

1. What company are you nominating for the MSP 501?

Please note that your company name and web address will appear exactly as entered. Please confirm you have entered the full URL, including the http:// or https:// prefix.

Full company name	_____
DBA name (if applicable)	_____
Website (you must provide the full address including the http:// or https://)	_____
Phone number (include country code)	_____
Street Address	_____
Address 2	_____
City	_____
State/Province/Region	_____
Zip Code	_____
Country	_____

2. Please tell us about your company's social media pages

Twitter handle (example format: https://twitter.com/MSP_501)	_____
Facebook page (example format: https://www.facebook.com/ChannelFuturesMSP501/)	_____
YouTube username (example format: https://www.youtube.com/user/msp501)	_____
Company blog (example format: https://www.channelfutures.com/msp-501)	_____
LinkedIn group (example format: https://www.linkedin.com/groups/2729912/)	_____

3. Who is the nominated company's president, CEO or top executive?

First Name	_____
Last Name	_____
Job Title (President, CEO?)	_____
Email	_____
Phone	_____

4. Who is the primary media contact?

Please note that all communications about the 501 will be sent to the email address exactly as it is provided. Please confirm full email addresses are listed correctly.

First Name	_____
Last Name	_____
Job Title (President, CEO?)	_____
Email	_____
Phone	_____

5. Who is the secondary (media or otherwise) contact?

Please note that all communications about the 501 will be sent to the email address exactly as it is provided. Please confirm full email addresses are listed correctly.

First Name	_____
Last Name	_____
Job Title (President, CEO?)	_____
Email	_____
Phone	_____

6. May Channel Futures / Channel Partners editors contact you at the email address provided for editorial purposes (comment on news items, company profiles, etc.)?

- Yes
- No

7. Would you be willing to attend a Channel Futures MSP Summit in November—live in Las Vegas and with a virtual component for those not willing to travel—that will feature peer perspectives, industry experts, vendors to help MSPs grow their businesses?

- Yes
- No

8. Is your company publicly traded?

- Yes - If yes, what is its ticker symbol? _____
- No

9. Does your business qualify as any of the following?

- Minority-owned
- Woman-owned
- Owned / Operated by United States veteran
- None of the above apply

10. Which of these BEST describes your company type? (Select one.)

- VAR/Solution Provider
- Managed Service Provider
- Cloud Services Provider
- ISV/Application Developer
- Telecom Services Provider
- Consultant
- Other (please specify) _____

11. What is your secondary (any additional big revenue source) business model? (Select one.)

- VAR/Solution Provider
- Managed Service Provider
- Managed Security Service Provider
- Cloud Services Provider
- ISV/Application Developer
- Telecom Services Provider
- Consultant
- Systems Integrator
- Digital Agency
- Co-Managed IT Department
- Web Hosting Provider
- Other (please specify) _____
- None

12. Which managed services does your company offer? (Select all that apply.)

- Backup and Disaster Recovery (BDR)
- Colocation Services
- Cloud Storage
- Collaboration / File Sync and Sharing
- Data Analytics
- Data Center
- Desktop as a Service (DaaS)
- Hardware as a Service (HaaS)
- Help Desk / Service Desk
- Infrastructure as a Service (IaaS)
- Internet of Things (IoT)
- Managed Compliance Services (HIPAA, PCI, etc.)
- Managed Email / Anti-Spam
- Managed Phone Services
- Managed Print Services
- Managed SD-WAN
- Managed Security (if selected, please specify which of the below security offerings you provide)
 - Identity Access Management
 - Enhanced Network Monitoring
 - Endpoint Security
 - Network Security
 - Managed Detection and Response (MDR)
 - Dark Web Monitoring
 - Phishing
 - End User Security Training
 - SIEM
 - SOC
 - Intrusion Protection Services (IPS)
 - Vulnerability Management
- Managed Video Conferencing / Telepresence
- Managed Video Surveillance
- Mobile Device Management (Tablets, Smartphones, etc.)
- Mobile Applications Management (Tablets, Smartphones, etc.)
- Remote Monitoring (Servers, Desktops, Laptops, Networks)
- Robotic Process Automation
- SaaS Email (Hosted Exchange, Office 365, Gmail, etc.)
- SaaS CRM (Dynamics CRM, Salesforce.com, etc.)
- Virtual Desktop Infrastructure (VDI)
- Other (please specify) _____

13. In the last 12 months, which managed service do you consider to be your top revenue-producing solutions? (Please select up to three services.)

