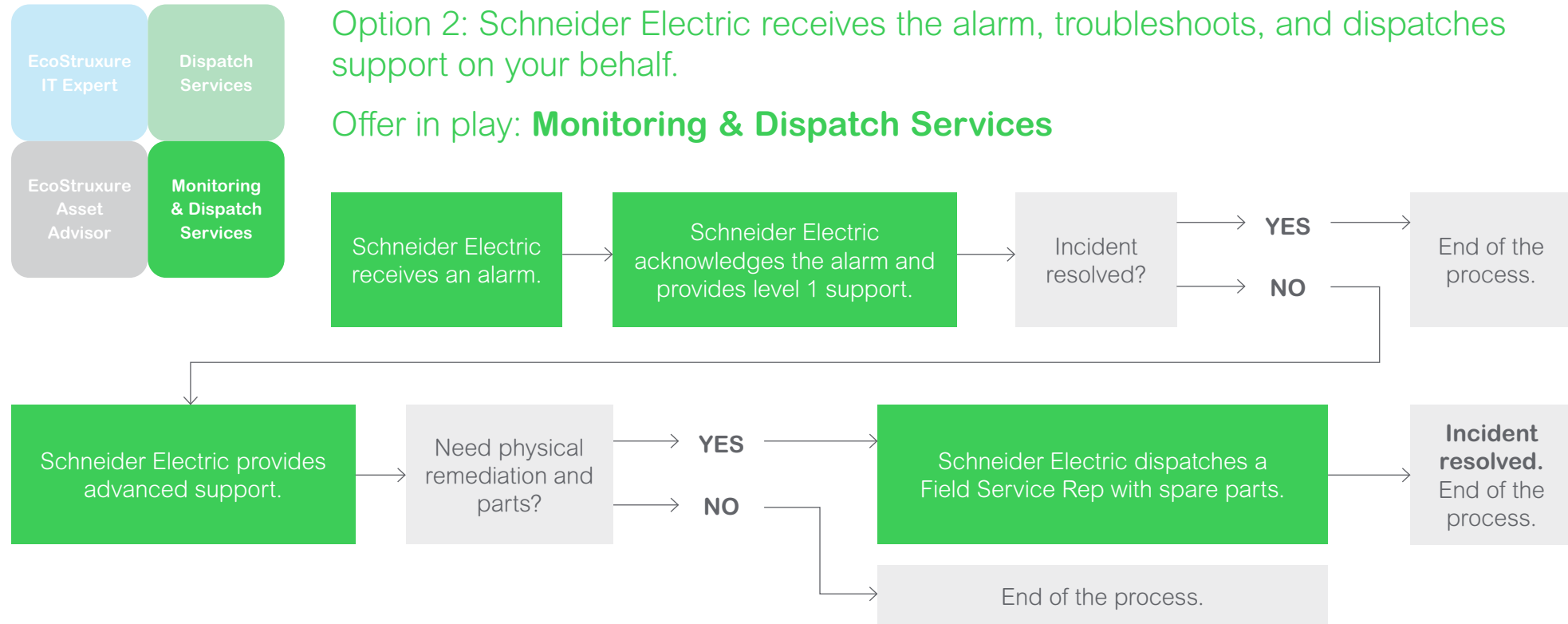


# Step 5: Explore managed power services options

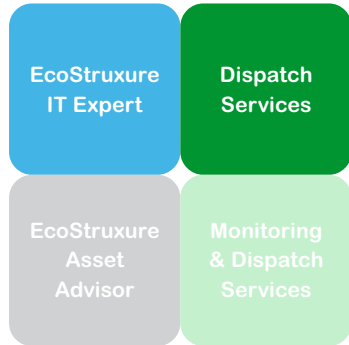
With Schneider Electric, you have the flexibility to get as “hands on” as you want! You’re in control. We’re there to back you up no matter which of the alarm support scenarios you choose. Browse through this section of the guide to understand “who does what” with four example options.



