

MSP or Reseller: Which Model Fits Your Business?

	Managed Service Provider	Software Reseller
What does the customer buy from you?	✔ An ongoing managed IT service	✔ An MSP360 software license
Who manages MSP360?	✔ Your technicians	✔ The customer’s team
Who manages the customer’s endpoints and services?	✔ Your company	✔ The customer
What is MSP360’s role?	✔ The service delivery platform your team uses provide managed services	✔ The software product you sell to the customer
How do you get started?	Create an Management Console account	Submit the Reseller Application