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**CHANNEL** LIVE  
THE MSP & RESELLER EVENT

# Getting your unfair share: Winning with Everything-as-a-Service

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Chief Strategy Officer, Giacom

**GIACOM**  **Imagine**  
what we can do together

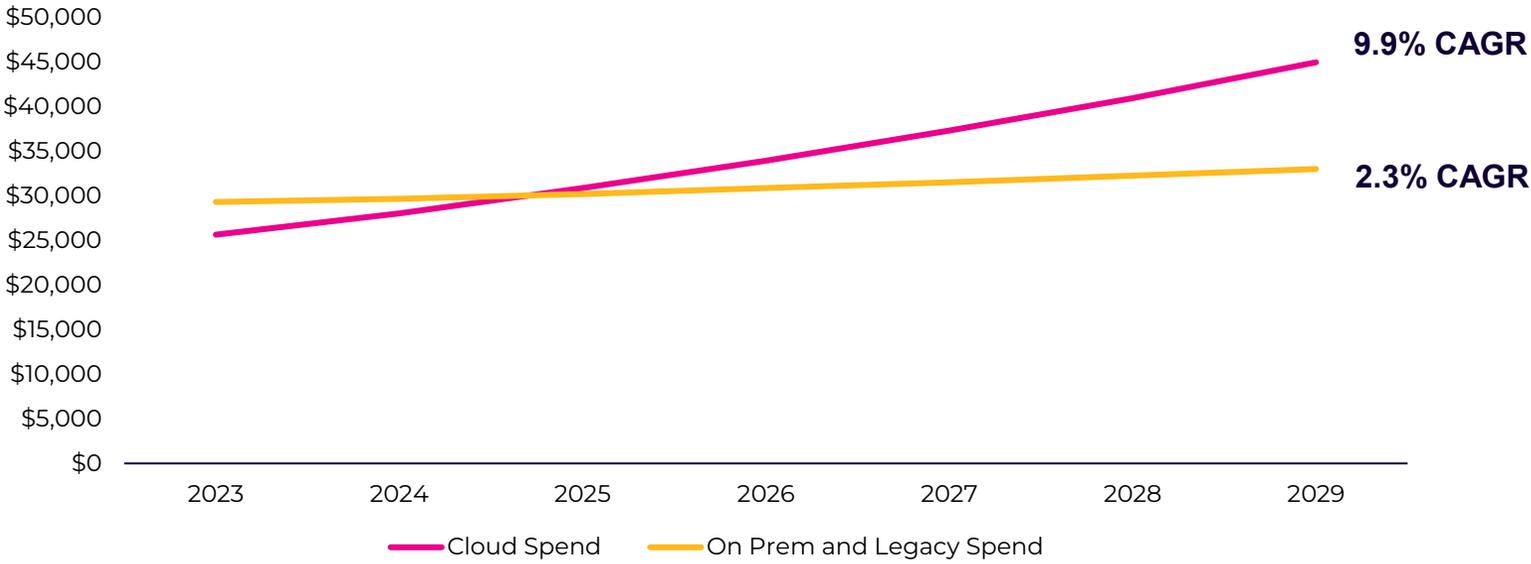


# UK SMB is a huge, growing market

Moving to Subscription + Service - the model MSPs are set up to deliver



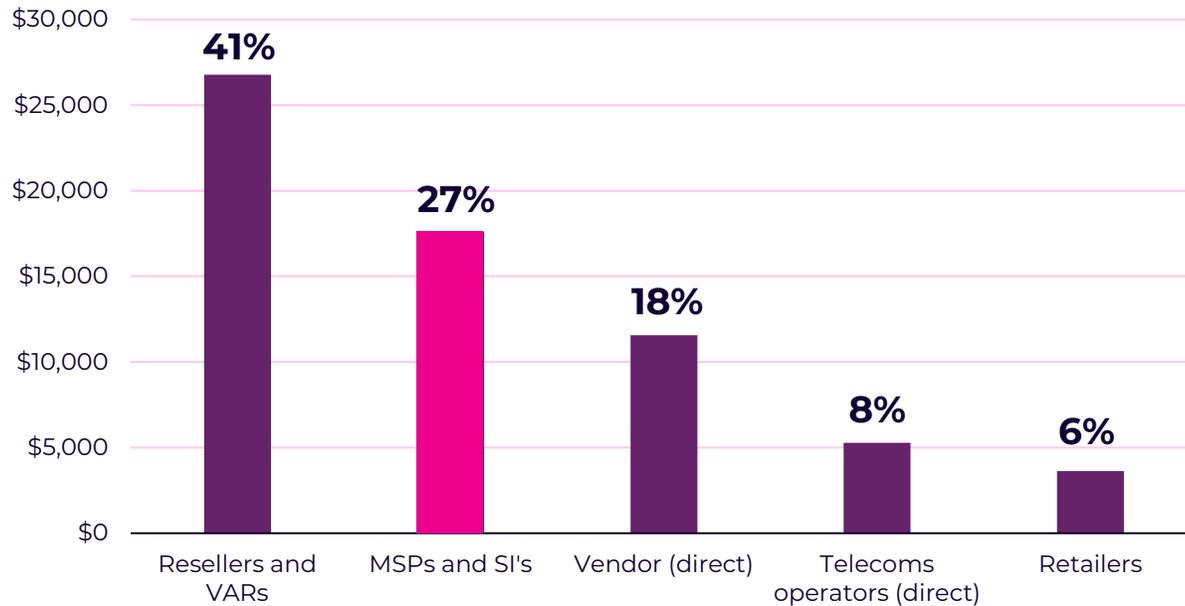
### Total ICT Market Share UK SMB's with 1-500 employees



