The Workforce Productivity Service Opportunity for MSPs

The Opportunity

We have all witnessed a major seismic shift in the managed services landscape following the disruptive coronavirus pandemic. It has spurred many companies worldwide to adopt remote operations while facing unpredictable economic conditions. As a result, many organizations are struggling to understand and manage workforce productivity in this new remote work environment.

This presents an opportunity for MSPs to expand their service offerings to include solutions for workforce analytics and productivity monitoring to help their customers manage business operations. And, many organizations are finding that these solutions provide significant benefits, whether employees are primarily working at home, or in the office.

The ActivTrak Solution

ActivTrak collects and categorizes user activity data to provide visibility into key productivity metrics, along with context and analytics to derive insights.

With ActivTrak, you can help your clients:

- **Get visibility into cloud application proliferation and usage trends**

- **Gain insights into remote employee work patterns and time management**

- **Get alerted to employee activities that introduce compliance risk**

- **Uncover poor operational processes and workflow bottlenecks**

- **Easily generate detailed reports for audit trail requirements**
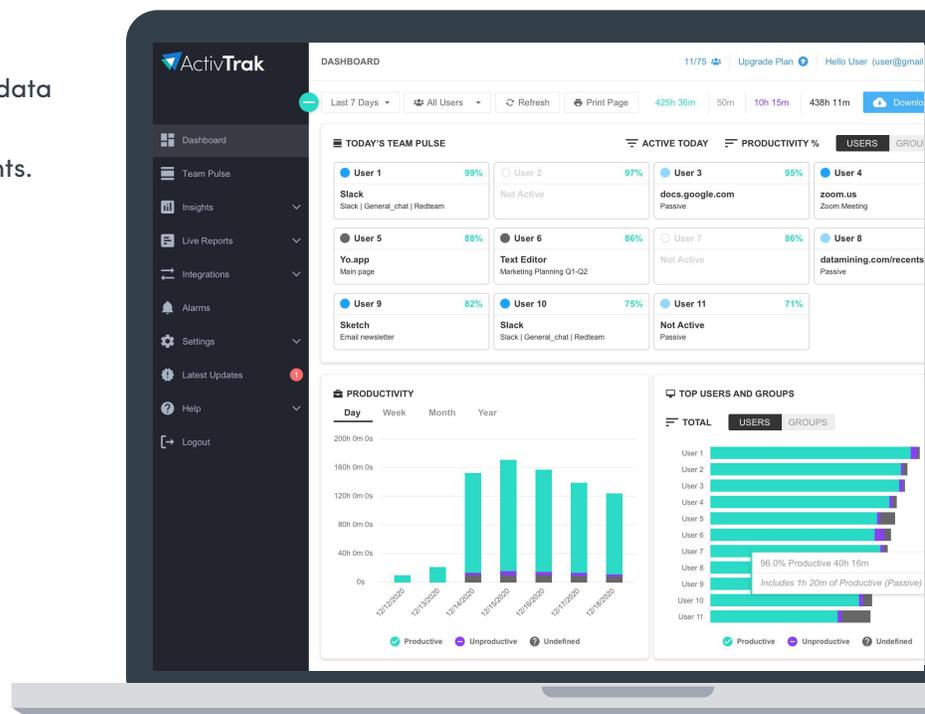
ActivTrak makes it easy for MSPs to offer user activity monitoring and workforce productivity solutions with confidence. By providing a native cloud application built on the Google Cloud infrastructure and microservices architecture, we enable our MSPs to focus on delivering value to their customers versus worrying about managing the solution or performing updates of any kind.

The ActivTrak MSP Program

MSPs are challenged with differentiating their services, minimizing operational complexity, and ensuring that their business is profitable. Fortunately, meeting the unique requirements of the MSP market is nothing new to ActivTrak.

ActivTrak's MSP program is designed to help you promote the value of user activity monitoring and workforce analytics as part of your current offering. ActivTrak is committed to offering our partners the opportunity to profitably build a business based on our cloud-based solution.

Our partner program helps you deliver highly differentiated and value-based technology while showing immediate value to your customers.

On average, within 90 days of joining our MSP program, our partner are seeing:

6
customers
on the service

22
days in
sales cycle

47
users per
customer

6
concurrent
trials in progress

Summary

The goal of the ActivTrak MSP Program is to enable our MSP partners to successfully achieve unprecedented growth and profit potential by delivering superior, next generation solutions to your customers. ActivTrak connects partners to the resources needed to develop your expertise, grow your business, increase customer satisfaction, and maximize your profitability.

Learn more about the ActivTrak MSP Program here.

If you have questions or would like to engage further, please reach out to us at partners@activtrak.com.

Capterra ★★★★½

G2 CROWD ★★★★½

TrustRadius ★★★★☆

Gartner peerinsights ★★★★★

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