

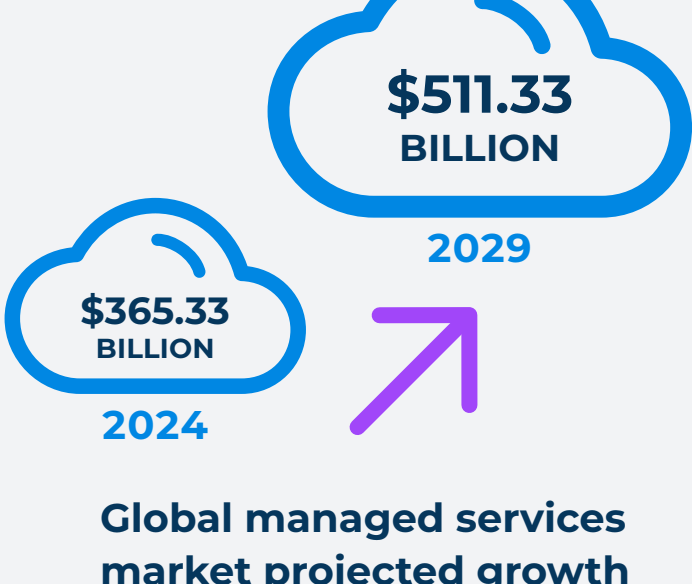


A Channel Partner's Guide with 11:11 Systems

INTRODUCTION:

The MSP Evolution & The Untapped Cloud Opportunity

The global managed services market is projected to grow from \$365.33 billion in 2024 to \$511.03 billion by 2029¹. As businesses increasingly shift to cloud-based solutions, MSPs that evolve their service models are positioned to capture significant market share and drive sustainable growth.



Global managed services market projected growth

The Partner Profitability Paradox

Today's MSPs face critical challenges in the cloud transition:

- Growing infrastructure costs
- Increasing technical complexity
- Expanding security and compliance requirements
- Margin pressure
- Need for specialized expertise
- Scaling limitations

Research² shows that 63% of MSPs cite improving operational efficiencies as their primary obstacle to achieving steady growth and profitability, highlighting the need for strategic partnerships that can help overcome these hurdles.

These challenges create a profitability paradox: how can MSPs grow their cloud business while maintaining healthy margins and delivering excellent service? According to the same research, 60% of MSPs also struggle with "increasing customer satisfaction and reducing churn" and "hiring and retaining talented employees." The answer lies in strategic partnerships that alleviate these pain points while enabling business growth.



Introducing the 11:11 Systems Partner Advantage

Our partnership model delivers four key advantages:

Expanded Service Portfolio

- Comprehensive cloud solutions (DRaaS, BaaS, IaaS, Object Storage, M365 Backup)
- Single partner for diverse client needs

