

You don't need more clients to grow. You need more value from the ones you have.

Eight simple ways MSPs use EDAO Control Hub to add cybersecurity, expand every client relationship, and turn visibility into recurring revenue, without building a SOC.

More MRR

Higher ticket sizes

More project revenue

More services per client

Stronger retention

01 Add EDAO-enabled cybersecurity

Offer EDR/MDR, email and identity protection, vulnerability management and awareness to clients without full security today.

NEW RECURRING MRR

02 Put security in every new proposal

Don't wait to be asked. Managed IT becomes Managed IT + Cybersecurity by default.

HIGHER CONTRACT VALUE

03 Charge a security management fee

You're not just providing technology, you're managing it: monitoring, reviews, reporting and recommendations.

HIGHER MRR PER CLIENT

04 Package it into service tiers

Essential, Secure and Complete. The question becomes "which level of protection is right for you?"

HIGHER AVERAGE CONTRACT

05 Review clients with ACE

ACE scores every client, flags gaps and blind spots, and maps upsells per client: what to offer, who needs it, and why.

VISIBILITY INTO REVENUE

06 Find IT revenue beyond security

Aging hardware, network issues, M365 and backup gaps become your own MSP projects.

PROJECT + SERVICE REVENUE

07 Turn assessments into paid work

Assess, identify, recommend, remediate, manage. An assessment is a service, not a free sales tool.

SERVICES + PROJECTS + MRR

08 Turn projects into recurring services

A security project becomes managed security; a network project becomes network management.

ONE-TIME INTO LONG-TERM

WHAT A SMALL INCREASE PER CLIENT BECOMES

30 managed clients. 10 add security.

And that's before management fees, assessments, remediation and IT projects, higher-value packages, and security revenue from new clients.

10 clients × \$500/month

New monthly recurring revenue **+\$5,000**

New annual recurring revenue **+\$60,000**

Example only. MSPs set their own pricing, packaging, margins and client-facing fees.

PACKAGE IT

Three tiers, one simple conversation

ESSENTIAL

Managed IT

SECURE

Managed IT + EDAO-enabled cybersecurity

COMPLETE

Managed IT + EDAO-enabled cybersecurity + ongoing management

START HERE

Don't try to do everything

1. Pick 5 clients

You already manage them, they lack full cybersecurity, and they could use more.

2. Review them in ACE

Look for security gaps, vulnerabilities, unmanaged assets and tech issues. Find one meaningful opportunity.

3. Make one recommendation

A security service, a management fee, a remediation project, or your own IT service. Then repeat.

HOW EDAO MAKES IT EASY

Control Hub

Network, device, threat and exposure services for every client, in one place. No SOC to build.

ACE

One score, a short fix list, upsells per client, and a branded monthly executive brief that proves your value.

Partner Hub

Onboarding, training, certification and sales materials, so your team sells in weeks, not quarters.

COMING SOON EDAO AIGS (AI Governance & Security, covering Shadow AI) and **Secure Browsing**: two more services to add to every tier.