



## How a Regional MSP Retained a Key Customer and Expanded Revenue

### THE CHALLENGES

A regional MSP faced growing pressure to retain a key long-standing customer after a competing provider introduced lower-cost connectivity options. While the MSP wanted to protect its managed infrastructure and support relationship, its existing delivery model was becoming costly and difficult to scale with internal engineering resources.

The MSP needed a way to deliver competitive savings, centralize visibility and support, and create future growth opportunities—without adding operational overhead. After evaluating multiple vendor proposals, the MSP turned to EnTelegent Solutions to identify additional savings opportunities and provide a scalable path forward.

### THE SOLUTION

EnTelegent Solutions worked alongside the MSP to evaluate competing vendor proposals, identify savings opportunities, and create a scalable path forward that protected the existing customer relationship while enabling future growth.

Key actions included:

- Reviewing connectivity, pricing, and lifecycle management options
- Consolidating visibility, billing, and ticket management
- Delivering competitive cost savings while maintaining service continuity
- Providing white-label delivery and centralized support without added overhead
- Creating a foundation for future managed services and recurring revenue opportunities

### THE BENEFITS

The MSP strengthened its customer relationship, delivered competitive savings, and created a scalable foundation for future growth without increasing operational burden.

- Retained a key long-standing customer
- Delivered 12% lower costs versus the competition while avoiding early termination penalties
- Centralized visibility, support, and lifecycle management
- Expanded future recurring revenue opportunities
- Avoided additional internal engineering overhead

### AT A GLANCE

#### Solution Mix

- Connectivity & Network Services
- EnVision Lifecycle Management
- Managed Infrastructure & Firewall Support
- White-Label Delivery
- EnVision Partner Enablement

#### Benefits

- Delivered 12% lower costs with no early termination penalties
- Retained a key customer relationship
- Centralized visibility and lifecycle management
- Reduced internal operational burden
- Expanded recurring revenue opportunities



*“EnTelegent moved quickly, helped us retain a key customer relationship, and uncovered opportunities for future growth. Their responsiveness and support reduced operational strain and helped us expand strategically without adding overhead.”*

— Managing Partner, Regional MSP