Cloud Subscription + Service represents 58% of all spend by 2029

# Where the champions of SMB own less than 1/3<sup>rd</sup> market share

IT Spend Route to Market 2026  
UK SMBs with 1-500 employees



**50%** of cyber security still on premise

**56%** of server/storage infrastructure still on premise

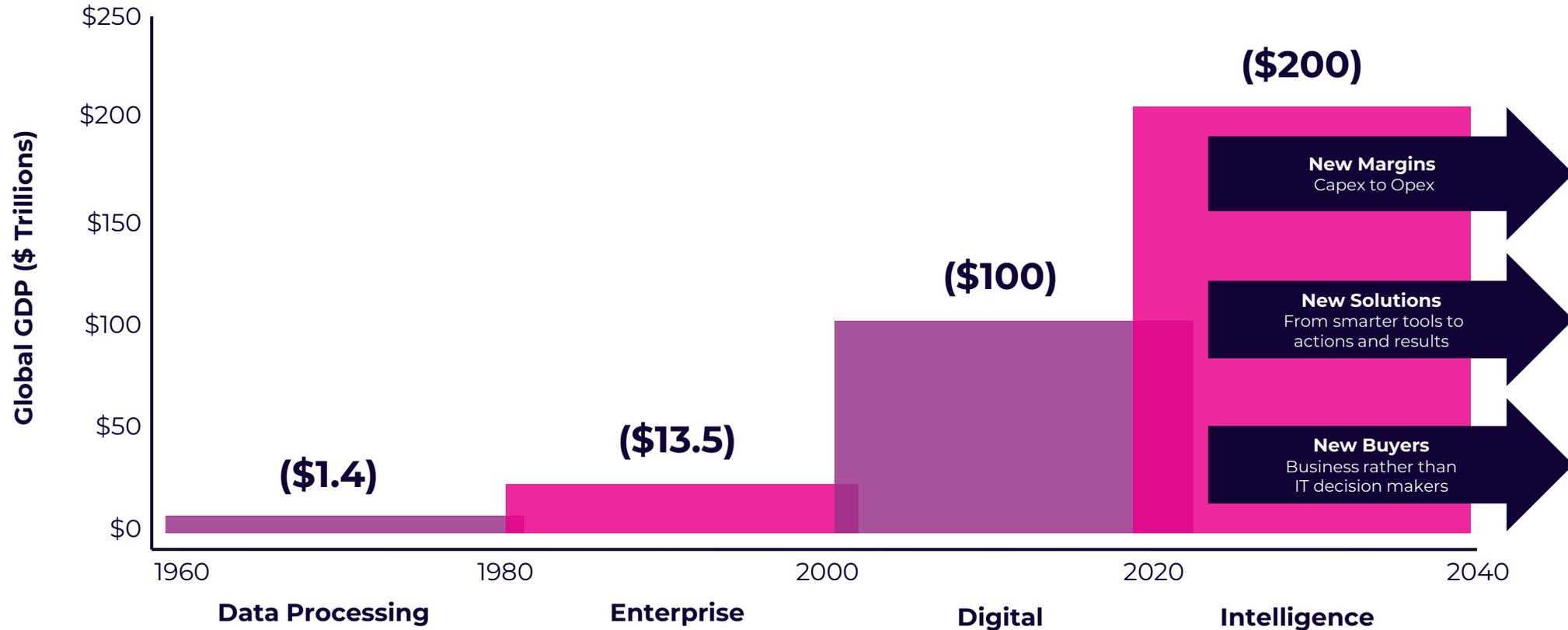
**7 in 10** SMBs still buy connectivity from Telcos

