



# Does your MSP suffer from BYOC\* Syndrome?

(\*Build or Buy Your Own Cloud)

As an MSP your customers demanded cloud services. So you built your own cloud—or partnered with a public cloud provider where your promised cloud margin and expected support levels quickly vanished—and now reality has set in.

Things like constant infrastructure and software refreshes. New hires. And eroding margins. In fact, what once looked like a sure thing is beginning to make you wonder why you gave into your customers' demands in the first place.

## So what can you do?

That's an easy one. Partner with Egenera and move to Xterity, our managed cloud service:

- **Zero cost of entry** for MSPs. Pay-as-you go terms.
- Wholesale, channel only, white label model delivers **higher margins** and fewer competitors (including us).
- Standard L2/L3 follow-the-sun **24/7/365** days support.
- **Full suite** of services: IaaS, BaaS, DRaaS.
- **15 years** of managed cloud experience, hundreds of global installations.

With Xterity you can have your cloud.  
And with margins that can exceed 50%,  
make money with it too.



For more information download our eBook,  
*From MSP to CSP: How to Succeed in the Age of Cloud*  
at [www.egenera.com/from-msp-to-csp-e-book](http://www.egenera.com/from-msp-to-csp-e-book)