# Step 5: Explore managed power services options

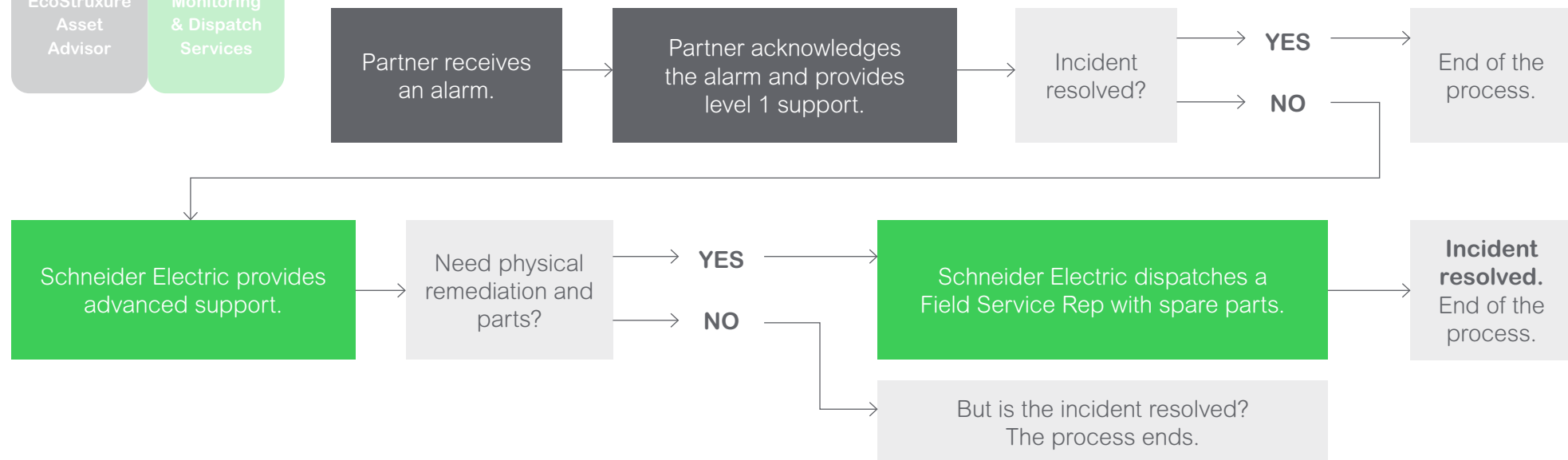


# Step 5: Explore managed power services options



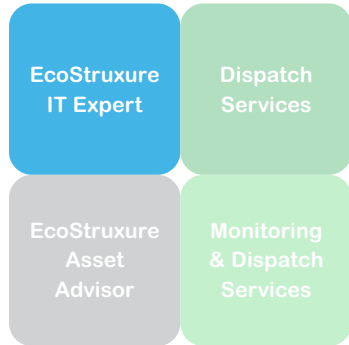
Option 3: You receive the alarm, Schneider Electric troubleshoots and dispatches support.

Offers in play: **EcoStruxure IT Expert and Dispatch Services**



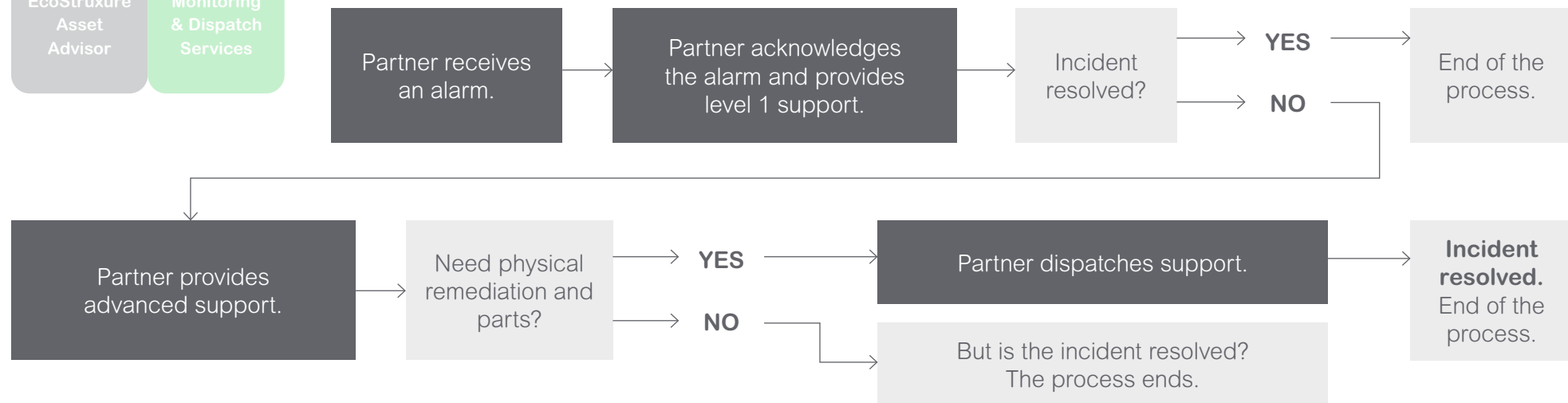


# Step 5: Explore managed power services options



Option 4: You receive the alarm, troubleshoot, and dispatch support.