**9 in 10** SMBs still buy mobile from Telcos

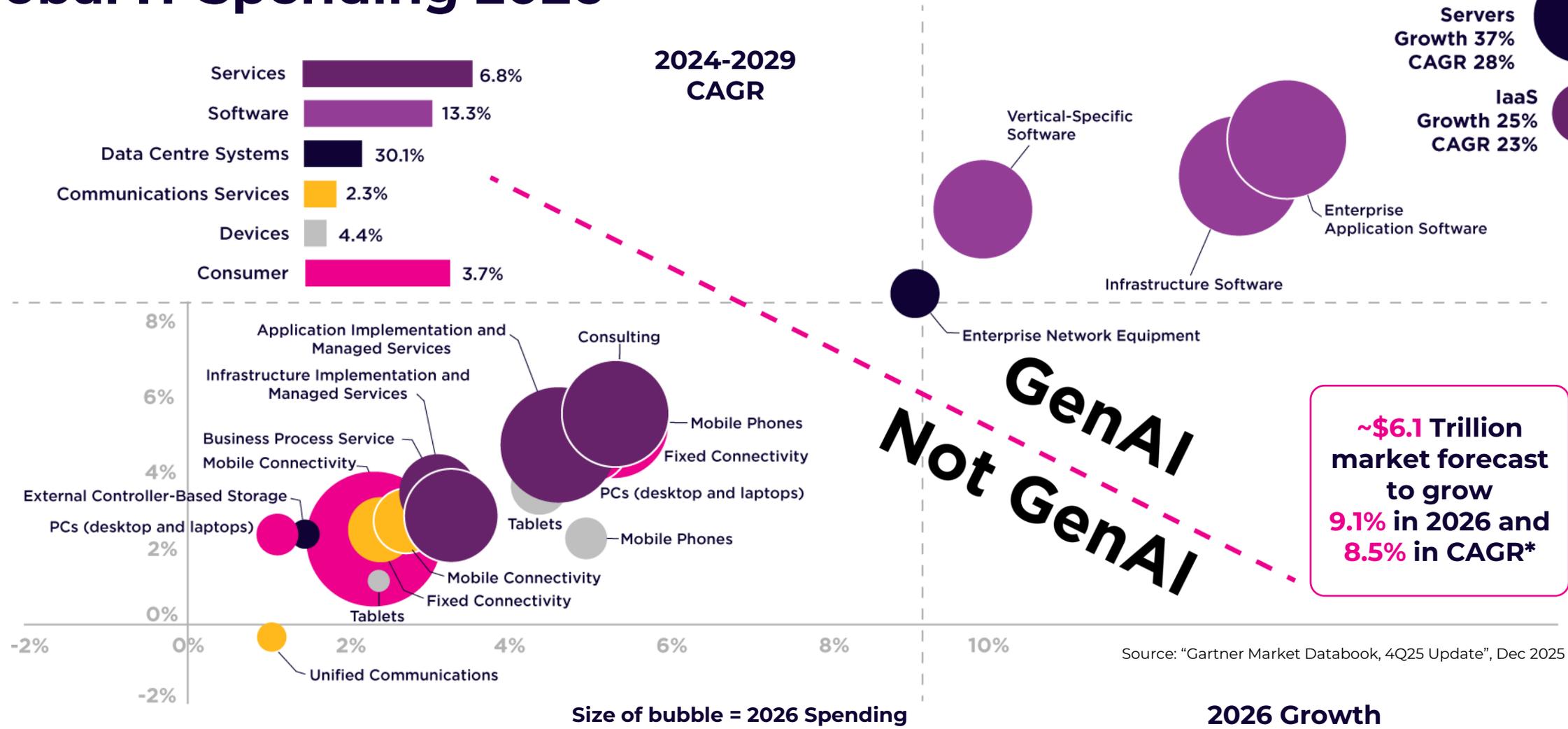


# Market Context

# The Intelligence Super Cycle accelerates MSP growth

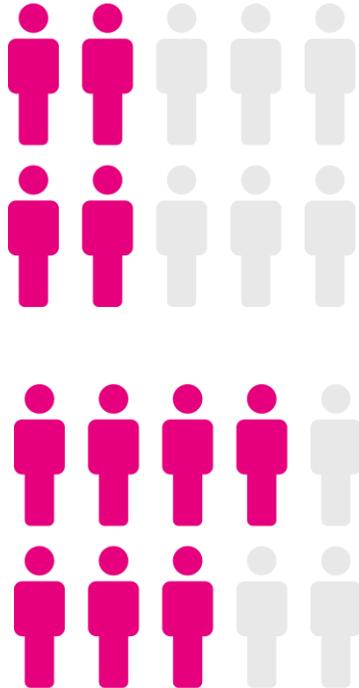


# Global IT Spending 2026



**>70%** of all business spend will be AI-driven by 2029

# SMBs are spending on AI



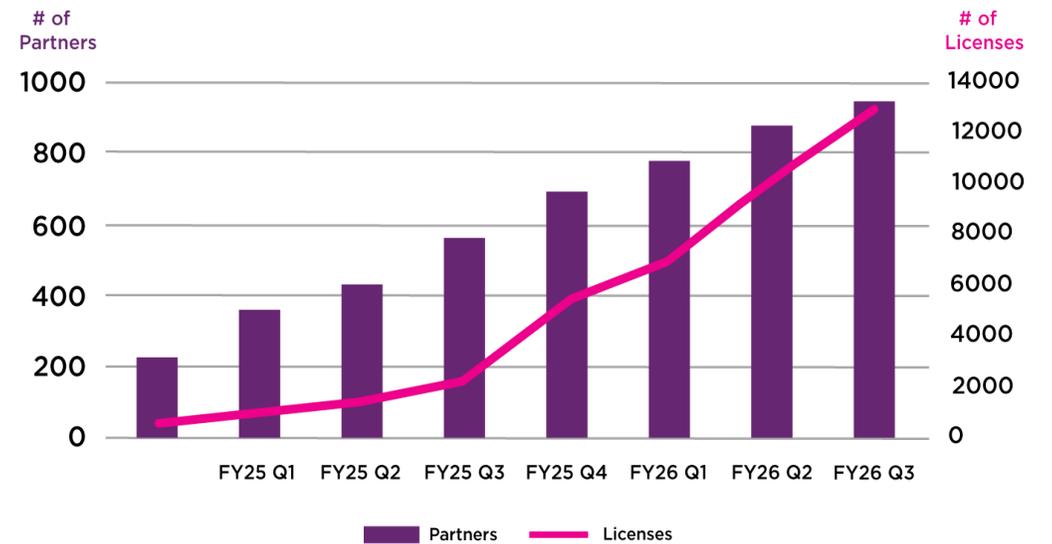
**38%**

of SMBs are officially using AI tools as part of their business operations. With 77% paying for add-ons.

**71%**

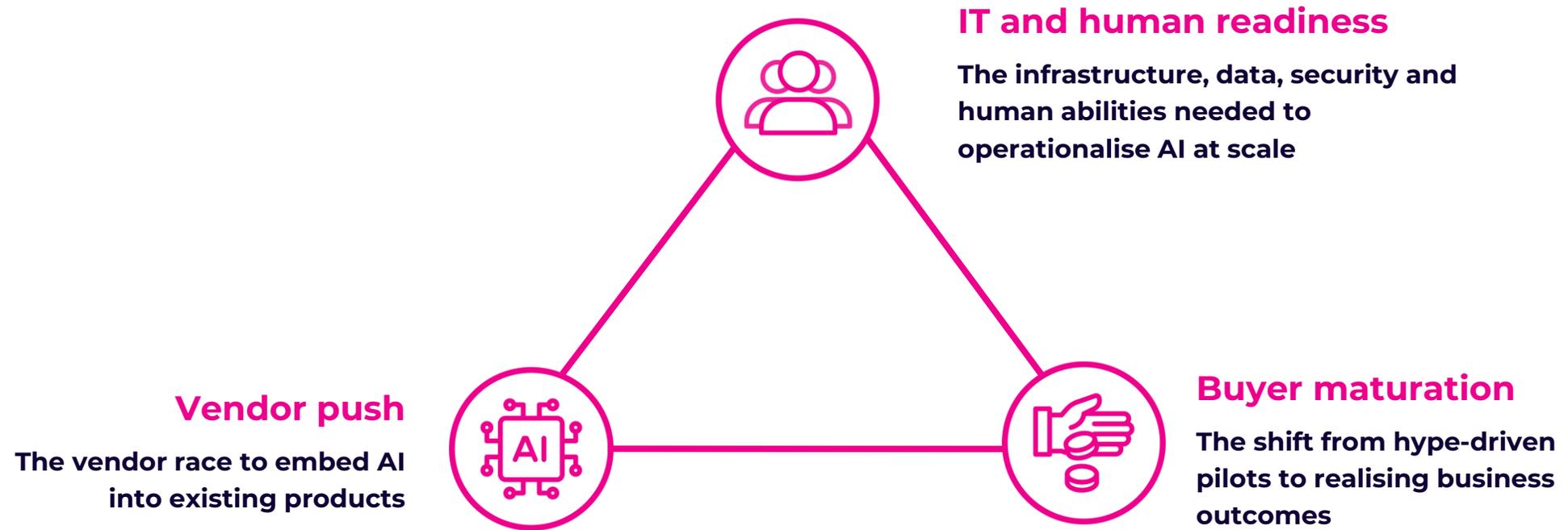
of UK employees admit to using unapproved consumer AI tools for workplace tasks