- Backup and Disaster Recovery (BDR)
- Colocation Services
- Cloud Storage
- Collaboration / File Sync and Sharing
- Data Analytics
- Data Center
- Desktop as a Service (DaaS)
- Hardware as a Service (HaaS)
- Help Desk / Service Desk
- Infrastructure as a Service (IaaS)
- Internet of Things (IoT)
- Managed Compliance Services (HIPAA, PCI, etc.)
- Managed Email / Anti-Spam
- Managed Phone Services
- Managed Print Services
- Managed SD-WAN
- Managed Security (if selected, please specify which of the below security offerings you provide)
 - Identity Access Management
 - Enhanced Network Monitoring
 - Endpoint Security
 - Network Security
 - Managed Detection and Response (MDR)
 - Dark Web Monitoring
 - Phishing
 - End User Security Training
 - SIEM
 - SOC
 - Intrusion Protection Services (IPS)
 - Vulnerability Management
- Managed Video Conferencing / Telepresence
- Managed Video Surveillance
- Mobile Device Management (Tablets, Smartphones, etc.)
- Mobile Applications Management (Tablets, Smartphones, etc.)
- Remote Monitoring (Servers, Desktops, Laptops, Networks)
- Robotic Process Automation
- SaaS Email (Hosted Exchange, Office 365, Gmail, etc.)
- SaaS CRM (Dynamics CRM, Salesforce.com, etc.)
- Virtual Desktop Infrastructure (VDI)
- Other (please specify) _____

14. What size customers do you target? (Select all that apply.)

- 1-20 employees
- 21-100 employees
- 101-500 employees
- 501-1,000
- 1,001 employees or more
- We do not have a customer target size

15. Which industries do you serve? (Select all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Advertising / Marketing | <input type="checkbox"/> Hospitality / Food / Beverage / Entertainment |
| <input type="checkbox"/> Accounting / Banking / Financial services | <input type="checkbox"/> Insurance / Legal / Real Estate |
| <input type="checkbox"/> Automotive / Aerospace / Logistics / Transportation | <input type="checkbox"/> IoT |
| <input type="checkbox"/> Construction / Smart Building | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Communications/Telecom | <input type="checkbox"/> Marketing/ Media / Advertising |
| <input type="checkbox"/> Education (K12) | <input type="checkbox"/> Not for Profit Associations / Organizations |
| <input type="checkbox"/> Education (College and University) | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Energy (Oil, Gas, Mining, Utilities, etc.) | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Engineering / Architecture | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Farming / Agriculture | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Government (State and Local) | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Government (Federal) | |
| <input type="checkbox"/> Healthcare / Pharmaceutical | <input type="checkbox"/> We do not have a vertical market focus |

16. Do you sell to any line of business (LOB) or business functions? (Select all that apply.)

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Finance | <input type="checkbox"/> Office Administration |
| <input type="checkbox"/> HR | <input type="checkbox"/> Sales |
| <input type="checkbox"/> IT | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Legal | |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> We do not have a LOB focus |

17. In which organizations / associations / peer groups is your company currently active? (Select all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> 7 Figure MSP | <input type="checkbox"/> MSP University |
| <input type="checkbox"/> The 20 | <input type="checkbox"/> Robin Robins |
| <input type="checkbox"/> ASCII Group | <input type="checkbox"/> Service Leadership Inc. (ConnectWise) |
| <input type="checkbox"/> CharTec | <input type="checkbox"/> Tech Data / TechSelect |
| <input type="checkbox"/> CompTIA | <input type="checkbox"/> TruMethods |
| <input type="checkbox"/> ConnectWise IT Nation (HTG Peer Groups) | <input type="checkbox"/> None |
| <input type="checkbox"/> Ingram Micro Trust X Alliance | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> MSPAlliance | |

