AvePoint OnPoint

The Managed Service Advantage

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CTO MSP Business at AvePoint

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Channel Solutions Engineer at AvePoint

Peter Bradley

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CTO MSP Business

Founder of Ydentic / previous co-owner of an MSP / driven entrepreneur

Energetic / car detailing enthusiast / innovative thinker / Believer in simplicity

Let's connect!

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Agenda but top topics we covering today and excited about

01	Changing Landscape of MSPs
02	Traditional Management
03	Scalable Model
04	Elements Platform
05	Deep Dive
06	Bootcamp Coming Up
07	Recap And Discussion

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Changing landscape of MSPs

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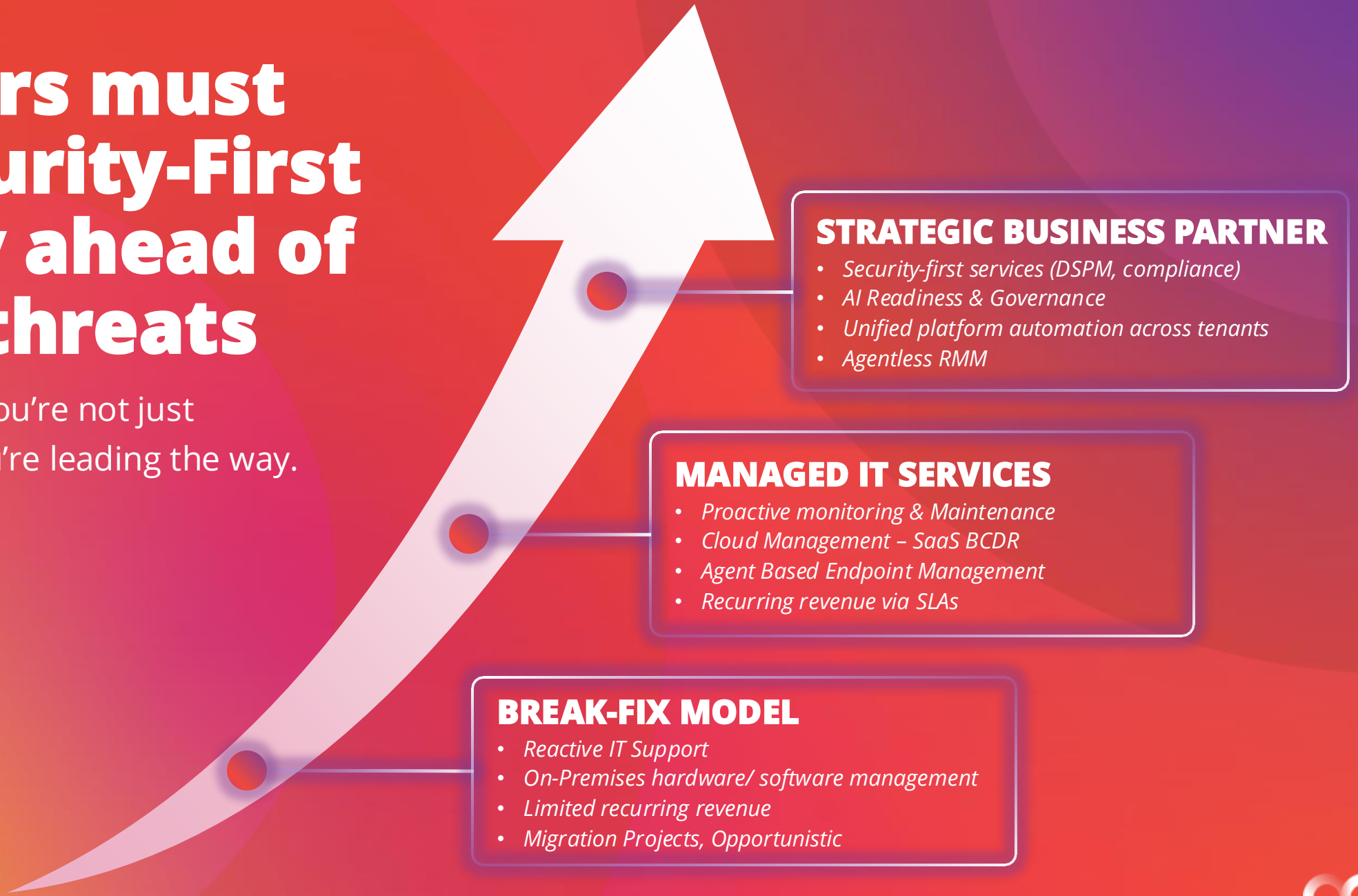
Partners must go Security-First to stay ahead of rising threats

With AvePoint, you're not just keeping up—you're leading the way.



STRATEGIC BUSINESS PARTNER

- *Security-first services (DSPM, compliance)*
- *AI Readiness & Governance*
- *Unified platform automation across tenants*
- *Agentless RMM*

MANAGED IT SERVICES

- *Proactive monitoring & Maintenance*
- *Cloud Management – SaaS BCDR*
- *Agent Based Endpoint Management*
- *Recurring revenue via SLAs*

BREAK-FIX MODEL

- *Reactive IT Support*
- *On-Premises hardware/ software management*
- *Limited recurring revenue*
- *Migration Projects, Opportunistic*

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It’s not easy being an MSP

You Need to...

Navigate Rapid Technology & Security Changes

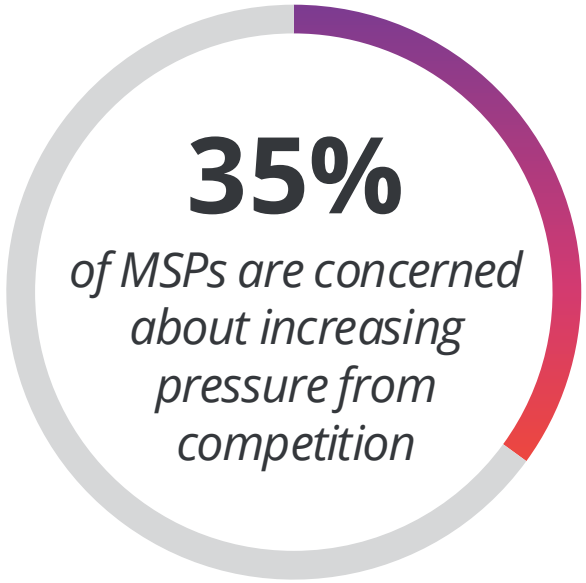
Keeping up with the accelerating demand for cloud and AI while staying ahead of evolving cybersecurity threats and regulatory compliance.

