

KloudReadiness Worksheets

Cloud and MSP Service Description

To effectively articulate your value proposition, competitively position your solution and build your brand identity you must begin with a clear definition of your Cloud and MSP service offering(s). This is the process of understanding how the core competencies of your business complement your portfolio of managed services. This worksheet will guide you through the process with a series of questions. Please answer them thoroughly and thoughtfully.

1. What are your core competencies? (check all that apply and add comments below)

- Systems design and support for server-based applications

Your comments:

- Systems design and support for desktop applications

Your comments:

- Systems design and support for voice applications

Your comments:

- Systems design and support for video applications

Your comments:

- Systems design and support for unified communications solutions

Your comments:

- Systems design and support for other real-time applications

Your comments:

- Systems design and support for IP-based network infrastructure

Your comments:

- Systems design and support for network and application security

Your comments:

- Knowledge and experience for an industry-specific business application

Your comments:

- An operational facility (NOC or data center) to deliver cloud-based services

Your comments:

- End-user help desk support for business applications and/or IT services

Your comments:

- Project management and/or professional consulting services

Your comments:

Please elaborate on the strength your company has in these categories in the space provided below. If there are other core competencies not listed above, please add them.

Your comments:

2. What are the managed services offered by your company now and in the near future?

From the list below, please check the box next to the service(s) that represent current capabilities of your managed services business.

- Server optimization and/or management of data center

Your comments:

- Remote monitoring and management (RMM) of desktop

Your comments:

- Implementation and support of *standard* software applications

Your comments:

- Design and support of *industry-specific* software applications

Your comments:

- Data back-up and disaster recovery solutions

Your comments:

- Managed security services including monitoring and remediation

Your comments:

- Voice communications systems design and service delivery

Your comments:

- Advanced unified communications and mobility applications

Your comments:

- Video conferencing systems and workgroup collaboration

Your comments:

-
- Network design and remote performance management (RPM)

Your comments:

-
- Project management and professional consulting services

Your comments:

In the comments box below, please elaborate on which items are core services and which ones are peripheral to your core business. If there are other services not listed above, please add them as well.

Your comments:

3. Assess the depth of your core competencies for each of your service offerings

In this question we are asking you to assess the alignment between your services and your core competencies and your ability deliver your Cloud and MSP services. Please review your answers to questions #1 and #2 and then answer the following questions in the box below.

- How many resources are on staff in each area?

Your comments:

- What is your company's total years of experience in each area?

Your comments:

- What percentage of your business comes from each service offering?

Your comments:

- Is there one dominant area that is your leading capability and/or service?

Your comments:

- If yes, is this area a potential focal point for your value proposition

Your comments:

Please provide any additional comments here and take as much room as you need.

Your comments:

4. Now do a gap analysis based on the alignment of your services and resources.

Are you lacking critical resources in bringing one of your services to market? Are you missing a service that can be supported by one of your core competencies? If so, you will want to reconcile this mismatch either by adding a resource or a new service offering or by building a complementary partnership. Please provide your assessment of the resource alignment between your competencies and services in the box below.

Your comments:

Congratulations! You have completed **Worksheet #4: Cloud and MSP Service Description**. This document will serve as a formal written definition of your core competencies and the key services you provide in your managed services business. The next step in the process of building your differentiated value proposition is to define the profile of your best customer.

Please ensure you find **Worksheet #1: Idea Customer Profile** and complete the questions in this worksheet.

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