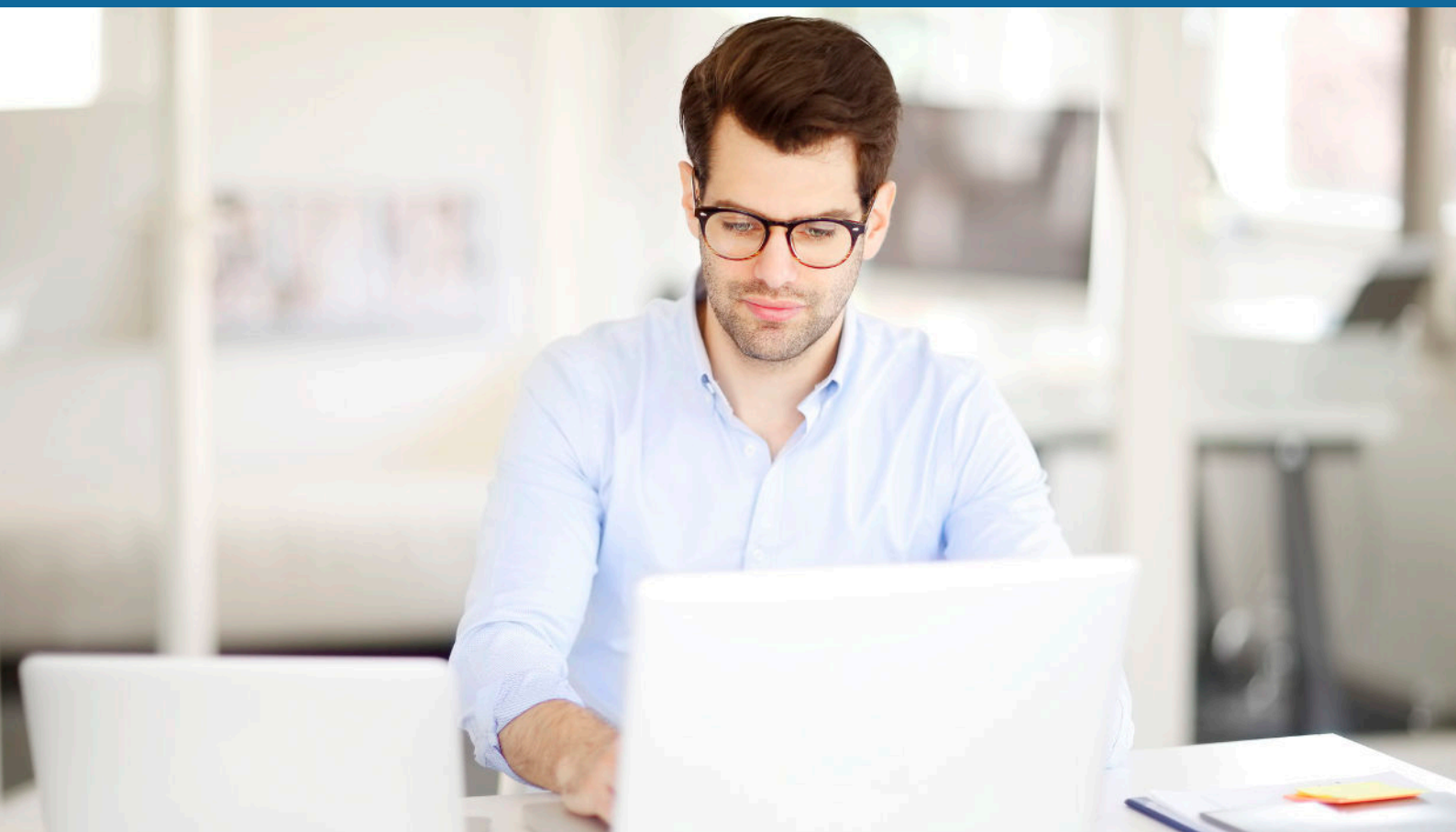




Elevating Managed Digital Workspaces with Stratodesk

Optimizing managed service providers (MSPs) profitability through endpoint services integration in DaaS