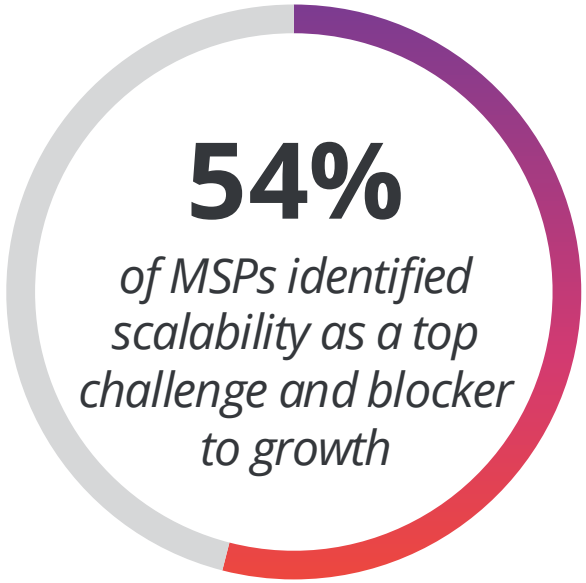
Operational Efficiency & Vendor Management

Managing multiple vendors, billing cycles, and scaling profitably despite talent shortages.

Market Differentiation & Competitive Advantage

Standing out in a crowded market while ensuring sustainable growth.





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One Platform to Deliver Value-Driven Managed Services

SMART OPERATIONS

Ensure reliable outcomes by automating repetitive tasks and enforcing standardized governance to guarantee operational readiness

SECURE AI & DATA

Safeguard cloud environments by implementing robust identity controls, continuous security posture management, and comprehensive backup solutions for critical services

VALUE OPTIMIZATION

Deliver maximum business value from MS365 & Azure by leveraging AI-driven analytics, strategic storage policies, and smart scaling so organizations only pay for necessary resources

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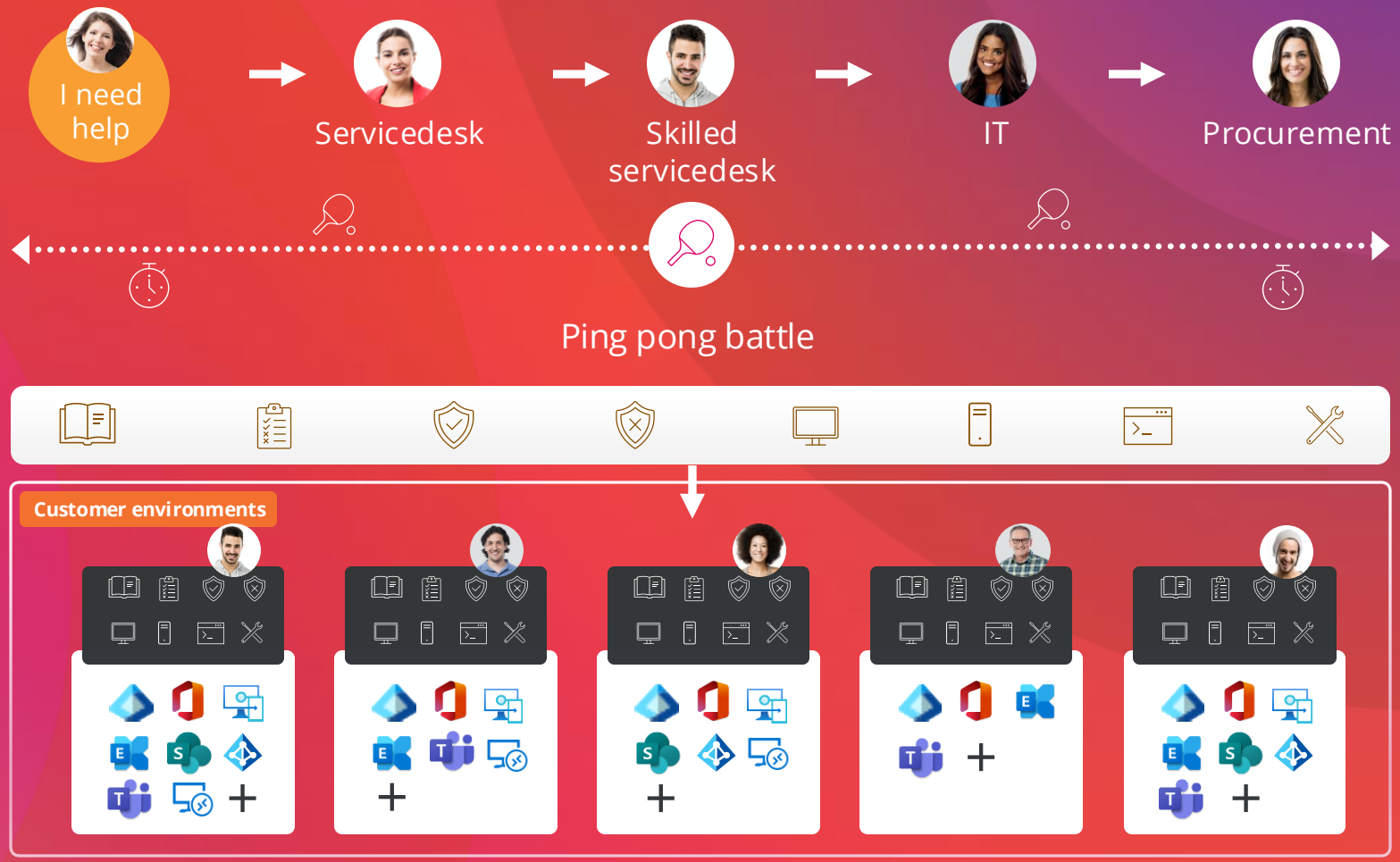
TRADITIONAL MANAGEMENT OF CUSTOMERS