18. Which cloud services does the company leverage? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Adobe | <input type="checkbox"/> QuickBooks |
| <input type="checkbox"/> Alibaba Cloud | <input type="checkbox"/> Rackspace Managed Cloud |
| <input type="checkbox"/> Amazon S3, EC2, AWS | <input type="checkbox"/> Salesforce |
| <input type="checkbox"/> Google Apps / Gsuite | <input type="checkbox"/> SAP |
| <input type="checkbox"/> Google Cloud | <input type="checkbox"/> ServiceNow |
| <input type="checkbox"/> IBM | <input type="checkbox"/> VMware |
| <input type="checkbox"/> Microsoft Azure | <input type="checkbox"/> Workday |
| <input type="checkbox"/> Microsoft Office 365 | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Oracle (NetSuite) | _____ |

18b. What are the most transformative cloud services you have adopted over the past year?

19. What apps that you may or may not be actively managing do your customers use? (Shadow IT)

- | | |
|--|--|
| <input type="checkbox"/> Adobe | <input type="checkbox"/> Logitech |
| <input type="checkbox"/> Amazon | <input type="checkbox"/> Microsoft (Surface Hub) |
| <input type="checkbox"/> Avaya | <input type="checkbox"/> Microsoft Teams |
| <input type="checkbox"/> BlueJeans | <input type="checkbox"/> Oracle |
| <input type="checkbox"/> Box | <input type="checkbox"/> PGI GlobalMeet |
| <input type="checkbox"/> Cisco Webex | <input type="checkbox"/> Poly |
| <input type="checkbox"/> Crestron | <input type="checkbox"/> Salesforce |
| <input type="checkbox"/> Dolby | <input type="checkbox"/> SAP |
| <input type="checkbox"/> Dropbox | <input type="checkbox"/> Sennheiser |
| <input type="checkbox"/> Google Cloud | <input type="checkbox"/> ServiceNow |
| <input type="checkbox"/> Google Hangouts | <input type="checkbox"/> Slack |
| <input type="checkbox"/> GoTo/LogMeIn | <input type="checkbox"/> Uber Conference |
| <input type="checkbox"/> IBM | <input type="checkbox"/> Workday |
| <input type="checkbox"/> Jabra | <input type="checkbox"/> Yealink |
| <input type="checkbox"/> Lifesize | <input type="checkbox"/> Zoom |

20. Where do you see your biggest growth areas in 2021? (Select all that apply.)

- AI / Machine Learning
- Application Development
- BI (Business Intelligence)
- Cloud Migration
- Cloud (Public)
- Cloud (Private)
- Cloud (Hybrid)
- Compliance
- Consulting
- Desktop as a Service (DaaS)
- Disaster Recovery as a Service (DRaaS)
- Edge Computing
- Hardware / Software Resale
- Hosted Exchange
- Hosting Dedicated Servers
- Infrastructure as a Service (IaaS)
- Internet of Things (IoT)
- Office 365
- Professional Services
- Security (If selected, please specify which security growth areas from the below choices)
 - Dark Web Monitoring
 - Enhanced Network Monitoring
 - Endpoint Security
 - End User Security Training
 - Identity Access Management
 - Intrusion Protection Services (IPS)
 - Network Security
 - Phishing
 - SIEM
- UCaaS/VoIP
- Vertical Market Applications
- Other (please specify) _____

21. Which cybersecurity products or services do you leverage to protect your own internal environment? (Select all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Breach Management | <input type="checkbox"/> Multi-factor Authentication |
| <input type="checkbox"/> Dark Web Monitoring | <input type="checkbox"/> Network Security |
| <input type="checkbox"/> Enhanced Network Monitoring | <input type="checkbox"/> Phishing |
| <input type="checkbox"/> Endpoint Security | <input type="checkbox"/> Security Awareness Training |
| <input type="checkbox"/> End User Security Training | <input type="checkbox"/> SIEM |
| <input type="checkbox"/> Identity Access Management | <input type="checkbox"/> Vulnerability Assessment |
| <input type="checkbox"/> Intrusion Protection Services (IPS) | |