### M365 Copilot Partner and License count Giacom Cloud Market



# Businesses need more than Vendor products to deliver on the promise of AI

MSPs are perfectly positioned to help



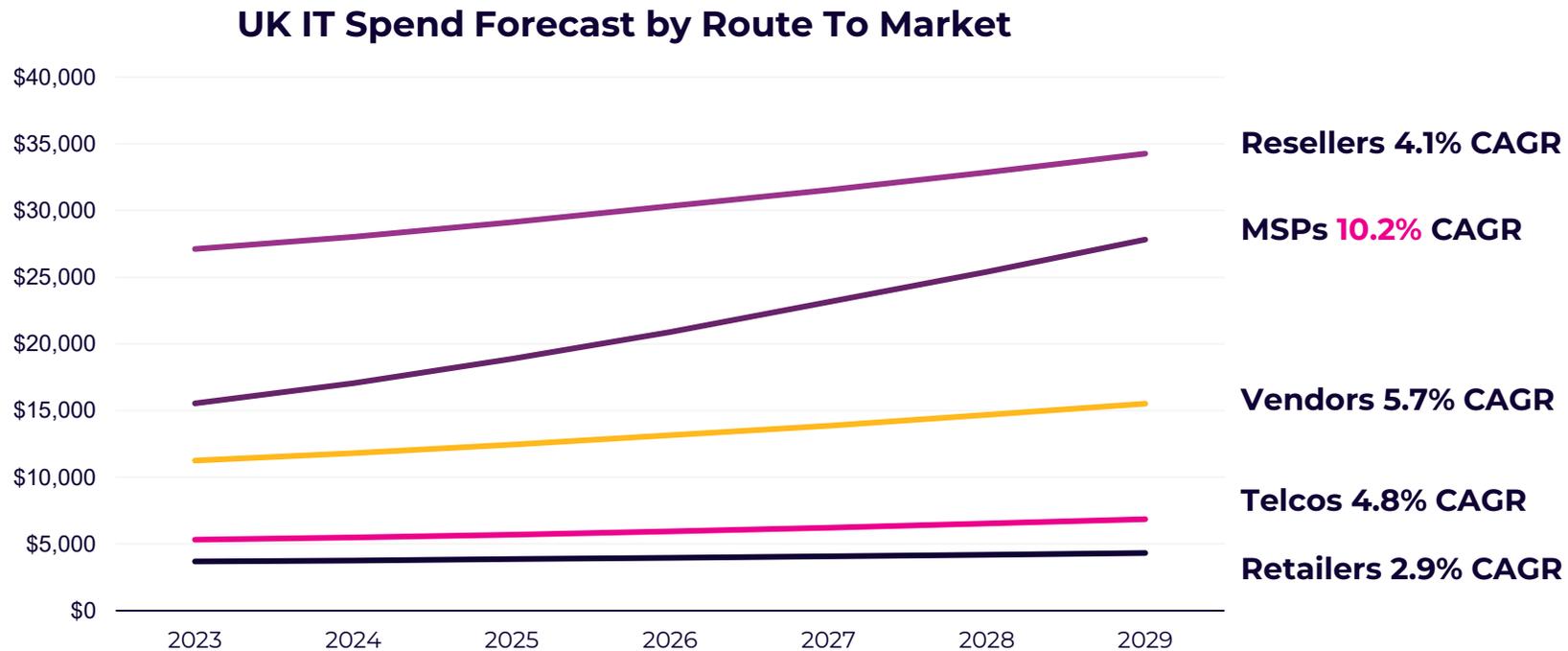
# What are SMBs are looking for in a Strategic Technology Partner in 2026

- 1. Strategic guidance, but at the right level** – a guide, not a consultant army
- 2. Outcomes, not products** – blending technical expertise with business understanding
- 3. Single point of accountability** – across vendors and products - 'deal with this so we don't have to'
- 4. Proactive IT, not Break/Fix** - 'keep us running', with fast, human support
- 5. Cybersecurity and compliance support without complexity** – don't want to manage security – just know it's covered
- 6. Enable cloud, automation and future ready infrastructure** – supporting data empowerment and AI adoption
- 7. Clear, predictable pricing, with scalability** – hate uncertainty and surprises, prefer flat rates and per user pricing
- 8. Build trusted, transparent, long-term relationships** - plain English communication

**A trusted partner that provides security, stability and strategic guidance at a predictable, manageable cost**

# The Rise of the MSP

MSP value proposition and product catalogue driving strongest growth



# The Art of the Possible

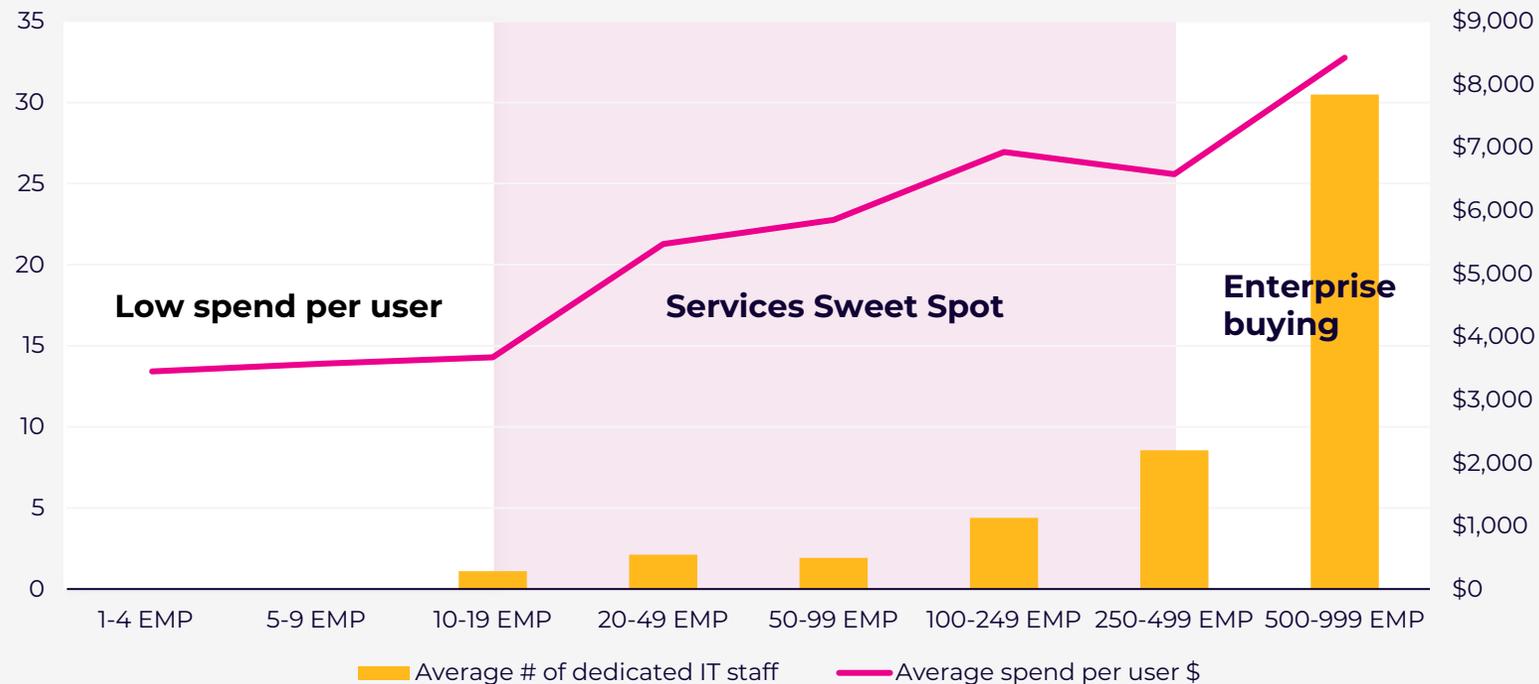
The background of the entire image is a dramatic sunset or sunrise sky filled with large, textured clouds. The clouds are illuminated from below, creating a gradient of colors from deep blue at the top to bright orange and yellow near the horizon. In the foreground, the dark silhouettes of jagged rock formations are visible. Two figures are positioned on these rocks: one stands on a central peak with arms outstretched, while the other is suspended in mid-air, having just jumped or fallen from a higher point, with a rope visible. The overall mood is one of adventure and achievement.