CHALLENGES

MANAGE THROUGH DIFFERENT SERVERS

MANAGE THROUGH DIFFERENT PORTALS

LOTS OF MANUAL PROCESSES

KNOWLEDGE WITH THE PEOPLE

EVERY CUSTOMER IS UNIQUE

LABOR INTENSIVE

HIGH RISK OF HUMAN ERROR

TO MUCH ADMIN RIGHTS IN ENVIRONMENTS

INEFFICIENT WORK PROCEDURES

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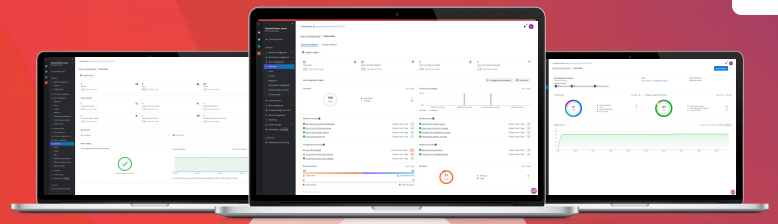
SCALABLE MODEL

STANDARDIZED MULTI-TENANT MANAGEMENT

MSP



KEYUSERS / ENDUSERS

BENEFITS

ONE PORTAL (SINGLE PANE OF GLASS)

CENTRALIZED MANAGEMENT

AUTOMATED PROCESSES

KNOWLEDGE COVERED IN THE PLATFORM

UNIFORM MANAGEMENT FOR EACH CUSTOMER

LOW LABOR AND LOWER RISK OF HUMAN ERROR

HUGE REDUCTION OF ADMIN RIGHTS IN ENVIRONMENTS

WORKING MORE EFFICIENT

TIME SAVING

Standardized customer environments

WE GOT YOU COVERED! - **LOCAL** AD – **HYBRID** AD - **ENTRA** ID

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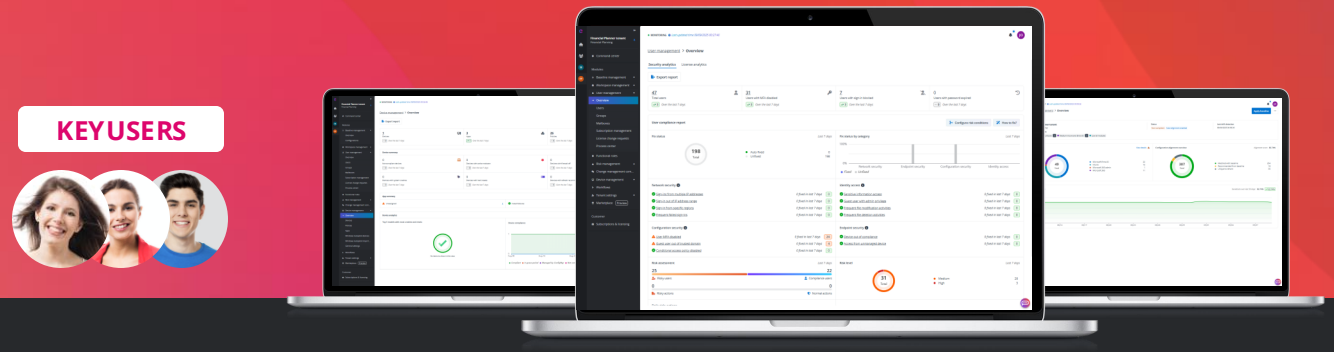
Elements Platform

Purpose built for MSPs

MSP



KEYUSERS

ENDUSERS

Cloud Migration

Back-up Management

Tenant Management

Risk Management

Workspace management

User management

License management

Device & App management

Q4-25

Infrastructure management

Insights & reporting

Q1-26

HRM Integrations

Smart Operations

Secure AI & Data

Optimization

We are **transforming MSPs** from traditional IT providers **into strategic security partners**

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From break-fix to standardized

Each customer is different and often complex, with the expertise lying in the employees.

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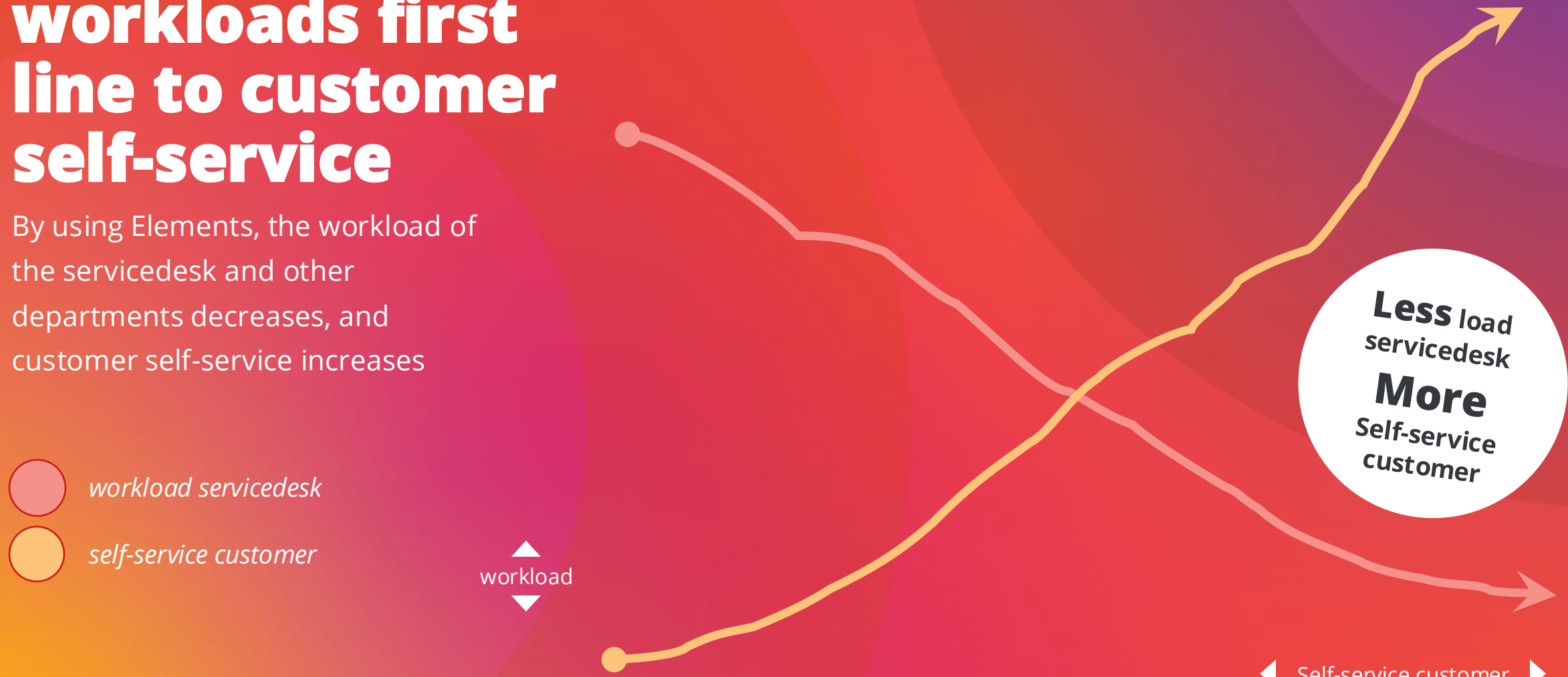
From high workloads first line to customer self-service