22. Which endpoint security vendors do you use to protect your client environments? (Select all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> AppGuard | <input type="checkbox"/> IBM |
| <input type="checkbox"/> Avast | <input type="checkbox"/> Infocyte |
| <input type="checkbox"/> Bitdefender | <input type="checkbox"/> Kaspersky |
| <input type="checkbox"/> Blackberry Cylance | <input type="checkbox"/> LogRhythm |
| <input type="checkbox"/> Bromium | <input type="checkbox"/> Malwarebytes |
| <input type="checkbox"/> Carbon Black | <input type="checkbox"/> McAfee |
| <input type="checkbox"/> Check Point Software Technologies | <input type="checkbox"/> Microsoft |
| <input type="checkbox"/> Cisco AMP | <input type="checkbox"/> OpenText |
| <input type="checkbox"/> Comodo | <input type="checkbox"/> Panda Security |
| <input type="checkbox"/> CrowdStrike | <input type="checkbox"/> SentinelOne |
| <input type="checkbox"/> Duo Security (a Cisco Company) | <input type="checkbox"/> Sophos |
| <input type="checkbox"/> ESET | <input type="checkbox"/> Trend Micro |
| <input type="checkbox"/> F-Secure | <input type="checkbox"/> Vipre |
| <input type="checkbox"/> FireEye | <input type="checkbox"/> WatchGuard |
| <input type="checkbox"/> Fortinet | <input type="checkbox"/> Other (please specify) |
-

23. Which network monitoring and/or vulnerability management vendors do you use to protect your client environments? (Select all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> AT&T Cybersecurity (AlienVault) | <input type="checkbox"/> Imperva |
| <input type="checkbox"/> Barracuda | <input type="checkbox"/> Juniper Networks |
| <input type="checkbox"/> Check Point Software Technologies | <input type="checkbox"/> McAfee |
| <input type="checkbox"/> Cisco / Meraki | <input type="checkbox"/> Microsoft |
| <input type="checkbox"/> Cisco Umbrella (formally OpenDNS) | <input type="checkbox"/> Netskope |
| <input type="checkbox"/> Cybereason | <input type="checkbox"/> Palo Alto Networks |
| <input type="checkbox"/> Darktrace | <input type="checkbox"/> Panopta |
| <input type="checkbox"/> F5 | <input type="checkbox"/> RSA |
| <input type="checkbox"/> FireEye | <input type="checkbox"/> SonicWall |
| <input type="checkbox"/> Forcepoint | <input type="checkbox"/> Sophos |
| <input type="checkbox"/> Fortinet | <input type="checkbox"/> Trend Micro |
| <input type="checkbox"/> Hillstone Networks | <input type="checkbox"/> WatchGuard |
| <input type="checkbox"/> IBM | <input type="checkbox"/> Other (please specify) |
-

24. Which identity access management security vendors do you use to protect your client environments? (Select all that apply.)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> AuthAnvil | <input type="checkbox"/> LogMeIn |
| <input type="checkbox"/> Azure | <input type="checkbox"/> Microsoft |
| <input type="checkbox"/> Centrify | <input type="checkbox"/> Okta |
| <input type="checkbox"/> ConnectWise | <input type="checkbox"/> OneLogin |
| <input type="checkbox"/> Dashlane | <input type="checkbox"/> Oracle |
| <input type="checkbox"/> DUO Security | <input type="checkbox"/> RSA SecureID |
| <input type="checkbox"/> IBM | <input type="checkbox"/> SailPoint |
| <input type="checkbox"/> IT Boost | <input type="checkbox"/> SolarWinds Passportal |
| <input type="checkbox"/> IT Glue | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Jump Cloud | |
-

