



2023 ForzaDash MSP 555

How do you rank among other MSPs?

Thank you for your interest in the 2023 ForzaDash MSP 555.

Consider reviewing the application before completing online.

We will announce the winners at our In-Person ForzaDash Bash Event in Denver, CO, on May 17&18, 2023. Attendance is recommended but not compulsory.

<https://forzadashbashmспgrow.com/>

You will be given a chance to review your answers prior to submission. Once submitted, no edits will be permitted.

By completing this application, you certify that you are authorized to speak on behalf of the company being nominated and that you have direct knowledge of its operations.

ForzaDash will not disclose revenue information; however, we reserve the right to publish company growth rates based on the private revenue information submitted.

The ForzaDash board will select MSPs based on the application, accomplishments, and performance.

**MSP selections are made at the discretion of the ForzaDash board.
There is no application fee.**

We wish you the best of luck!

The application closes on April 1, 2023.

If you have any questions, you can reach us at sales@forzadash.com

[PDF Version](#)



2023 ForzaDash MSP 555

Company / Contact Information

* 1. Company Information

Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

* 2. Top Executive (President/CEO)

First Name	<input type="text"/>
Last Name	<input type="text"/>
Title	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>

*** 3. Primary Contact**

First Name

Last Name

Title

Email

Phone

*** 4. Web/Social Media**

Website

LinkedIn

Facebook

YouTube

Twitter

Instagram

Blog

*** 5. Established Date**

6. Mission and Core Values



2023 ForzaDash MSP 555

Technology and Offerings

* 7. Professional Services Application (PSA)

- | | |
|--|--|
| <input type="checkbox"/> ConnectWise Manage (OnPrem) | <input type="checkbox"/> ServiceNow |
| <input type="checkbox"/> ConnectWise Manage (Hosted) | <input type="checkbox"/> Microsoft CRM |
| <input type="checkbox"/> Autotask | <input type="checkbox"/> SuperOps |
| <input type="checkbox"/> Salesforce | <input type="checkbox"/> TigerPaw |
| <input type="checkbox"/> Other (please specify) | |

* 8. Remote Monitoring and Management (RMM)

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> ConnectWise Automate (OnPrem) | <input type="checkbox"/> Autotask |
| <input type="checkbox"/> ConnectWise Automate (Hosted) | <input type="checkbox"/> Synchro |
| <input type="checkbox"/> Kaseya (OnPrem) | <input type="checkbox"/> SuperOps |
| <input type="checkbox"/> Kaseya (Hosted) | <input type="checkbox"/> Ninja |
| <input type="checkbox"/> N-Able | <input type="checkbox"/> Spiceworks |
| <input type="checkbox"/> Other (please specify) | |

* 9. How much MDF (Marketing Development Funds) do you use in a typical year

- | | |
|--|--|
| <input type="radio"/> < \$1,000 | <input type="radio"/> \$5,001 to \$7,500 |
| <input type="radio"/> \$1,001 to \$2,500 | <input type="radio"/> \$7,500+ |
| <input type="radio"/> \$2,501 to \$5,000 | <input type="radio"/> None |

* 10. Sales commissions, in what way do you determine or measure the service gross margin?

- Majority proactive or reactive block time, discounted, for a defined period of time
- Discount from Sales, fixed Cost of Goods Sold, commission % equal for service and product
- Discount from Sales, fixed Cost of Goods Sold, commission % greater on service
- Discount from Sales, assured margin, commission % equal for service and product
- Discount from Sales, true Gross Margin, commission % greater on service
- True Gross Margin, commission % greater on service, no discount from sales

* 11. To what degree do you apply budgeting in your management practices?

- Calculated monthly as % of budget fulfillment, management incentives equal (or in line with) to fulfillment %, approx. 15%-30% of gross management pay.
- Roughly applied to active management, management incentives unequal (or out of line with) to goal fulfillment.
- Calculated monthly as % of budget fulfillment, management incentives equal (or in line with) to fulfillment %, greater than 30% of gross management pay.
- No annual budget, profit sharing is majority of Management incentives, less than 10% of gross management pay.
- Annual budget not applied to active management, profit sharing is majority of Management incentives, less than 10% of gross management pay.

12. What is the common billing practice for the majority of the services your MSP provides?

- Majority proactive or reactive block time, not discounted, for a defined period of time
- Time & Material or reactive block time, discounted, with no defined period of time
- Majority proactive or reactive block time, discounted, for a defined period of time
- Time & Material or reactive block time, discounted, for a defined time period
- Time & Material per Hour

* 13. What practice is used to track service time?