By using Elements, the workload of the servicedesk and other departments decreases, and customer self-service increases



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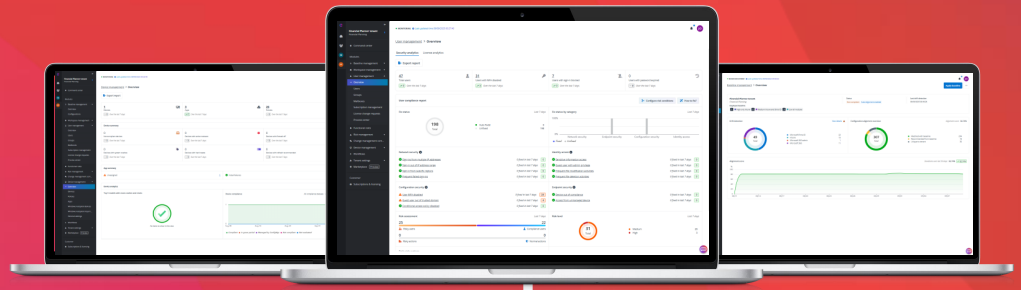
Value for MSP and customer

Customer-Centric Revenue Streams



MSP

- Sales & marketing
- Service Management & Delivery
- IT Operation
- Finance
- Management
- Change Management
- Other heroes

CUSTOMERS

- Faster ticket resolution
- Higher customer satisfaction
- 24x7 available support
- Insights in IT
- First time right
- Improved selfservice
- Efficiency

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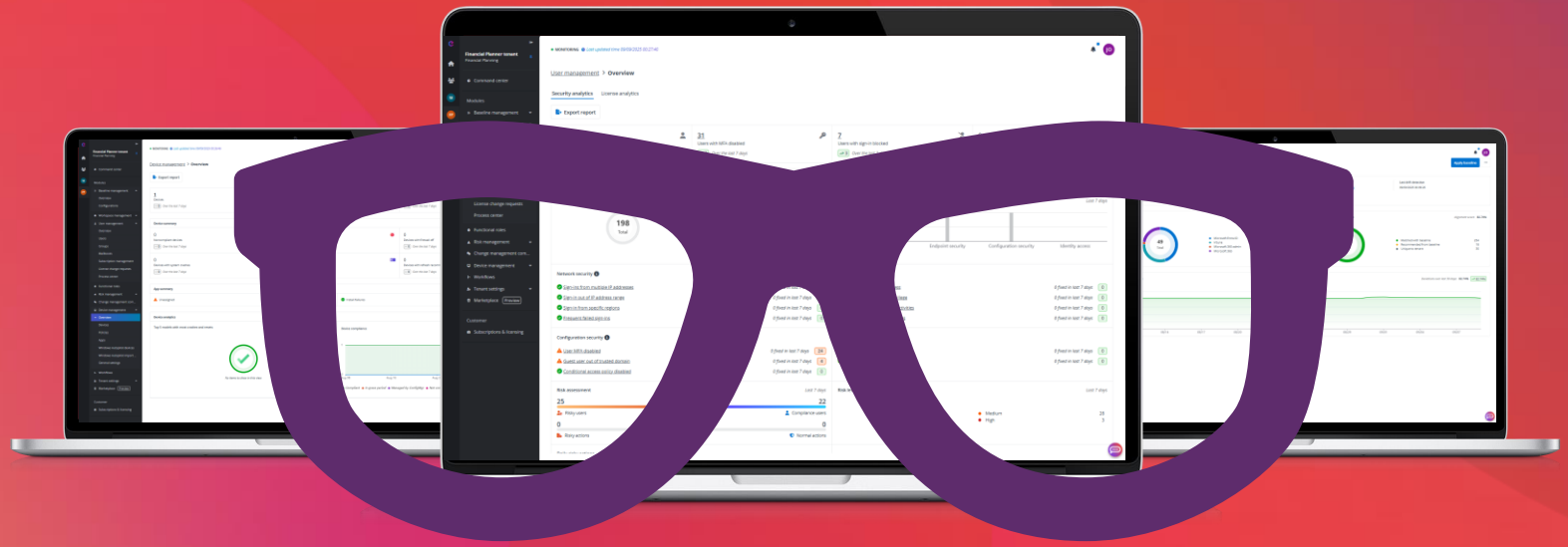
Elements Deep-dive



We're eager to hear your thoughts!

Callum Noad

Channel Solutions Engineer at AvePoint

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Delivering Data-Centric Security:

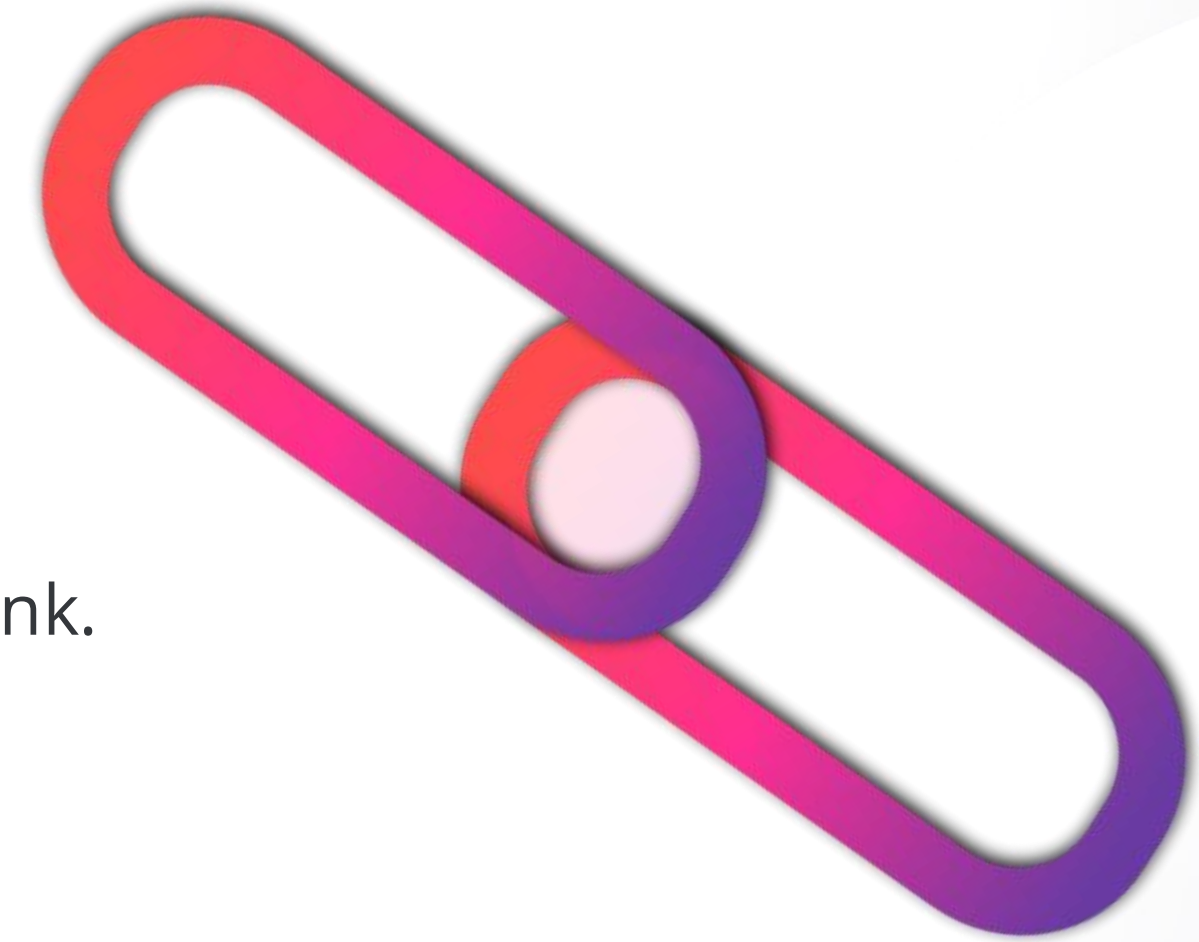
Solving the Last Mile with **Shared Accountability**

Peter Bradley
Product Strategy Lead at AvePoint

When a Link Outlives the Project

Healthy tenant. No exploit. Public link.

Real impact.



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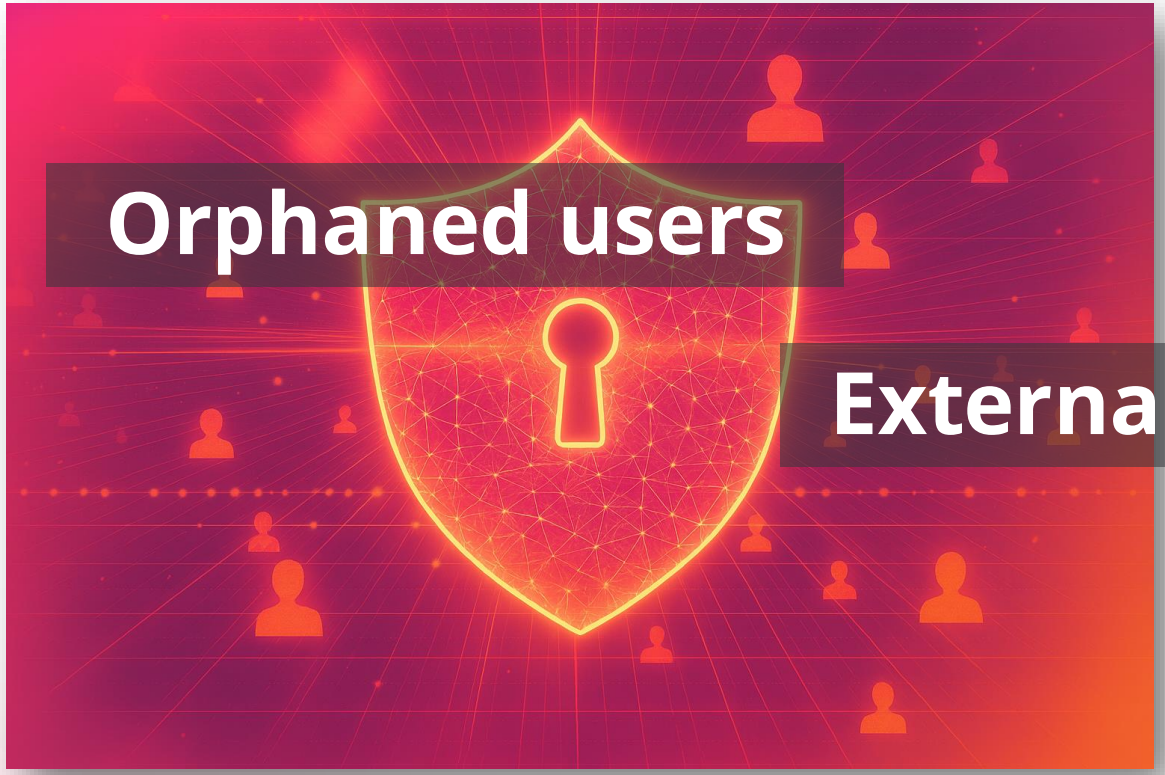
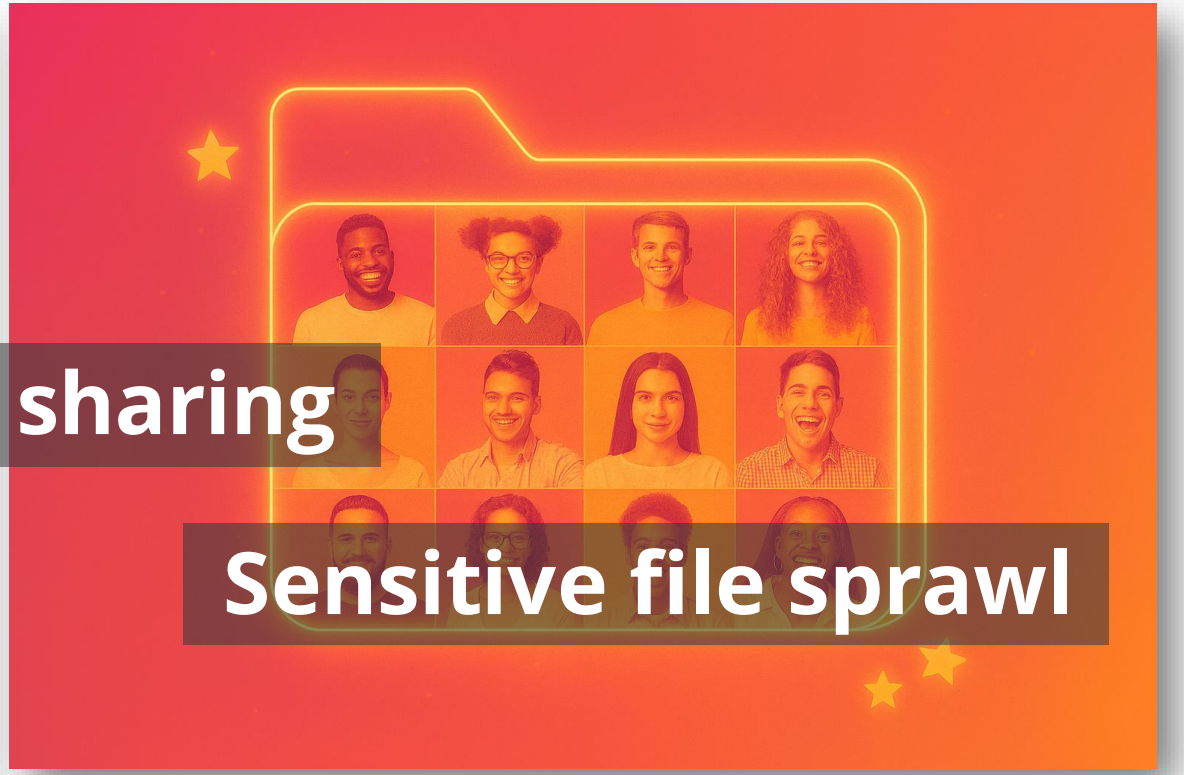
Reality Check – Governance, not Perimeter