**GIACOM.** **Imagine**  
what we can do together

# SMBs struggling with IT complexity

Increasingly seeking a strategic IT partner

# Dedicated IT staff and IT Spend per User  
UK SMBs of different sizes



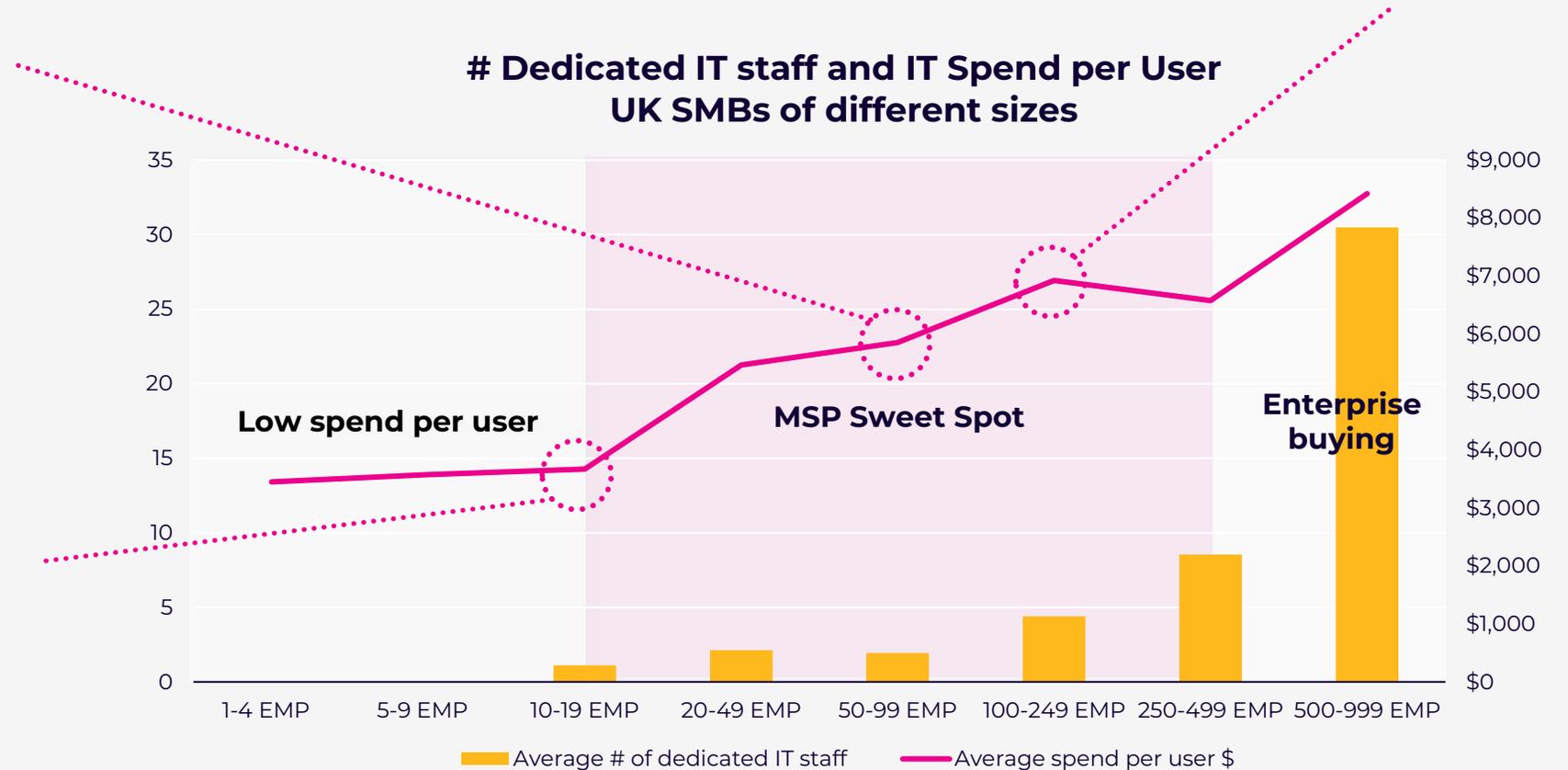
# Sizing the MSP 'Art of the Possible'