- Practices established, billable hours only logged, client sign-off policy in development
- Ad hoc, billable hours only logged, client sign-off not required
- 100% policy compliancy, all hours logged, mandatory client sign-off, time tracking reports to accounting system
- Practices in development, billable hours only logged, client sign-off not required
- Sales commission % equal for service and product. Service at <25% commission based on earnings
- Practices established, 100% compliancy, all hours logged, mandatory client sign-off

* 14. What practice is used when pricing your services?

- Billed per hour, same rate for all support
- Billed per hour, exploring difference in rate per skillset
- Billed per hour, rate differs per skillset and perhaps response time
- Billed per hour, rate differs per skillset
- Billed per hour, rates calculated per skillset and response time

* 15. What are your service and sales management incentive comp plans for services?

- Sales/Service incentive on Service GM%, growth and client satisfaction. Service incentive greater than 35% of comp
- Sales commission % equal for service and product. Service 10-25% of comp based on earnings
- Sales/Service incentive on Service GM%, and client satisfaction. Service incentive 25-35% of comp
- Sales commission % equal for service and product. Service less than 15% of comp
- Sales commission % equal for service and product. Service less than 15% of comp based on earnings

* 16. Peer Group

- ASCII
- Autotask
- CompTIA
- Evolve (Connectwise)
- ForzaDash
- MSP Alliance
- MSP subreddit
- MSP-Ignite
- Robin Robins
- Other (please specify)
- TAG (Technology Assurance Group)
- Taylor Business Group
- The 20
- The Tech Tribe
- TruMethods
- Vistage
- YEO
- None

* 17. Where do you get your news from? (Select at least 3)

- Channel e2e (After Nines)
- MSSP Alert (After Nines)
- CRN (Channel Company)
- ChannelNomics
- Business of Tech (MSP Radio)
- Other (please specify)
- MSPinsights.com (The Business Solutions Network)
- CompTIA
- LinkedIn
- eWeek
- Channel Futures

* 18. How often do you typically review services with clients?

- Weekly
- Bi weekly
- Monthly
- Bimonthly
- Quarterly
- Semi Annually
- Annually
- Never

* 19. Verticle Markets

Agriculture

Engineering/Scientific

Legal

Architect / Engineer

Financial

Manufacturing

Associations

Government

Marketing

Communications

Higher Education

Real Estate

Construction

Healthcare

Retail

Distribution

Hospitality/Food Services

Transportation

Education (K-12)

Insurance

Utilities

Other (please specify)

* 20. Technology offerings

- | | | |
|--|---|--|
| <input type="checkbox"/> Application Development | <input type="checkbox"/> Networking | <input type="checkbox"/> Network performance monitoring |
| <input type="checkbox"/> Backup, Recovery & Data Protection | <input type="checkbox"/> Security - Network & Information | <input type="checkbox"/> Audit and discovery |
| <input type="checkbox"/> Build Custom Systems/Servers/Storage | <input type="checkbox"/> Security - Perimeter | <input type="checkbox"/> Client assessment |
| <input type="checkbox"/> Business Intelligence (CRM, ERP, ECM) | <input type="checkbox"/> Security - Endpoint | <input type="checkbox"/> Remote monitoring |
| <input type="checkbox"/> Business Analytics | <input type="checkbox"/> Security - Application | <input type="checkbox"/> Antivirus/antimalware |
| <input type="checkbox"/> Public Cloud Computing | <input type="checkbox"/> Security - Data | <input type="checkbox"/> Identity Management Security (2FA, SSO) |
| <input type="checkbox"/> Private Cloud Computing | <input type="checkbox"/> Security - Detection and Response (MDR) | <input type="checkbox"/> OS Patching and updates |
| <input type="checkbox"/> Components/Peripherals | <input type="checkbox"/> Security - Phishing | <input type="checkbox"/> Third-party patching and updates |
| <input type="checkbox"/> Consulting/Strategy/Professional Services | <input type="checkbox"/> Security - SIEM | <input type="checkbox"/> Managed firewall |
| <input type="checkbox"/> Contact Center/Call Center | <input type="checkbox"/> Security - SOC | <input type="checkbox"/> Firewall as a service |
| <input type="checkbox"/> Data Center-Hosting/Design/Cooling | <input type="checkbox"/> Security - Intrusion Protection Services (IPS) | <input type="checkbox"/> Intrusion detection/prevention |
| <input type="checkbox"/> Desktops/Systems | <input type="checkbox"/> Security - Vulnerability Management | <input type="checkbox"/> Cloud monitoring |
| <input type="checkbox"/> Develop Custom Software Solutions | <input type="checkbox"/> Security - Penetration Testing | <input type="checkbox"/> Cloud application engagement |
| <input type="checkbox"/> Digital Signage | <input type="checkbox"/> Printers/Scanners/Barcode | <input type="checkbox"/> Hosting (client-owned equipment) |
| <input type="checkbox"/> Disaster Recovery/Business Continuity | <input type="checkbox"/> Storage | <input type="checkbox"/> Cloud (IaaS) |
| <input type="checkbox"/> Hardware Lifecycle Management | <input type="checkbox"/> System Integration | <input type="checkbox"/> Cloud (Paas) |
| <input type="checkbox"/> Hosting/Application Hosting | <input type="checkbox"/> Telecommunications | <input type="checkbox"/> Cloud (SaaS) |
| <input type="checkbox"/> Infrastructure Design and Implementation | <input type="checkbox"/> Unified Communications/Collaboration | <input type="checkbox"/> Office 365 management |
| <input type="checkbox"/> Internet Services and Solutions | <input type="checkbox"/> Virtualization-Desktop | <input type="checkbox"/> Office 365 backup |
| <input type="checkbox"/> Laptops/Tablets | <input type="checkbox"/> Virtualization-Server | <input type="checkbox"/> Dark Web security monitoring |
| <input type="checkbox"/> Managed Print Services | <input type="checkbox"/> VoIP Integration Services | <input type="checkbox"/> NOC (Network Operation Service) |
| <input type="checkbox"/> Managed Services Provider | <input type="checkbox"/> Help desk/desktop support | <input type="checkbox"/> SOC (Security Operations Service) |
| <input type="checkbox"/> Mobility | <input type="checkbox"/> Server support | <input type="checkbox"/> Robotic Process Automation |
| <input type="checkbox"/> Other (please specify) | | |