External sharing



Failures of governance execution

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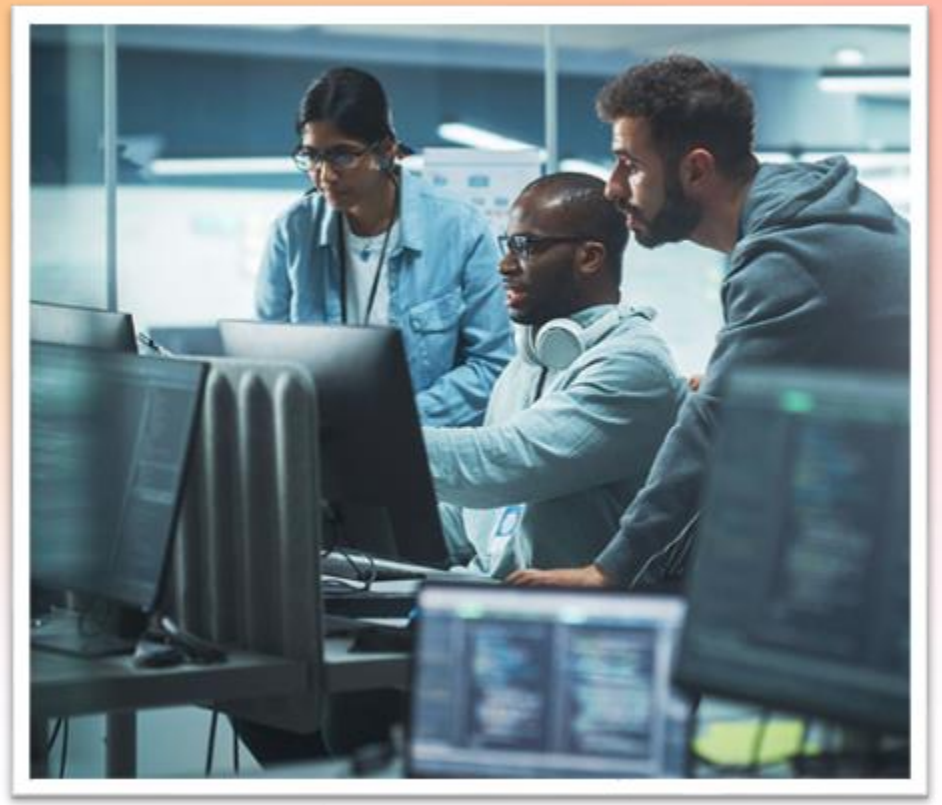
Who Holds the Context?

