

Veteran Technology Leader's New Book Reveals the Real Competitive Advantage for MSPs in the Age of AI

"MSP to MVP: Building Unbreakable Partnerships in the Customer Success Era" by Chris Day is released with Forbes Books.

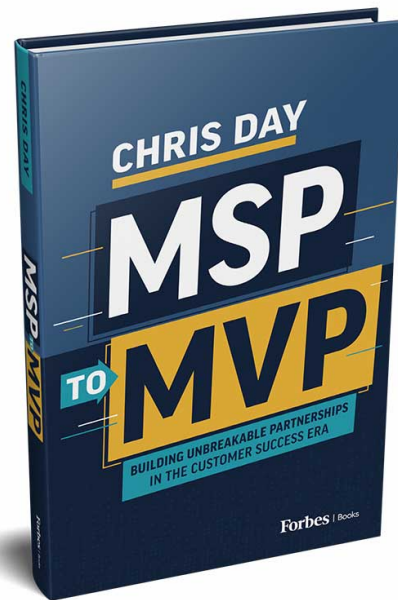
NEW YORK, NY, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- "MSP to MVP: Building Unbreakable Partnerships in the Customer Success Era" by Chris Day is now available [on Amazon](#) and at [major booksellers](#). The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes.

For decades, managed service providers (MSPs) have differentiated themselves through technical expertise, responsive support, and reliable infrastructure management.

Today, however, those capabilities have become expected. As AI transforms the business world, providers face increasing price pressure, commoditization, and shrinking opportunities to distinguish themselves solely through technical performance.

In "MSP to MVP," veteran entrepreneur and [ScalePad](#) CEO Chris Day draws on more than two decades of experience building and scaling category-defining companies and serving the managed services industry. This new book presents a framework to help MSPs redefine their role in the customer relationship. Rather than competing as vendors focused solely on uptime and support, Day demonstrates how service providers can adopt Customer Success as an operating discipline throughout their organizations.

"Small and midsize businesses do not judge their MSP by how many tickets they close. They



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Chris Day releases "MSP to MVP: Building Unbreakable Partnerships in the Customer Success Era" with Forbes Books. ISBN-13: 979-8887508177

judge them by whether the business is more secure, more productive, and better positioned to grow. When an MSP can consistently connect its work to those outcomes, it stops being just a service provider and becomes a truly indispensable partner,” said Day.

Day’s latest work introduces the Six Disciplines of Customer Success, a methodology designed specifically for managed service providers. Through innovative concepts like the Bow Tie Model and the Dual Growth Loop, he shows readers how to strengthen client relationships, make business value visible, improve retention, create expansion opportunities, and build recurring revenue that compounds over time.

“Customer Success isn’t a moment—it’s the disciplined orchestration of the entire lifecycle from sale to measurable value realization,” said Glenn Mathis, former CEO of Integris. “The best MSPs think in strategic moves, not reactive motions, and this book clearly lays out how to turn onboarding, adoption, and ongoing engagement into a deliberate system of repeatable value creation.”

Day’s lessons learned from founding and scaling multiple successful technology businesses, along with expert guidance, are essential reading for MSP owners, executives, and customer-facing teams seeking to escape the commodity trap, elevate client relationships, and position their businesses for lasting success in a rapidly evolving industry.

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About the Author

Chris Day is Founder and CEO of ScalePad, a global platform serving more than 12,000 Managed Service Providers. He is also Founder and Chairman of Top Down Ventures, where he backs early-stage SaaS founders building MSP infrastructure. Over his career, Day founded Fully Managed, which grew to become Canada’s largest MSP before its acquisition by TELUS, and IT Glue, the category-defining documentation platform now part of Kaseya. With more than twenty years of experience in the MSP industry and over \$3 billion in enterprise value created, he continues to shape the future of IT services through strategic investment and thought leadership. He resides in Scottsdale, Arizona.

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Julie McClellen
Forbes Books
+1 843.259.2460
[email us here](#)

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