## Per user spend for SMBs of different sizes

- 50-99 employee SMB
- £370 per user per month

- 10-19 employee SMB
- £250 per user per month

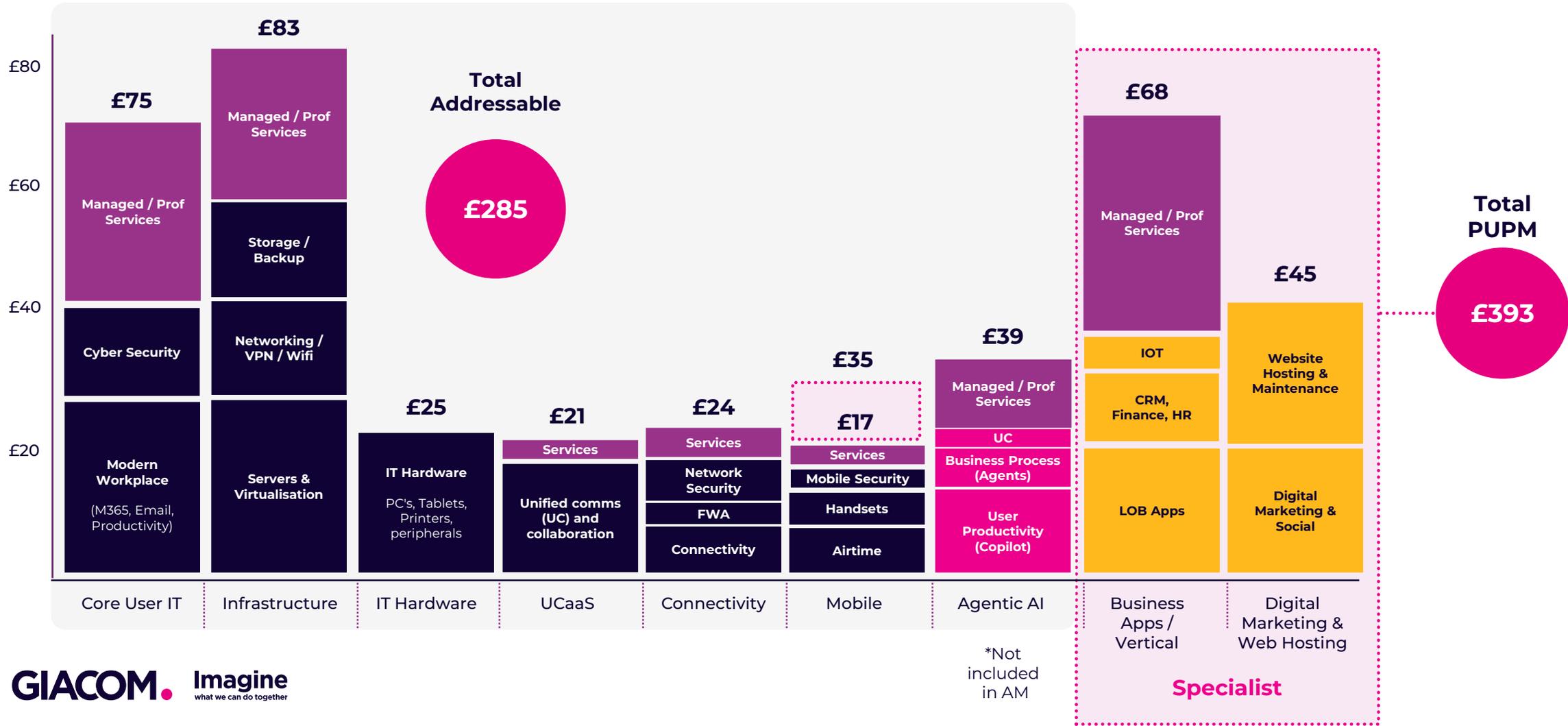
- 100-249 employee SMB
- £420 per user per month



# What does 'Everything as a Service' look like?

It is possible to do everything PUPM

50-99  
Employee SMB



\*Not included in AM

# How Giacom can help you build a winning proposition



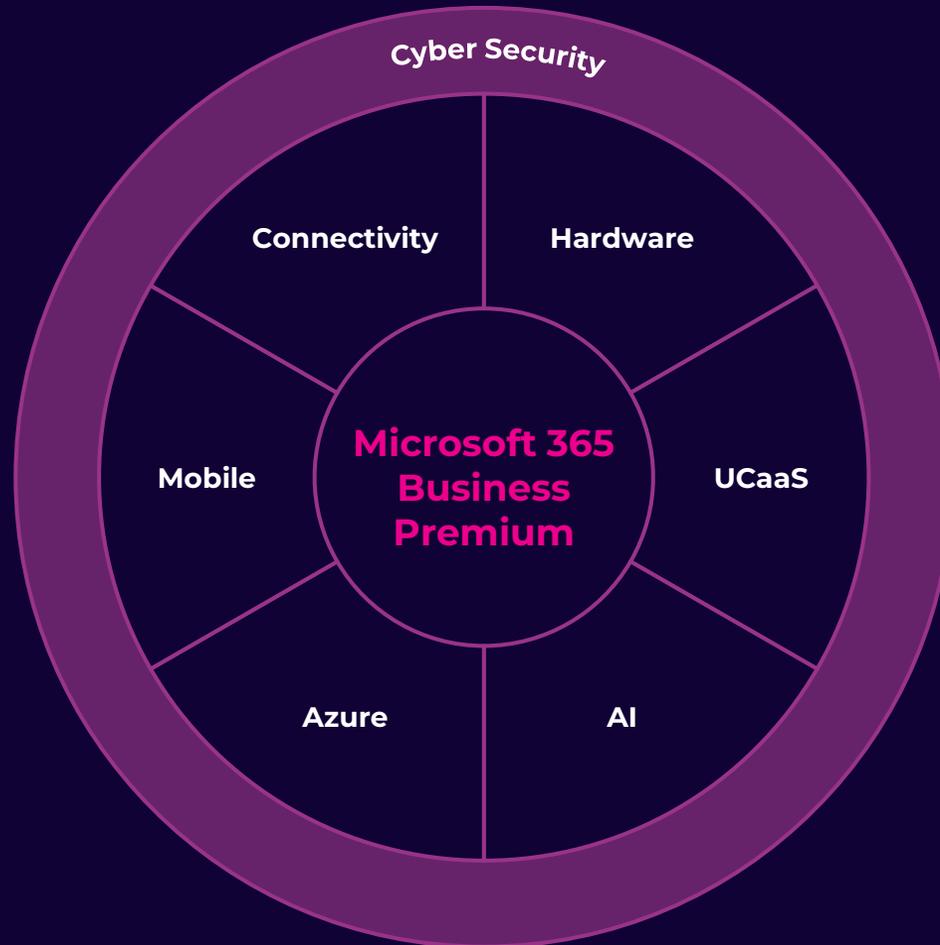
# Build your SMB 'SuperProp'

## Always led with Outcomes, not Products

### Lead with Outcomes

ROI, KPIs, TCO, Productivity, Efficiency

Help me sleep at night, greater security, flexible work, predictable costs



### Simple Technology Choices

Minimal # of vendors

Packaged Managed Services

### Simple Commercials

Price per user per month, fixed price onboarding, rate card project costs

### Value added services

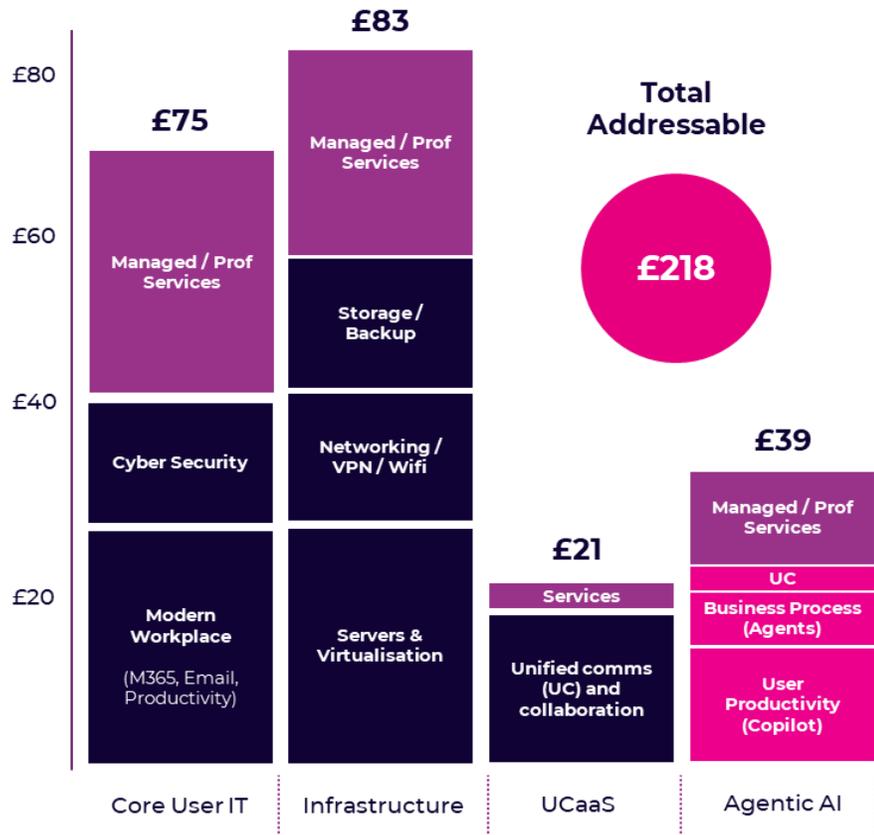
Assessments, Data-led reporting, FinOps, Agentic, Virtual CIO

