

Gradient MSP Releases Data-Backed MSP Pricing Benchmark Tool Supported by Numerous Leading Vendors

Building Towards a More Collaborative and Prosperous MSP Community

CALGARY, ALBERTA, CANADA, August 1, 2024 /EINPresswire.com/ -- [Gradient MSP](#) is thrilled to announce the availability of its [MSP Pricing Benchmark](#) Assessment. This powerful tool enables Managed Service Providers (MSPs) to compare their resale prices, costs, and adoption rates against data from over 1,000 MSPs, backed by more than \$7 billion in MSP sales data.



Gradient MSP

"Price benchmarking is what the MSP community has been asking for since the beginning of time. A lack of clear guidance on pricing has been one of the biggest barriers faced by MSPs and vendors alike. Gradient, along with several of our vendor peers, is proud to provide a tool backed by extensive industry data to empower MSPs with the confidence they need to adjust their pricing and maximize profit", said Colin Knox, CEO & Co-Founder of Gradient MSP.

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*Colin Knox, Co-founder & CEO,
Gradient MSP*

The MSP Pricing Benchmark Assessment addresses uncertainty for MSPs surrounding pricing services, industry standard costs, and product adoption trends. By providing clear and actionable insights, the tool enables MSPs to make informed decisions that enhance their profitability and growth potential.

“One of the major challenges with running a profitable MSP is understanding the unit economics at both a macro and micro (local) level,” says Jay McBain, Chief Analyst for Canalys. “Making sure the dozens of portfolio products are acquired at a competitive cost and then delivered at a price

that the local market will bear is a game changer.”

This tool is made available for free thanks to generous support from several of the biggest names in the MSP market, including Auvik, Barracuda, Breach Secure Now, CyberFOX, DNSFilter, Huntress, Keeper Security, Liongard, Mesh, N-able, NinjaOne, Sherweb, ThreatLocker, and TitanHQ. Their involvement confirms a commitment to fostering transparency, collaboration, and success within the MSP community.

“The collective effort of these leading vendors and Gradient MSP embodies the spirit of community and shared success. We believe that a rising tide lifts all boats, and this tool is a testament to that”, added Colin Knox.

Alex Hoff, CSO at Auvik shared, “partnering with Gradient MSP to offer their free pricing benchmark assessment tool aligns perfectly with Auvik's mission to empower MSPs. This collaboration provides MSPs with invaluable insights, helping them optimize their pricing strategies and enhance their service offerings. At Auvik, we believe that having the right tools and data is crucial for navigating change and achieving growth. Gradient MSP's commitment to solving the challenges faced by MSPs complements our goal of delivering simplicity and efficiency, ensuring that our partners can confidently scale their businesses with less friction.”

“Partnering with Gradient MSP on their Pricing Benchmark Assessment Tool is a compelling and transformative collaboration for CyberFOX. This sponsorship will enable us to stay competitive and serve our clients with even greater efficiency and precision,” said David Bellini, CEO of CyberFOX. “We are excited about the opportunities this partnership brings and are committed to leveraging tools to drive innovation and excellence in our services.”

“A common challenge faced by MSPs is knowing how to best determine their pricing,” says Jim O’Driscoll, Vice President of Sales at Sherweb. “It’s a constant balancing act between profitability and competitiveness. This new MSP Pricing Benchmark Assessment tool eliminates a lot of that guesswork so that MSPs can confidently optimize their pricing strategies, increase revenue, and gain a competitive edge. We know many of our partners will benefit from using this new tool and we will encourage them to take advantage of it.”

The assessment covers benchmarking across 7 product categories and 85 subcategories commonly resold or offered by MSPs.

Access the tool at <https://benchmark.meetgradient.com> to request your personalized benchmark assessment today.

About Gradient MSP

Established in 2020, Gradient MSP is at the forefront of innovation in the managed service provider (MSP) industry, dedicated to empowering MSPs with cutting-edge, data-driven solutions that drive growth, enhance operational efficiency, and maximize profitability. Founded by industry veterans with a deep understanding of the challenges and opportunities within the MSP landscape, Gradient MSP's mission is to deliver integrated and intelligent tools that enable MSPs to navigate the complexities of technology management with ease and precision.

For more information, visit Gradient MSP's website at <https://www.meetgradient.com>.

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