The Biggest Challenge Faced by Cloud Desktop MSPs

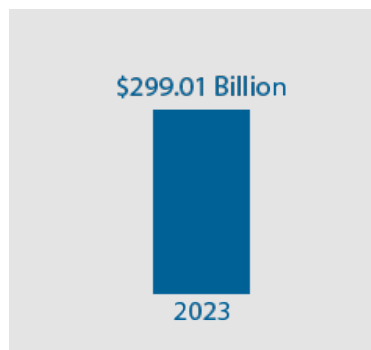
The Covid-19 pandemic has revolutionized the way we work, with remote and hybrid work models becoming the new standard. These shifts have presented many challenges in IT management, data management, device, network, and data security, cloud computing, IT support, unified communication, and collaboration, significantly complicating the IT environment for businesses.

As a result, many enterprises opted for MSPs to streamline IT operations without the need to expand their internal corporate IT team or resources, a trend that continues to thrive.

According to Grand View Research¹ the estimated size of the global managed services market reached \$299.01 billion in 2023, with a projected compound annual growth rate (CAGR) of 13.6% from 2023 to 2030. Managed services play a crucial role in minimizing downtime and redundancy while offering tailored value-added services. Market expansion is further fueled by the utilization of multiple monitoring tools and the management of various infrastructure layers by dedicated teams. Moreover, as enterprises worldwide seek to streamline infrastructure and cut costs, there is a notable trend towards cloud platform migration and the adoption of managed IT services to enhance infrastructure efficiency.

With the Windows 10 EOL in October 2025 looming organizations are actively looking into moving to Windows 11 in the cloud but cost, complexity and existing endpoint hardware are major obstacles where organizations are demanding holistic solutions from their MSP that endpoint OS and endpoint hardware as well.

Modern MSPs demand a flexible, on-prem or cloud-ready endpoint solution to offer to their customers, that easily scales with their business. Stratodesk NoTouch is the answer to this demand.



Stratodesk, the leading innovator of the ultra-secure modern operating system (OS), offers MSPs an opportunity to accelerate the growth of their service business by providing the complete services and solutions that their customers want: ONE highly secure endpoint operating system for all customer endpoints, provisioned and managed by the MSP, to access their digital workspace.

By joining the Stratodesk MSP Partner Program and enhancing their digital workspace service with Stratodesk NoTouch endpoint services, MSPs can overcome traditional hurdles and challenges of the endpoint business such as securing and standardizing customer's endpoints, offering predictable and scalable endpoint OS licensing, and reducing the overall burden of endpoint management through centralized, multi-tenant capable, administration for joint business growth.

Traditional Endpoint Challenges for MSPs

Diverse Hardware and Software

Organizations often administer a wide range of employee endpoint devices and operating systems. Their modern, hybrid workforce use traditional office PCs and laptops, innovative Raspberry Pi, or personal devices (BYOD) at home, in the office or on the road. This diverse mix of hardware and operating systems can lead to a challenging management landscape for IT professionals who need to onboard new employee endpoints quickly and resolve tickets from current users on time.

Managed Service Providers play a crucial role in offering IT management and support to ensure seamless access to apps and data for end-users worldwide. The question remains: How can MSPs guarantee optimal productivity across all remote work and in-office environments.

Securing the Last Mile

Ensuring the security of diverse hardware endpoints, each with its unique configuration and operating systems, poses a significant challenge for MSPs. How can they effectively manage, update, patch and protect so many different endpoints in line with various security policies?

Work From Anywhere - BYOD

Today's workplace is massively diverse – making it harder than ever for MSPs to enable workers to access the applications and data they need securely and conveniently. The trend of bringing your own device (BYOD) adds another layer of complexity as employees may utilize personal devices for work tasks, creating a significant hurdle for IT to manage devices effectively.

Endpoint Management, Control and Monitoring

Small and medium size customers lacking the resources to handle their IT efforts in house, expect an MSP to not only provide the DaaS workspace but also to manage and maintain the physical end-user endpoints. Even with an Endpoint Management Software for MSPs, deployment and software distribution of different operating systems and versions (Windows, Linux, Mac) as well as OS updates and patch management for various non heterogeneous customer environments can easily become a nightmare job for the MSP. Adding asset management, endpoint security and control, USB device management, power management, connection management and more complicates the MSP's tasks even more and drives up costs for the MSP and for the customers.