25. Which managed detection and response security vendors do you use to protect your client environments? (Select all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Alert Logic | <input type="checkbox"/> IBM |
| <input type="checkbox"/> Arctic Wolf | <input type="checkbox"/> Lumen Technologies |
| <input type="checkbox"/> AT&T Cybersecurity | <input type="checkbox"/> Netsurion |
| <input type="checkbox"/> Atos | <input type="checkbox"/> NTT |
| <input type="checkbox"/> BAE Systems | <input type="checkbox"/> Secureworks |
| <input type="checkbox"/> Capgemini | <input type="checkbox"/> Trustwave |
| <input type="checkbox"/> ConnectWise | <input type="checkbox"/> Verizon |
| <input type="checkbox"/> Critical Start | <input type="checkbox"/> Vigilant |
| <input type="checkbox"/> eSentire | <input type="checkbox"/> Wipro |
| <input type="checkbox"/> Fujitso | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> ID Agent | |
-

26. What SD-WAN vendors do you work with?

- | | |
|---|---|
| <input type="checkbox"/> Aryaka | <input type="checkbox"/> Huawei |
| <input type="checkbox"/> Cisco | <input type="checkbox"/> Juniper Networks |
| <input type="checkbox"/> Citrix Systems | <input type="checkbox"/> Palo Alto Networks |
| <input type="checkbox"/> CloudGenix | <input type="checkbox"/> Silver Peak |
| <input type="checkbox"/> Fortinet | <input type="checkbox"/> VMware (VeloCloud) |
| <input type="checkbox"/> HPE (Aruba) | <input type="checkbox"/> Other (please specify) |
-

27. Which backup and disaster recovery (BDR) companies do you work with? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Acronis | <input type="checkbox"/> Recovery Point |
| <input type="checkbox"/> Axient / eFolder | <input type="checkbox"/> SolarWinds MSP |
| <input type="checkbox"/> Carbonite | <input type="checkbox"/> TierPoint |
| <input type="checkbox"/> Commvault | <input type="checkbox"/> Unitrends/Kaseya Unified Backup |
| <input type="checkbox"/> Continuum BDR | <input type="checkbox"/> Veeam |
| <input type="checkbox"/> Datto | <input type="checkbox"/> Zerto |
| <input type="checkbox"/> IBM | <input type="checkbox"/> None |
| <input type="checkbox"/> Infracore | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Microsoft Azure | |
-

28. What master agent, distributor or third-party marketplaces do you use?

- | | |
|---|---|
| <input type="checkbox"/> AppSmart | <input type="checkbox"/> Pax8 |
| <input type="checkbox"/> Arrow Electronics | <input type="checkbox"/> PlanetOne |
| <input type="checkbox"/> AVANT | <input type="checkbox"/> ScanSource/Intellysis |
| <input type="checkbox"/> Avnet Technology Solutions | <input type="checkbox"/> Synnex |
| <input type="checkbox"/> D&H | <input type="checkbox"/> TBI |
| <input type="checkbox"/> Ingram Micro | <input type="checkbox"/> Tech Data |
| <input type="checkbox"/> Intelisys | <input type="checkbox"/> Tech Data / Avnet |
| <input type="checkbox"/> Lifeboat | <input type="checkbox"/> Telarus |
| <input type="checkbox"/> Lifesize | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> MicroCorp | |
-

29. Which remote monitoring and management (RMM) software platform does your company rely on? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Auvik | <input type="checkbox"/> NinjaRMM |
| <input type="checkbox"/> ConnectWise | <input type="checkbox"/> PRTG |
| <input type="checkbox"/> Continuum | <input type="checkbox"/> SolarWinds |
| <input type="checkbox"/> Datto (Autotask) | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> Kaseya | <input type="checkbox"/> Open Source |
| <input type="checkbox"/> LogMeIn | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Microsoft InTune | |
-
- We do not use an RMM platform

30. Which professional services automation (PSA) does your company rely on? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Cherwell | <input type="checkbox"/> ZenDesk |
| <input type="checkbox"/> ConnectWise | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> Datto (Autotask) | <input type="checkbox"/> Open Source |
| <input type="checkbox"/> Kaseya BMS | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> ServiceNow | _____ |
| <input type="checkbox"/> TigerPaw | <input type="checkbox"/> We do not use a PSA platform |