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Client / Business

* 21. Growth strategy

- Grow organically through new service offerings
- Acquire or partner with another MSP
- Sell the business
- Don't know yet

* 22. Average length of engagement with clients

- < 1 Year
- 1 to 2 Years
- 2 to 3 Years
- 4 to 5 Years
- 6 to 7 Years
- +7 Years

* 23. Client/Business Questions

How many

Clients/Businesses did
you support in 2021?

How many

Clients/Businesses did
you support in 2022?

How many End Points
did you support in
2021?

How many End Points
did you support in
2022?

* 24. Full-Time Employees (2021)

Sales	<input type="text"/>
Service-Infrastructure	<input type="text"/>
Administration	<input type="text"/>
Finance	<input type="text"/>
Sales Admin & Management	<input type="text"/>
Service-Application Development	<input type="text"/>
Marketing	<input type="text"/>
Management	<input type="text"/>
Total	<input type="text"/>

* 25. Full-Time Employees (2022)

Sales	<input type="text"/>
Service-Infrastructure	<input type="text"/>
Administration	<input type="text"/>
Finance	<input type="text"/>
Sales Admin & Management	<input type="text"/>
Service-Application Development	<input type="text"/>
Marketing	<input type="text"/>
Management	<input type="text"/>
Total	<input type="text"/>

* 26. What is your anticipated growth rate in 2023?

- Hyper-growth (Greater than 15%)
- Increase Moderate (Between 5% and 14%)
- Maintain (Less than 5%)
- Decrease Moderate (Between -5% and -14%)
- Decrease Greatly (More than -15%)



2023 ForzaDash MSP 555

Revenue

Only include MSP division, total technology services, and product sales.

All revenue responses are in USD and in full decimal format. NO commas, decimal points, or a dollar sign. Example, if \$6,400,000 enter as 6400000.

* 27. What percent of your total revenue is derived selling into the following markets? (must add up to 100%)

Small Market (0-99 seats)

Low Mid Market (100-499 seats)

High Mid Market (500-999 seats)

Large Market (1000 or more seats)

* 28. Revenue Total (USD): Enter full USD currency. Do NOT round. Full dollar amount. NO commas, decimal points, or a dollar sign.

2021

2022

* 29. Recurring Revenue (USD): Enter full USD currency. Do NOT round. Full dollar amount. NO commas, decimal points, or a dollar sign.

2021

2022

* 30. Gross Profit (USD): Enter full USD currency. Do NOT round. Full dollar amount. NO commas, decimal points, or a dollar sign.

2021

2022



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Misc.

* 31. What attributes make a successful In-Person MSP event?

* 32. ForzaDash In-Person events are made from MSPs (and former MSPs) for MSPs. Does this help when selecting an event to attend?

* 33. Would you be willing to participate in a panel at our In-Person events? What can you help other MSPs with? What would be the subject?

* 34. ForzaDash has many MSP Focus Groups and Workshops. Would you be willing to participate?



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Verification and e-Signature

* 35. I hereby attest that all information in this survey is accurate and true to the best of my knowledge.

Please type your first and last name here, along with the date as your Electronic Signature.

Example: Jane Doe 01/25/2023