Welcome to CSBcommunity News!

October 2013

Announcing CSBcommunity, a new online business-building resource for CSBs

The Cloud Service Broker (CSB) is the next-generation business model for IT Service Providers. Increasingly, your customers and prospects are shifting their IT resources from the premise to the cloud. And with them, VARs and MSPs are shifting their business model to become CSBs.

MSPexcellence has created CSBcommunity, a business resource website dedicated to enabling this business transformation in the channel. CSBcommunity features a variety of educational and business-building resources for current and future CSBs. Read the Press Release.

Following are some of the CSB resources available on CSBcommunity.com:

- The CSBcommunity blog: Weekly business insights and technology trends
- CSB Vendor Directory: Technology suppliers for the most successful CSBs
- Event Calendar: Webinars, workshops and relevant industry events for CSBs
- CSB News and Views: An aggregated new feed from prominent industry sources
- Plus slide presentations, white papers, videos and business modeling tools

The site is new, the content is comprehensive and new resources will be added on an on-going basis. Membership in the CSBcommunity is free and with it comes a variety of ready-to-use business tools and educational resources. Advanced, fee-based programs designed to accelerate and/or manage your CSB business transformation are also available.

Visit CSBcommunity.com and register to receive free CSB business-building resources
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MSPexcellence at the Cloud Partners Conference

MSPexcellence presented "3 Critical Success Factors for MSPs Moving to the Cloud" at the Cloud Partners Conference in Chicago last month. The event was a very successful gathering of channel partners and cloud vendors with educational breakout sessions and technology exhibits. The MSPexcellence presentation was extremely well received by conference attendees - and based on the feedback we recevied, we decided to use the 3 Critical Success Factors (CSFs) to organize all of the content on the new CSBcommunity.com website.

For a complete explanation of the 3 CSFs, view the Cloud Partners presentation
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Download the CSB Business Growth Model - a $129 value

The first Critical Success Factor for building or scaling a CSB business is to create a cloud business growth plan. This first step is critical because it projects the growth of your business based on the cumulative value of recurring revenue over time, customer acquisition rate, average

deal value as well as gross and net profitability. A business growth model is an essential tool for establishing performance targets and managing the growth of the business against those targets.

[Read more about creating a cloud business growth plan](#)

MSPexcellence has created a CSB Business Growth Model for use by members of the CSBcommunity. You can download your copy ($129 value) at no cost when you become a CSBcommunity member. [Register and download your CSB Growth Model today](#)

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Are You Ready to Become a Cloud Service Broker?

Business transformation of any kind is difficult, but a CSB has the added complexity of designing and delivering emerging cloud technology services. It takes a great deal of planning, coordination and execution against a business model, a technology strategy and a go-to-market plan. And under these broad objectives there are many more detailed steps - some of which you may have completed, others perhaps not.

For the CSBcommunity, we have created a self-assessment questionnaire to help you identify where you have your bases covered and where you have some gaps to fill. After you register as a CSBcommunity member you can download a free CSB Assessment form and then grade your progress. And for a limited time, MSPexcellence will provide a free one-hour business coaching session to review your assessment and recommend an action plan. This $200 value is available free to CSBcommunity members.

[Register and download your CSB Business Readiness Assessment](#)

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Accelerate Your Transition to the Cloud

Some VARs and MSPs are comfortable and capable of managing their transition to the cloud. Others find the demands of everyday business prevent them from applying the necessary focus and resources to make the transition. And some lack the expertise, especially in areas of sales and marketing, to create and execute a winning Cloud Business Broker success plan.

MSPexcellence has developed two different approaches for accelerating your transition to the cloud. One approach is a series of comprehensive online workshops called the CSBaccelerator program. This step-by-step instructional course utilizes online workshops and coaching to enable your company apply winning strategies for achieving the 3 critical success factors to your business.

The second approach is a direct engagement with the MSPexcellence team for a consulting service called CSBadvisor. Based on a detailed assessment of your needs, a tailored statement of work will be developed and managed by MSPexcellence to meet the specific needs of your business using a budget and timeframe that makes the most sense to you.

Learn more about the [CSPaccelerator](#) program and the [CSBadvisor](#) service

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Recent CSBcommunity Blog Posts

The CSBcommunity blog is organized around the 3 Critical Success Factors. When you visit the site, you can sort the blog by CSF, view recent additions or view the full blog. Recent posts added to the CSBcommunity blog include:

- [Are you fueling the cloud solutions sales funnel?](#)
- [How to build a Cloud Service Brokerage growth model](#)
- [3 Critical Success Factors for Moving to the Cloud](#)

We will also be conducting a monthly poll of CSBcommunity members and visitors. This month, our poll question is: "What is the biggest challenge for Cloud Service Brokers". There are 7 possible answers. Which one would you vote for as the number one challenge?

Take the poll here and find out how your peers have voted