Offer in play: **EcoStruxure IT Expert**



Still not sure about the best approach for your business? Access the quiz to further evaluate your options.

The quiz >

## STEP 6

---

# Access training and benefits

Enroll in the Edge Software &  
Digital Services Program.

## Step 6: Access training and benefits

### Confidently and quickly establish your business practice

In the fast-changing world of edge computing, customers choose to work with those partners who possess the most up-to-date knowledge, skills, tools, and solutions. To stay competitive, this new Edge Software & Digital Services Program will help you to quickly establish and grow your software and digital services business while effectively managing the needs across the customer's lifecycle and generating recurring revenue streams. To confidently grow your business practice, as a certified partner, you will be able to:

- offset your expenses needed to develop your practice
- elevate the competency of your teams and demand in the market
- increase profitability for full infrastructure solutions
- easily access our tools and resources needed throughout a project

### Get certified with our Edge Software & Digital Services Program

#### Benefits

By taking one of the certification trainings, you will not only elevate the competency of your teams, but also get access to exclusive benefits\* such as:

- our customer lifecycle rebate to offset your expenses
- marketing and sales kits to drive demand in the market
- support from Partner Success and Account Managers to help you drive practice development
- access to design tools and profitability programs

#### Training

Depending on your business focus and capabilities, choose the certification that suits you and will enable you to select, recommend, and sell the right software and services solution offer to your customers.



### mySchneider IT Solutions Partner Program

Log in or register  
and start the  
training

Start today >

\* The availability of benefits may vary by region.



## Training (continued)

**Software & Digital Services for Edge Computing (Select level certification)** dedicated to partners who are focused on reselling software and digital services. In this training, you will learn how to select, recommend and sell the right EcoStruxure IT solution within edge computing environments. You will also discover how Schneider Electric can monitor and service on behalf of your customers, minimizing the demands on their resources while growing your recurring revenue.

**Managed Services & Software for Edge Computing (Premier level certification)** dedicated to Managed Service Providers. This training will allow you to expand, grow and differentiate your existing monitoring or digital service practice and operations to include critical IT power in edge computing environments. You will also learn how to monitor, manage, and remediate issues relevant to your customers' distributed IT deployments.