Enhanced Profitability

- Preserved margins
- Reduced operational costs

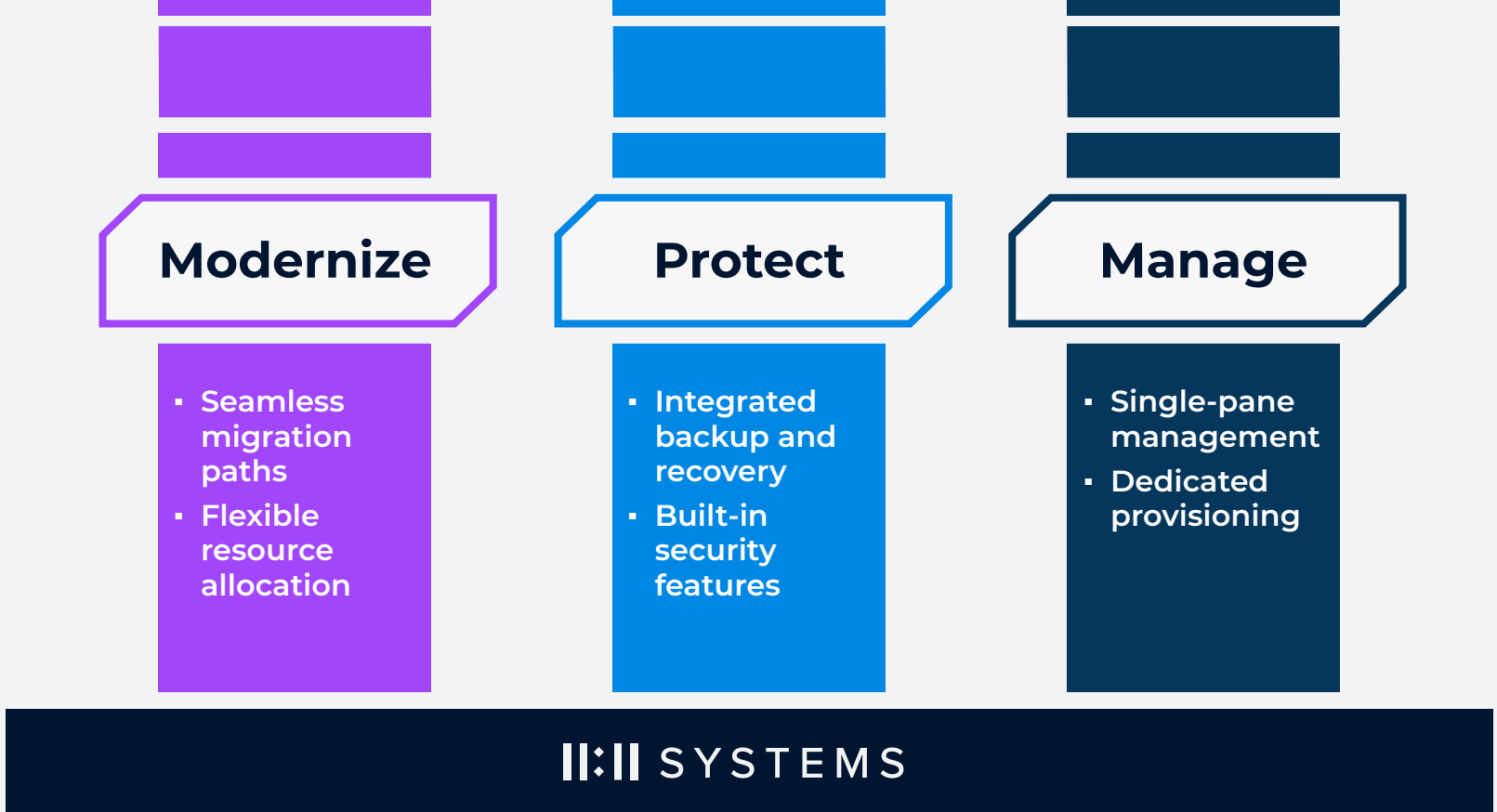
Reduced Infrastructure Burden

- Eliminate capital-intensive investments
- Unified management platform

Access to Expertise

- 24/7 technical support
- Dedicated partner success team

The Modernize, Protect and Manage Partner Model in Action



Building Your Cloud Practice with 11:11 Systems: A Step-by-Step Guide



“Understanding your competitive advantages and aligning them with market opportunities is the foundation of a successful cloud practice.”

— Paul Lee
Director of Wholesale Channel Sales, 11:11 Systems

The Anatomy of a Winning Partnership: Why 11:11 Systems?

Compliance Expertise

Built-in controls for regulatory requirements

Security Focus

Integrated protection technologies

Data Protection

Guaranteed availability and rapid recovery

Support

24/7 assistance and dedicated partner team

“In today's threat landscape, comprehensive data protection isn't optional—it's essential. Our partners rely on our robust security capabilities to safeguard their clients' critical business information.”

— Kendale Miller
Director of Channel Marketing, 11:11 Systems

EMBRACE THE FUTURE OF MSP: PARTNER WITH 11:11 SYSTEMS

Partner with 11:11 Systems to increase efficiency, improve margins, strengthen your competitive position, and scale your business effectively. Our approach helps you build a profitable cloud practice that delivers exceptional client value.

Visit www.1111systems.com/partners or contact partners@1111systems.com to start your journey.



SOURCES
1. <https://www.marketsandmarkets.com/PressReleases/managed-services.asp>
2. https://drive.google.com/file/d/1nZrFnP2NHNxpMLwAdGuv6XMM6yzDNn-s/view?usp=drive_lin