

# Top three MSP best practices to build your business using CloudHealth

As an MSP, you're always looking for ways to streamline your business for more profitability while providing best-in-class experiences and valuable services to clients. What if there were a way to do both by adopting a cloud cost management solution that allows you to offer innovative offerings, such as FinOps-as-a-Service, to customers, and also helps you run your business? There is, with CloudHealth.



## Three great moves MSPs can make to accelerate business growth.

### BEST PRACTICE 1



### Diversify and expand your client offerings

Implementing solutions that enhance business management should include repurposing and repackaging the services you offer to your clients. A robust cloud cost management solution can streamline processes and generate additional service offerings for your clients. With CloudHealth, you can:

- **Expand your service portfolio** with innovative offerings to drive additional revenue and boost the value of your existing offerings. A natural starting point may be offering a cloud cost management solution, such as FinOps-as-a-Service, to your own clients.

### Enabling FinOps-driven outcomes\*

#### INFORM



**Achieve full visibility** into your cloud spend across services and teams.

**Develop a tag management strategy** to enable accurate reporting.

**Drive your sustainability agenda** with a platform built to enable change.

**Implement data-driven budgeting** and forecasting, to align your cloud costs.

**Establish cloud usage KPIs** to enable business objective alignment.

#### OPTIMIZE



**Optimize cloud resources** to reduce waste and maximize value.

**Identify opportunities** to improve cloud efficiency and performance.

**Track, measure, and report** realized savings from optimization initiatives.

**Align cloud performance** to organizational goals.

#### OPERATE



**Operationalize cloud FinOps** to make financial accountability a priority.

**Enforce cloud efficiency** through policy-driven governance and guardrails.

**Automate key cloud workflows** for consistency and speed.

**Foster a culture of shared accountability and collaboration** to advance FinOps practices, and cloud performance.

## BEST PRACTICE 2



### Minimize manual work to reduce overhead

Minimizing or avoiding manual work is the key to maintaining healthy profit margins when it comes to the managed services you offer clients. You need to determine how much time you spend putting out fires and why. As an MSP, you may have native cloud management tools for each cloud platform, but constantly switching between tools and dashboards to manage multiple clouds not only eats up time but can confuse your teams. With CloudHealth, you can:

- **Centralize customer management** by gaining visibility and reporting across all customer tenants in major public cloud platforms from a single console, vastly reducing time spent managing customers and their tenants.

## BEST PRACTICE 3



### Consolidate services to reduce costs and complexity

To increase your own profit margins, you should look for ways to group client needs with your own to take advantage of cloud provider volume discounts and tiering structures. This can lower costs of goods and services to boost your margins, but the challenge will be correctly separating client costs and reservations for proper billing. With CloudHealth, you can:

- **Streamline billing** with easily generated customer billing statements for AWS, Azure and GCP based on usage, reservations and costs per client.

## Why work with CloudHealth and Arrow

Choosing CloudHealth not only helps you implement MSP best practices but also opens revenue opportunities around FinOps and additional bespoke services and offerings.

By partnering with Arrow, the exclusive global provider of the CloudHealth platform, you can streamline and accelerate your own business while gaining access to a team of experts dedicated to driving your MSP success.



#### Proven track record

Our deep roots and expertise in providing IT solutions, services and support help drive operational efficiency at scale.



#### Commitment to innovation

We remain at the forefront of cloud and AI, offering partners an unmatched ability to navigate complex IT and business landscapes.



#### Leading service

With knowledgeable staff, deep technical knowledge and robust frameworks, we deliver the highest level of dedicated support.

**Get started with CloudHealth today.**