IT Teams



Business Leaders

The Last-Mile Problem

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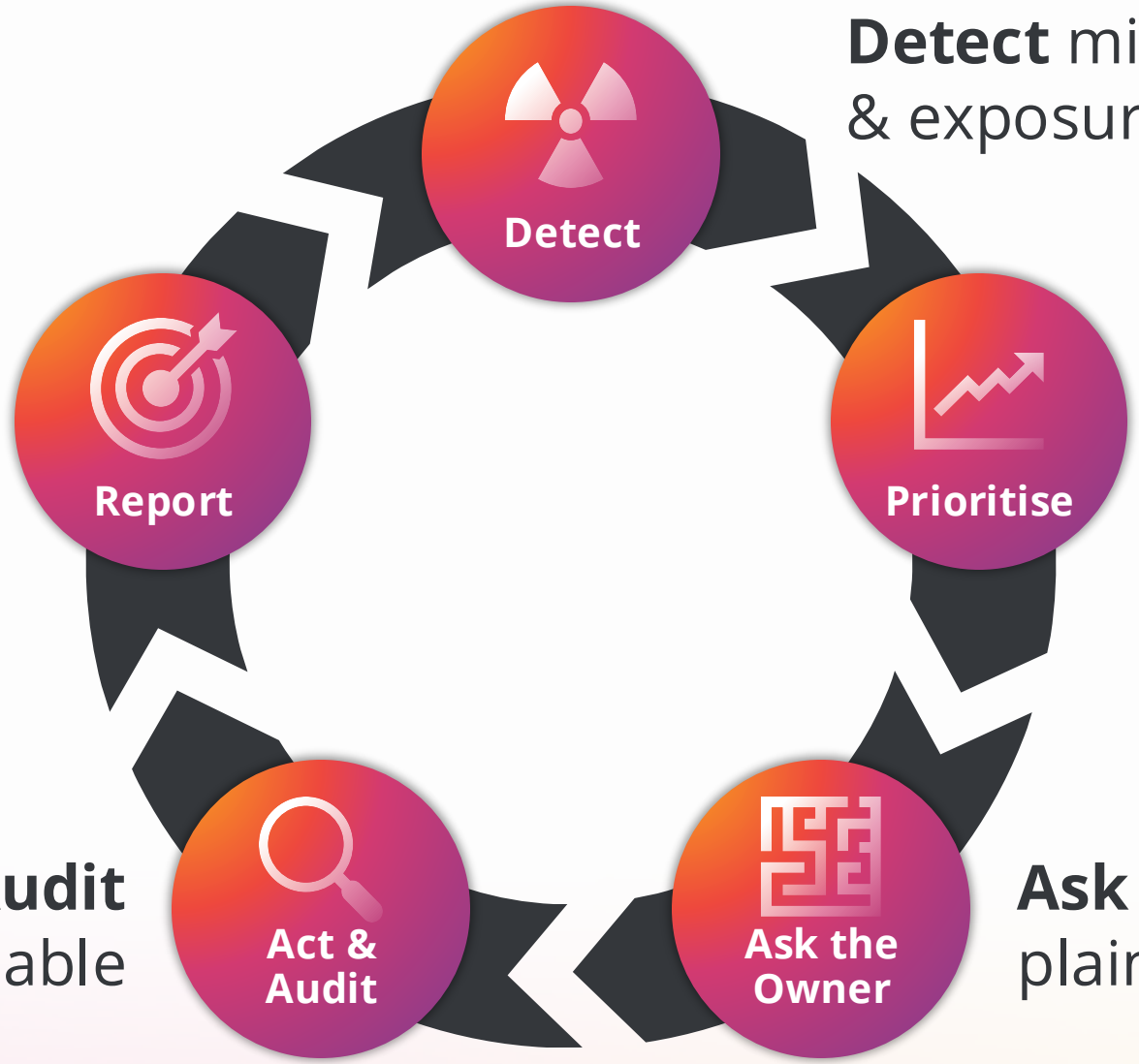
Operating Model: The Service Loop



Detect misconfig & exposure

Prioritise by impact

Ask the Owner plain simple choices

Act & Audit consistent, traceable

Report small KPI set

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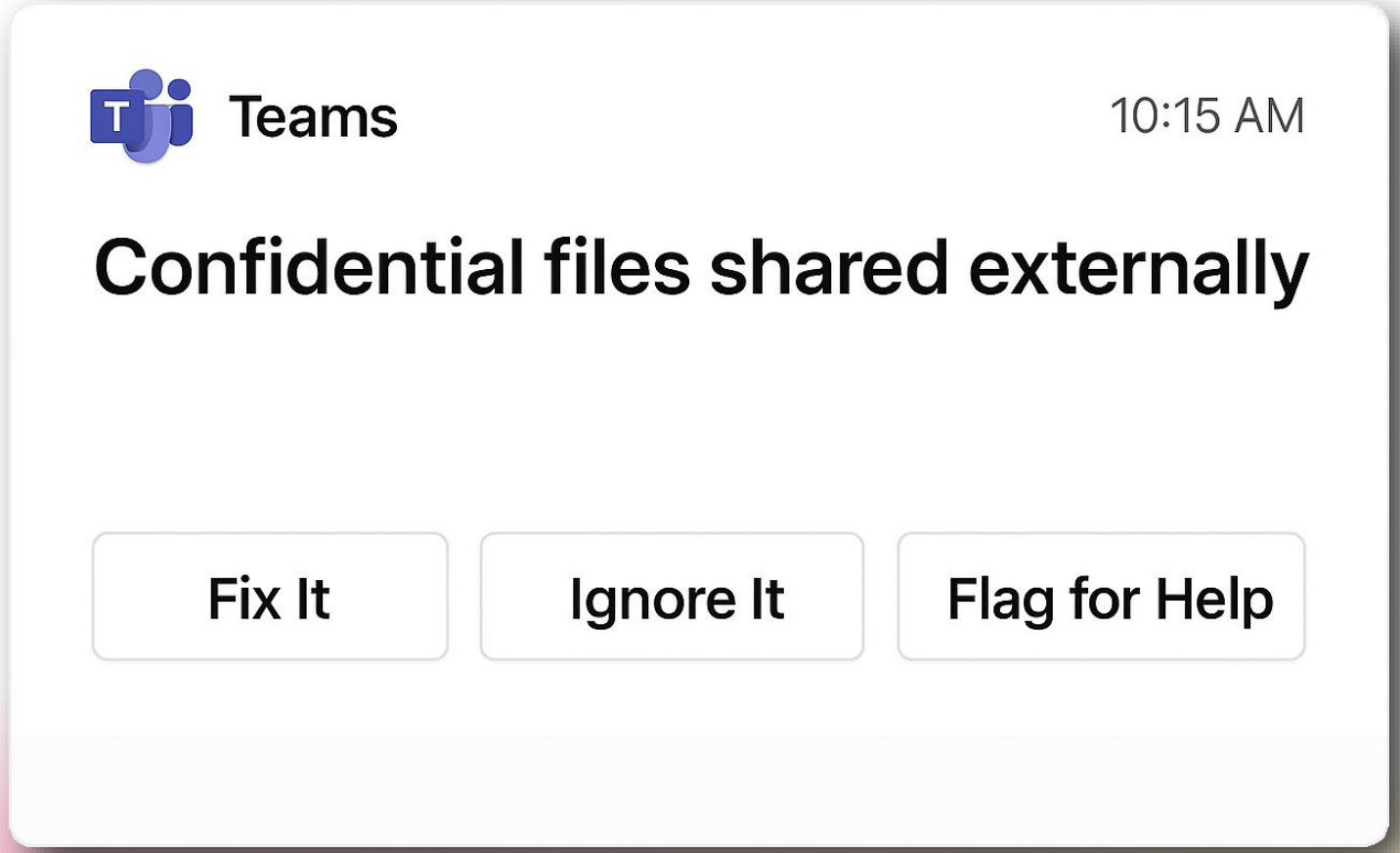
Owner Engagement:

Simple, In-Flow, Plain Language Micro-Actions



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Operationalise the Loop

Where Tools Help

CONFIDENCE PLATFORM
Powered by AvePoint

ELEMENTS PLATFORM
Powered by AvePoint

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AI is Coming to Help! However,...

When it comes to securing sensitive data, where does your organisation feel most comfortable on the spectrum of AI involvement today?