31. Do you use an IT documentation platform outside of your PSA? If so, which? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> IT Boost | <input type="checkbox"/> Salesforce |
| <input type="checkbox"/> IT Glue | <input type="checkbox"/> SolarWinds |
| <input type="checkbox"/> LionGard | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> Microsoft SharePoint | <input type="checkbox"/> Open Source |
| <input type="checkbox"/> NetSuite | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Passportal | _____ |
| | <input type="checkbox"/> We do not use an IT documentation platform outside of our PSA |

32. Where do the business management software platforms (RMM / PSA) run?

- On-premises
- In the cloud
- Both on-premises and in the cloud
- Not applicable

33. Who actually runs the NOC (network operations center)?

- We run our NOC in-house
- We outsource our NOC to a third-party service provider (please specify): _____
- We do not offer NOC services
- Not applicable

34. Who actually runs the help desk?

- We run our help desk in-house
- We outsource our help desk to a third-party service provider (please specify): _____
- We do not offer help desk services
- Not applicable

35. Who actually runs the SOC (security operations center)?

- We run our SOC in-house
- We outsource our SOC to a third-party service provider (please specify): _____
- We do not offer SOC services
- Not applicable

36. For 2020, how many customer accounts are you under contract to manage?

2020 Customer accounts : _____

37. For 2019, how many customer accounts are you under contract to manage?

2019 Customer accounts : _____

38. For 2020, how many customer end users was the company under contract to manage?

2020 Customer end users : _____

39. For 2019, how many customer end users was the company under contract to manage?

2019 Customer end users : _____

40. For 2020, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?

2020 end-user devices : _____

41. For 2019, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?

2019 end-user devices : _____

42. For 2020, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?

2020 physical servers and network devices : _____

43. For 2019, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?

2019 physical servers and network devices : _____

44. For 2020, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?

2020 virtual machines : _____

45. For 2019, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?

2019 virtual machines : _____

46. How do you typically charge for your managed services?

- Per device (PC, server, etc.)
- Per user
- Both per device and per user
- Other (please specify) _____

47. What percent of revenue does your business generate from the following services? (% numbers must equal 100%)

Hardware and Software Reselling	_____	%
Professional Services/Project Work	_____	%
Consulting/Business Analytics	_____	%
Contractual Managed Services	_____	%
HaaS/Leasing	_____	%
Managed Telecommunications	_____	%
SaaS/Recurring Cloud Services	_____	%

48. Please provide pricing information for your managed services. PLEASE NOTE THAT RESPONSES MUST BE IN USD AND FULL DECIMAL FORMAT (e.g. \$3,200,000 not \$3.2M, \$3.2, etc.)

_____ If you charge per user, how much do you charge (on average) per user per month?

_____ If you charge per device, how much do you charge (on average) per PC per month?

_____ If you charge per device, how much do you charge (on average) per tablet/smartphone per month?

_____ If you charge per device, how much do you charge (on average) per server per month?

49. These six questions focus on your company's financial performance. Please note: Channel Futures/Channel Partners will not disclose specific annual revenue information such as revenue dollars. However, we reserve the right to publish company growth rates based on the private revenue information you submit..

PLEASE NOTE THAT RESPONSES MUST BE IN USD AND FULL DECIMAL FORMAT (e.g. \$3,200,000 not \$3.2M, \$3.2, etc.)

(for a free currency converter, copy/paste the following in a new browser window:

<http://www.xe.com/currencyconverter/>)

2020 TOTAL REVENUES estimated:	\$ _____
2019 TOTAL REVENUES estimated:	\$ _____
2020 RECURRING REVENUES from managed services estimated:	\$ _____
2019 RECURRING REVENUES from managed services estimated:	\$ _____
2020 TOTAL GROSS PROFIT estimated:	\$ _____
2019 TOTAL GROSS PROFIT estimated:	\$ _____

50. Which sales activities does your company leverage to acquire new clients? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Automated Inbound Campaign (ex: Hubspot) | <input type="checkbox"/> Pay-per-Click Advertising |
| <input type="checkbox"/> Cold Calling | <input type="checkbox"/> Referral Program(s) |
| <input type="checkbox"/> Email Blasts | <input type="checkbox"/> Targeted Email Campaigns |
| <input type="checkbox"/> Networking | <input type="checkbox"/> Webinars / Seminars |

51. As of December 2020, how many full-time employees did the company have?

2020 Full-time employees : _____

52. As of December 2019, how many full-time employees did the company have?

2019 Full-time employees : _____

53. How many dedicated salespeople do you have in your company (not including Owner / CEO)?

Dedicated salespeople : _____

54. How many technical employees do you have in your company that do NOT work in a sales capacity (tech managers, networking engineers, desktop support, etc.)?

