# 5 challenges facing MSPs

Why MSPs should consider Microsoft Azure Virtual Desktop and OpenText Cybersecurity to enable efficient remote working



Remote and hybrid working is the new normal – and it presents new challenges for your SMB customers. But what are these challenges, and as an MSP, how can you help your smaller business customers overcome these challenges while also expanding your service offering and revenues?

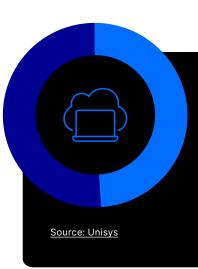
How do you help them stay up-to-date remain competitive, and attract the best talent?

### **CHALLENGE 1**

## **Cybersecurity** is a critical risk

How do your customers keep their data and employees safe when they're working remotely?

The cost of cybercrime is set to rise by **50%** by 2028 Source: Statista



Tech issues cost

49%

of employees up to 5 hours in lost productivity each week

# **CHALLENGE 2**

### **Productivity** is under threat

Relying on legacy technology and limited IT resources, SMBs struggle to provide seamless access to the right apps and data.

# **CHALLENGE 3**

### **Employees want** hybrid working Hybrid work is proven to lead to

higher job satisfaction, meaning SMBs need to adopt and adapt.

Source: McKinsey Global Institute

Office attendance is 30% lower than

before the pandemic





59% of employees

are more likely to choose an employer that offers remote work

**CHALLENGE 4** 

### **Employees are** looking elsewhere When it comes to the job market,

SMBs need to compete with larger enterprises to attract the best people.

**CHALLENGE 5** 

### IT management is complex and costly 1 in 4 firms expect to cut spending by up to

25% in the next 1-2 years. As their MSP, you can help them save and simplify.

1 in 4 businesses expects to reduce tech spending



Windows 10 or 11 environments without sacrificing performance. You can now purchase Microsoft Azure Virtual Desktop through OpenText Cybersecurity, helping your customers:

One technology offers a solution to all of these challenges and more: Microsoft Azure Virtual Desktop (AVD). AVD lets your customers' employees work securely from anywhere using full remote

**Integrate with Microsoft 365 apps** Unlock hybrid working



**Boost security** 

Use Teams, Outlook, OneDrive, and more.



Reduce endpoints and attack surfaces.

Supercharge productivity Access files and apps from anywhere.



Work securely from anywhere. Foster employee satisfaction



Simplify IT By centralising IT management.

Let employees use their own devices.

Speak to OpenText Cybersecurity today and find out how to grow your business and boost revenues.

**Get in touch** 

Talk to an OpenText Cybersecurity expert

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