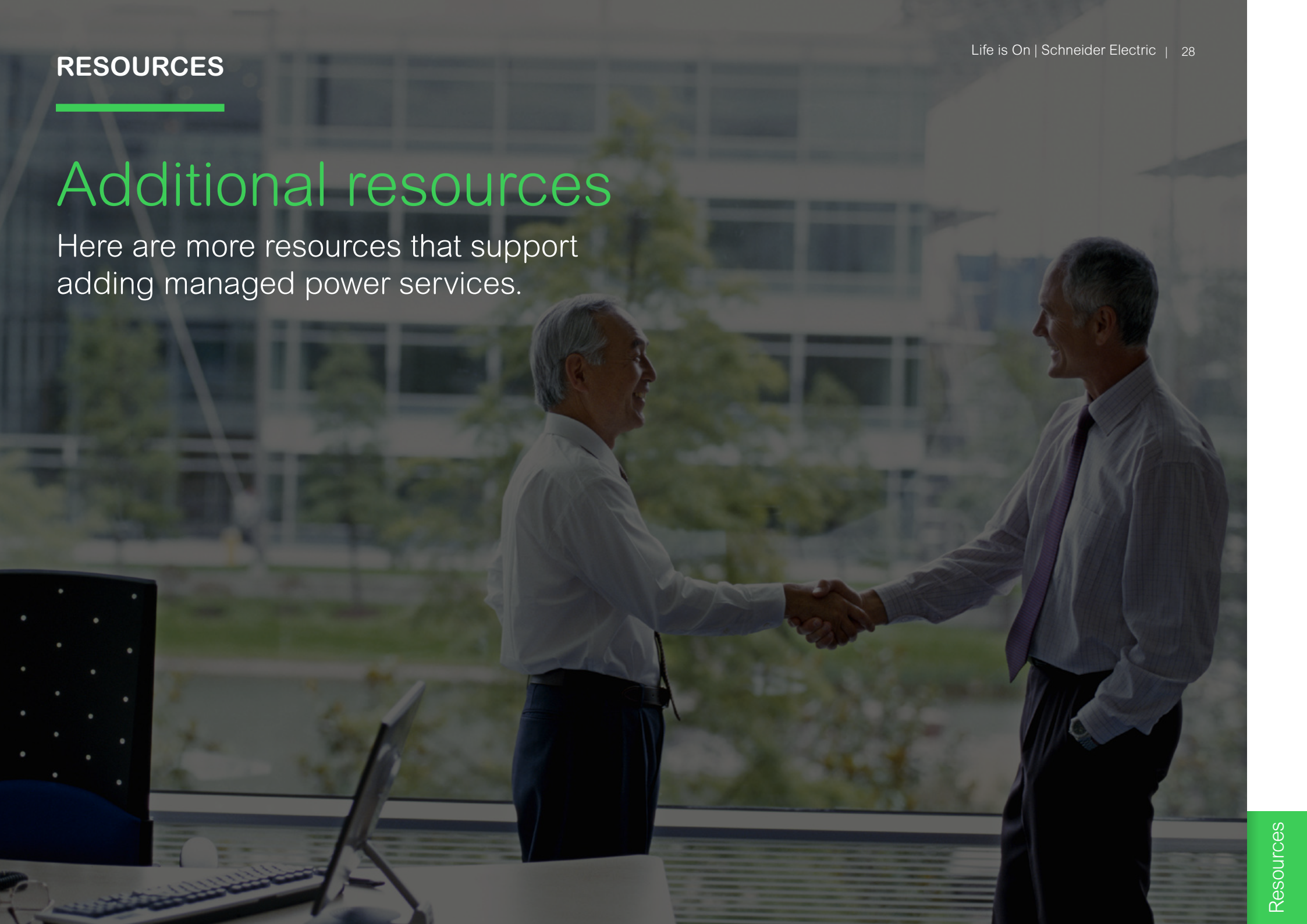


## Ready to get started?

- To get certified, join our [mySchneider IT Solutions Partner Program](#) (previously APC Channel Partner Program) and take the certification that suits your business type.
- [Explore managed power services options to find the right fit for your business.](#)
- [Contact a sales representative to learn more.](#)

# Additional resources

Here are more resources that support adding managed power services.



# Additional resources



## Resources

- [Discover more about Managed Power Services](#)
- [mySchneider IT Solutions Partner Program](#)
- Helpful Tools
  - [Edge UPS Management Calculator](#) – Using estimated customer numbers, compares costs of self managing a fleet of distributed UPS systems to the (lower) cost of having a vendor manage it.
  - [Sample Statement of Work \(SOW\)](#) – Need guidance on developing an SOW for your end customer? Take a look at this sample SOW for Monitoring & Dispatch Services.



## Blogs

- [How Edge Computing Creates New Opportunities for IT Solution Providers](#)
- [5 Reasons to Sell Power and Cooling Managed Services](#)
- [EcoStruxure IT Expert API Enables Seamless Remote Monitoring and Management of Edge Computing Critical Infrastructure](#)
- [How IT Solution Providers Can Increase Recurring Revenue through Monitoring & Dispatch Services for Edge Computing](#)

- [How Managed Service Providers Gain an Edge on IT Availability Issues: Minimal Smart-UPS Service Investment](#)
- [Battery Health Monitoring: A First Step Toward Predictive Capability in UPS Management](#)



## White papers

- [A Quantitative Comparison of UPS Monitoring and Servicing Approaches Across Edge Environments \(2020\)](#)
- [Three Types of Edge Computing Environments and their Impact on Physical Infrastructure Selection \(2020\)](#)
- [Solving Edge Computing Infrastructure Challenges \(2019\)](#)
- [Practical Guide to Ensuring Availability at Edge Computing Sites \(2019\)](#)
- [Digital Remote Monitoring and Dispatch Services' Impact on Edge Computing and Data Centers \(2020\)](#)



## eGuide

- [How to Capitalize on the Edge Computing Opportunity](#)



Life Is On



Learn more about **managed power services**

[apc.com](https://apc.com)