Technical employees not in sales : _____

55. How many technical employees do you have in your company that DO work in a sales capacity (sales engineers, UX experts, post-sales expertise, etc.)?

Technical employees in sales : _____

56. If the company added employees / head count in 2020, how did it do so?

- Added employees through new hires
- Added employees through mergers and acquisitions
- Both through new hires and mergers/acquisitions
- We did not add employees in 2020

57. In the previous 12-24 months, did your company engage in either of the following business activities?

- We acquired one or more other companies
- We sold to another company
- We neither acquired nor sold to another company

58. In the next 12 months, is your company actively planning to engage in any of the following business activities?

- We will acquire one or more other companies
- We will sell to another company
- We will close the company for one or more reasons

59. What do you view as your biggest business opportunities for 2021? (Please limit your response to 3,000 characters)

60. What was the single biggest technology or business decision that drove your company's growth in 2020? (Please limit your response to 3,000 characters)

61. What is the most challenging industry issue managed services providers will face in 2021? (Please limit your response to 3,000 characters)

62. The Vanguard Award: This award will be bestowed on the company that demonstrates thought leadership in terms of digital transformation. To qualify, please tell us what your company has done in terms of selling advanced digital services and how the sale of these has contributed to your company's overall financial success. (Please limit your nomination to 3,000 characters)

63. Lifetime Achievement Award: This award is for an executive who has demonstrated commitment, perseverance, creativity and ingenuity over an entire career. To qualify, please nominate a candidate and describe what he or she has done to distinguish themselves in the ICT sector and channel as a whole. (Please limit your nomination to 3,000 characters)

64. The Newcomer Award: The award is bestowed upon a first-time MSP 501er that is shaking things up. To qualify, please describe your company's journey to the MSP 501, including its history, market positioning, business model and current go-to-market strategy. (Please limit your nomination to 3,000 characters)

65. Executive of the Year Award: This award will be bestowed by Informa editors to an extraordinary individual who set his or her company apart from the rest in 2018 and 2019. To qualify, please describe the achievements of your organization's top executive and describe what distinguishes this person from others when it comes to marketing prowess, customer experience, financial success, operational efficiency, community service or any other aspect of his or her leadership style. (Please limit your nomination to 3,000 characters)

66. Digital Innovator of the Year Award: This award will be given to a company that demonstrates excellence in intellectual property development. To qualify, please submit an application that describes your company's home-grown product or service, complete with details as to what makes it innovative from a functionality, pricing and / or competitive point of view. Be sure to describe what market need this product or services fulfills, its price and target customer segment. (Please limit your nomination to 3,000 characters)

67. MSP of the Year Award: This award will be given to the company that demonstrates excellence in business efficiency, agility in the face of an evolving market and business model innovation. To qualify, applicants should detail how their organization distinguishes itself in the market, explain how it has evolved to meet market needs and include mention of any vendor awards bestowed upon it. (Please limit your nomination to 3,000 characters)

68. Winners will be honored at the MSP 501 gala being held this year at Channel Partners Conference & Expo November 1 through 4 in Las Vegas. If you are selected as a winner, will you be able to attend the 2021 gala?

- Yes
- No

If you have not yet uploaded your REQUIRED 2020 financial results and standard MSP 501 verification form, please do so here.

PLEASE NOTE: Applications that do not provide revenue verification documentation will not qualify for consideration for the 2021 MSP 501. For a standard form to use for verification, please click

[2021 MSP 501 revenue verification form.](#)

Upon clicking “go to form review” below, you will be given a chance to review your answers. If you would like a copy of your answers sent to you, please provide your email address in the field below. PLEASE NOTE: Once submitted, no changes will be allowed. Please review carefully!

email address: _____

Thank you for your input!