### Highly Automated Operations factory

Deployed across every customer

# Adding value to core IT services

## Building critical AI skills

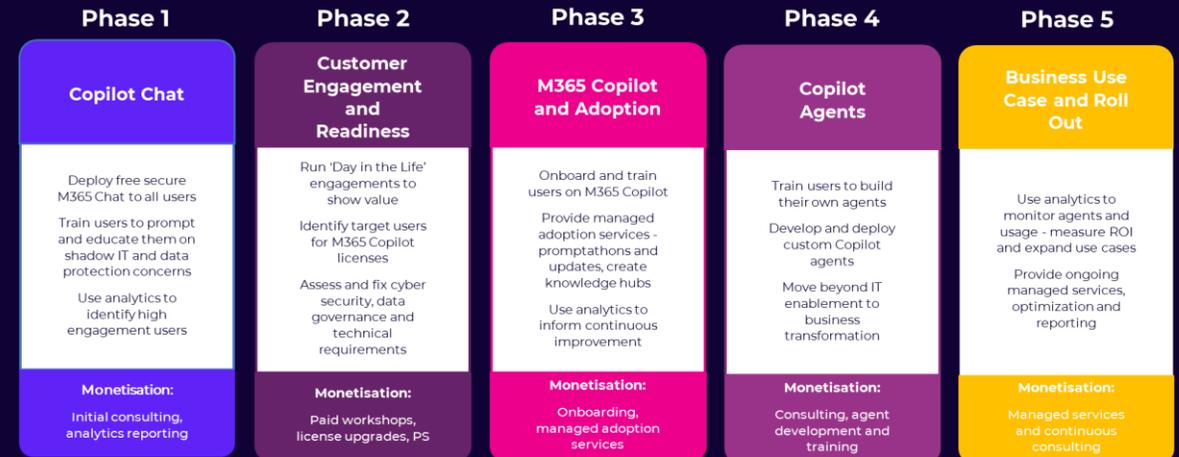


## Transform your Customer's Infrastructure with Azure

- ✓ Huge market growing at >25%
- ✓ Only ~20% of our 3,500 Microsoft partners sell Azure today
- ✓ Complete enablement available for partners

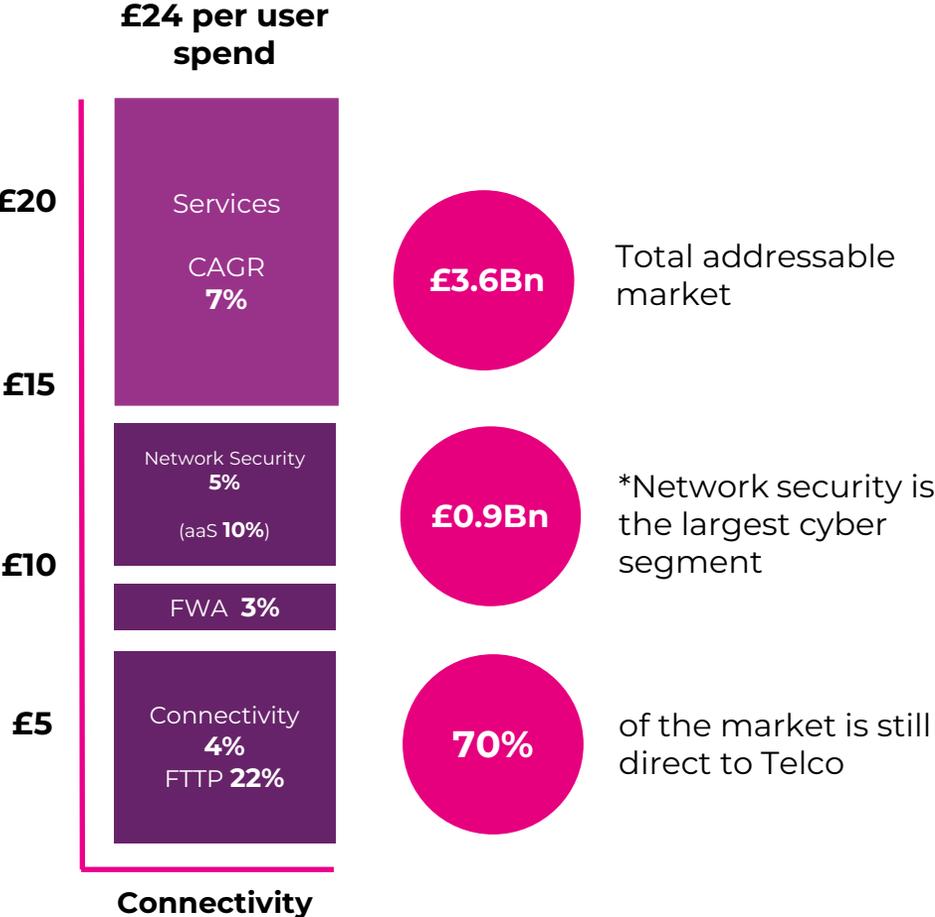
## Become indispensable to your Customer with Copilot and Agentic

- ✓ Huge market growing at >80%
- ✓ Most in-demand need for SMB business leaders
- ✓ Highly effective out-of-box framework developed by Giacom to help get you started