AI Reports only

AI shows findings; people decide and change.

AI Suggests; Humans Approve

AI recommends; people approve and execute.

AI Partners (low-risk only)

AI auto-fixes low risk; humans approve high-risk fixes.

Autopilot (with oversight)

AI acts broadly; people review and override high-risk.

Full Autonomy

AI controls end-to-end; human review is rare.

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Shared Accountability = Critical for AI

Source: Focus group polling

Customers want **people** in control with AI

Regulators require human oversight of AI

Last-mile owner approval becomes critical

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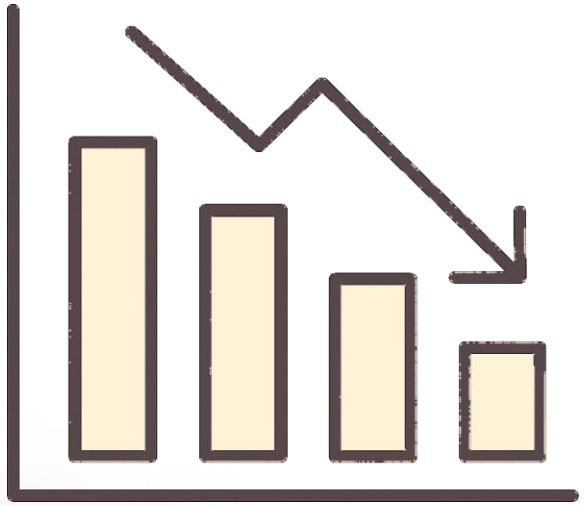
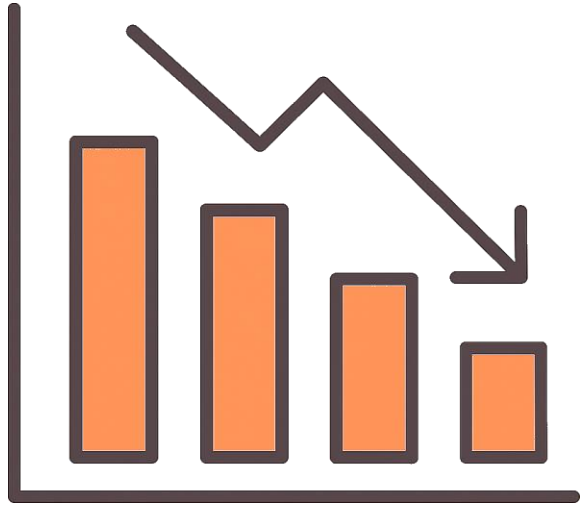
Proving the Value

Three KPIs to Trend



Sensitive files with external access

Actioned-within-72 hours



Mean time to remediate

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Infrastructure didn’t fail.

The last mile did.

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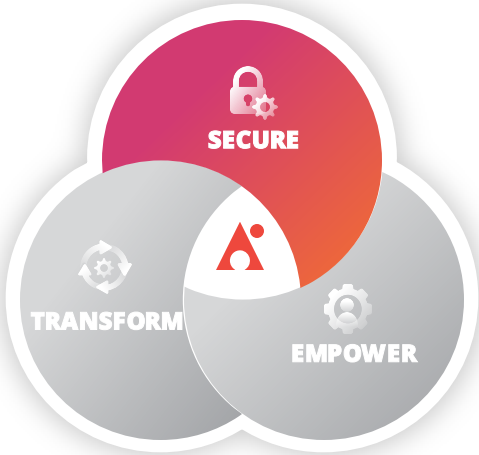
LIVE DEMO:

The 60-Second Owner Fix



Issue Detected

System detected an overshared file

Owner Notified

- Teams
- SharePoint
- Email

Simple Review

- Fix It
- Ignore It
- Flag for Help

Issue Resolved

With full audit

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Recap & Roadmap

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Elements Roadmap 2025 – Q4

Last Update: 30/09/2025

	August (GA)	October (Almost there)	December (In Progress)
BASELINES	• Auto-revert support in Baselines • Baseline CIS L1 Built-in template	• Baseline versioning • Baseline Detection Frequency • Baseline Reporting Dashboard	• Apply Baselines to Multiple Tenants • Baseline tenant comparison and report • Baseline Variables (dynamic values)
USER	• User Management onboarding improvements (summary page) • Department/locations/job title support in User Management	• Tenant Specific settings & Deviations Pages • User off-boarding process support • Resource through Functional Role-Labelling	• Scan & Detect unsafe links per user • New (default) Tenant Settings
DEVICE	• Intune Apps Management • Intune device management Dashboard	• Support for more Device types (MDM) • Support for more Window Apps (MAM)	• Device Management reporting • Intune support for Android and IOS (TBD) • App lifecycle management
LICENSE	• License assignment when no licenses available for users and groups • License Management approval workflows	• License Optimization Monthly Budget Configuration • License Automation Adjustments (Increase)	• License auto adjustments (decrease) • User MFA Status Improvement • Hybrid Exchange Support (local AD)
WORKSPACE		• Archive and destroy improvements • Archive and Stub file	
PLATFORM	• Redesign workflow UX • Export and mail PDF reports	• **Azure Security Management** (New Module) • Command Center Refresh • Marketplace Integration - Ingram Xvantage • Public APIs	

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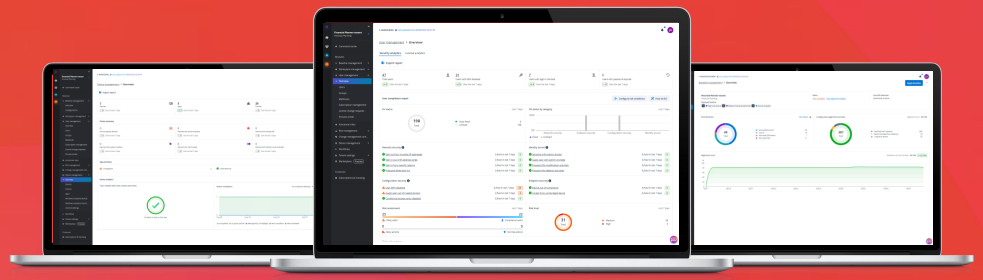

AvePoint UK

AvePoint Partner Program Technical Bootcamp + User Group

Certificates issued Catering provided

Register TODAY at OnPoint and receive an exclusive gift!

AvePoint London Office **23 October** **10:00 – 16:00**

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Standardization is a mindset!

Think big, start small, scale fast

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Register Interest

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