# Add value to your connectivity offering

## Underpinning critical AI and cloud services



## The market for valuable bundled business propositions is here

**70%** of SMBs adopt Resilience\*\*

**40%** of SMBs adopt Network Security\*

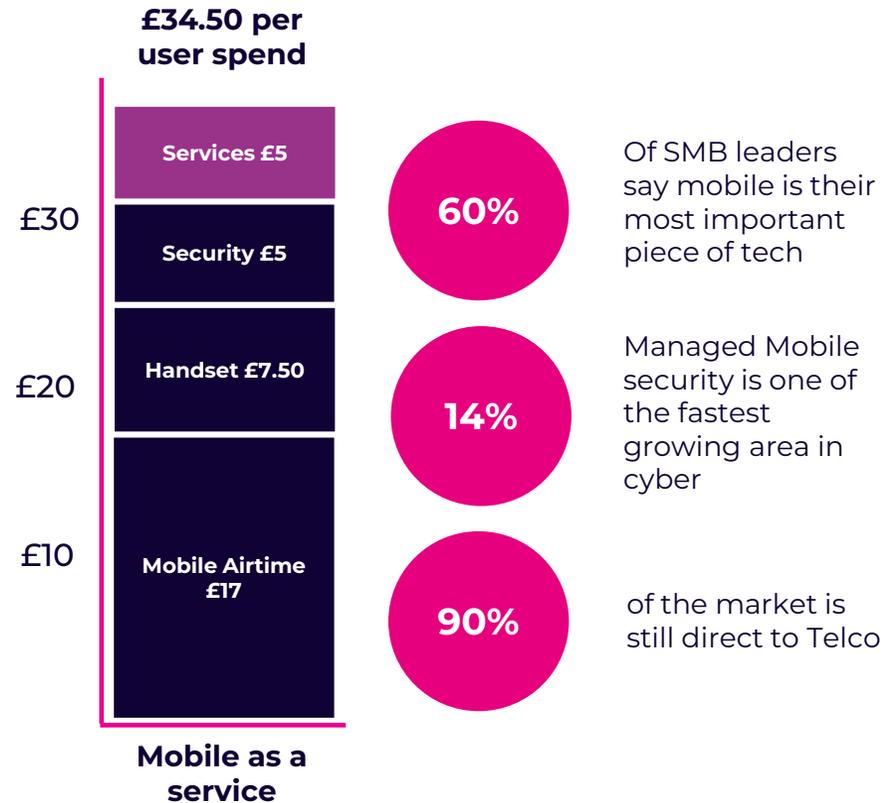
### Offer an MSP prop that....

- ✓ Wins market share from direct telcos
- ✓ Keeps customers online & protected – every hour, every day
- ✓ Stands out – make security & resilience standard, not optional

Source: Analysys Mason SMB Technology Forecaster Nov 2025  
\*Network security includes DOS/DDoS mitigation, FW/UTM, IDAM, IDS/IPS, SOC  
\*\*Large Telco direct data

# Make Mobile central to your growth strategy

Integrated with your Managed Services offering



## The Commercials



## We make it simple

- ✓ All 3 networks
- ✓ Wholesale or dealer
- ✓ End to end automation and billing
- ✓ End to end support



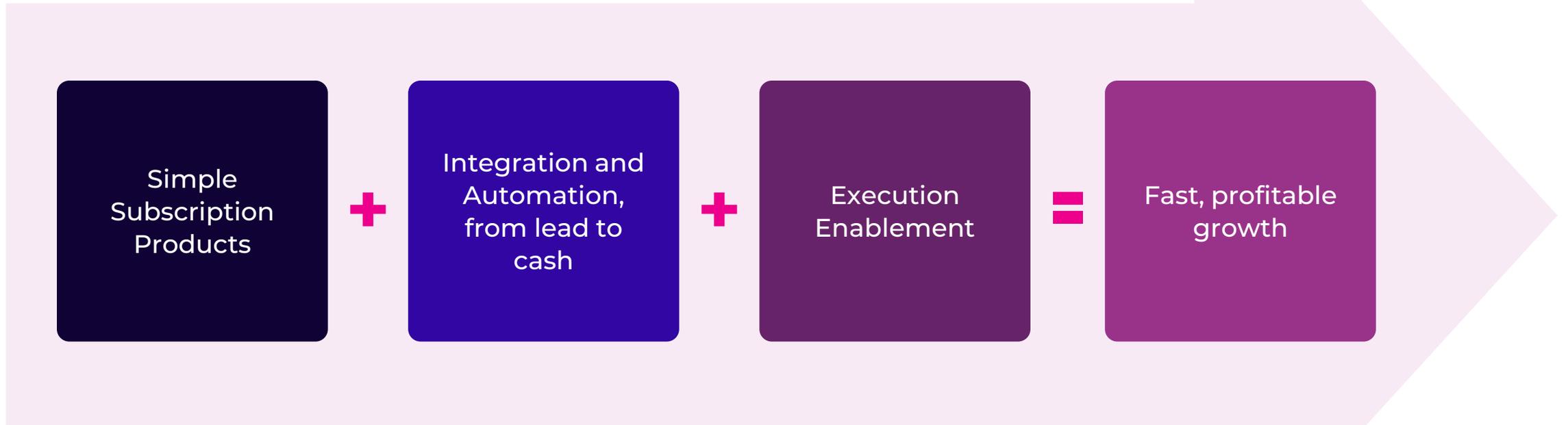
# Sell into Adjacencies

Play to your existing skills, brand and customer trust

Cyber Security				Microsoft
Barracuda	The network is the biggest attack surface	Connectivity	Applications only perform as well as their internet connection	365 Business Premium
InTune	Mobile is the SMBs most important bit of tech but is hugely vulnerable and hard to manage	Mobile	Everyone uses Mobile to access 365	365 Business Premium
USecure	Customer service is a classic Social Engineering attack vector	UCaaS	Making Teams and UCaaS work seamlessly	365 Business Premium Teams Voice Direct Routing
Entra ID (RBAC), Defender, Bitdefender, Acronis, EDR	Endpoint protection	Hardware	Device as a service	Hardware preloaded with Windows 11 and 365 Business Premium
Entra ID (RBAC), Backup, XDR	Protecting and backing up the cloud application environment	Azure	Device as a service	Azure desktop
Entra ID (RBAC) Purview DLP	Enabling secure use of company data with LLMs	AI	Enhancing productivity within MS applications	Copilot

# Giacom value proposition

Every £ of SMB spend goes through the Channel



MSPs **grow faster** and **more profitably** with Giacom

## OUR VISION

# Software-Enabled Technology Marketplace

Designed, built and run to enable MSPs to grow fast and profitably deliver 'Everything as a Service' to SMBs

## OUR MISSION

# Every Small Business buys their IT from a local expert technology provider

A >£20bn opportunity for the channel  
...and a leap in productivity for UK Plc



Imagine

what we can  
do together

GIACOM.