No Potential for Growth

The above-mentioned headaches of dealing with truly diverse customer hardware, BYOD scenarios, the challenges of securing the last mile and the cost and efforts involved in managing a non-standardized OS are reasons why some MSPs might have been hesitant in the past to add an endpoint service to their portfolio. The lack of flexible, easily scalable cloud-based models with predictable, pay-as-you-go costs on the endpoint, like what they were used to on the server side, was another factor that might have hindered growth until now.

Stratodesk NoTouch - Designed to Drive Your MSP Business Forward

NoTouch is an enterprise-ready, lean endpoint OS, crafted with precision to meet the demands of the modern enterprise, ensuring comprehensive endpoint security without compromising on manageability, control, and end-user experience.

Improved endpoint protection and compliance

Elevate endpoint protection for all your customers' endpoints with NoTouch, the OS engineered with security at its core. The lean, zero-trust OS protects and standardizes endpoints and is immune against most threat vectors and vulnerabilities. The minimal read-only OS reduces the attack surface up to 95% and helps you to stay compliant with current cybersecurity compliance standards and regulations.

Remote management and support

With Stratodesk NoTouch Center, you gain endpoint management and control from one centralized location in real-time suitable for MSPs of any size. The flexible endpoint management solution reduces costs and time spent managing the local OS with easy NoTouch OS deployment and update distribution, full control dashboard, asset tracking, job scheduling, helpdesk features and much more.

Cloud-hosted or on prem management

Deploy Stratodesk Management NoTouch Center on premises in your own data center, or access NoTouch Cloud - our SaaS-based management platform hosted on AWS or opt for deployment through the Azure or VMware Marketplace. There is no cloud-deployed endpoint management solution with more flexibility and easier setup than NoTouch Center.

Multi-tenant capable management

Easily and effectively manage, optimize and monitor all customer endpoints in your multi-tenant capable, cloud-based NoTouch Center installation. Instantly deploy NoTouch OS on all devices, scale up or down with ease and stay up to date with automated usage reporting.

Scale up and down as desired – manage costs predictably

Take advantage of our pay-as-you-go licensing and our easy-to-scale and easy-to-consume options to drive additional recurring revenue. These licensing models are major opportunities for MSP partners to predict costs, while being ultra flexible to meet the needs of each customer as they scale up and down as needed in many verticals such as healthcare, finance, retail, manufacturing and government.

“NoTouch Center is a key differentiator over competitors. Centralized management is mandatory when dealing with hundreds of devices, and the ‘Save and Announce’ feature delivers instant and reliable results.”

Nicolas Ballet
Continuum Technologies

MSP PRODUCT BENEFITS

- 01 Improved Endpoint Security and Compliance
- 02 Cloud-Hosted or On-Prem Management Console
- 03 Easily Scalable and Flexible
- 04 Remote Management and Support
- 05 Single/Multi-Tenant Capable
- 06 Asset Tracking
- 07 Comprehensive Reporting and Analytics Features
- 08 Versatile Customization Options
- 09 Rapid Deployment Options
- 10 Data Backup and Recovery
- 11 Proactive Monitoring and Maintenance

Technology integrations – for best user experience

Stratodesk supports a vast array of third-party software integrations critical to enabling successful work environments across any industry. We partner with leading security and identity authentication solutions, unified communication and collaboration solutions, DEX (Digital Employee Experience) platforms and analytics solutions and more to ensure a frictionless, effective workspace.

Elevate the service for your digital workspace customers with Stratodesk NoTouch OS

Start providing a secure and managed endpoint solution tailored to meet the diverse needs and requirements of customers across all industries, beginning with a secure operating system for enhanced endpoint protection in digital workspaces.

MSP PARTNER BENEFITS

- 01 Predictable Cost Structure
- 02 Profitable Service Model
- 03 Pay-As-You-Go Licensing/Flexible
- 04 Automated Usage Reporting
- 05 Free Test Licenses
- 06 Partner Portal Access
- 07 Enhanced Client Relationships

Interested in learning more?

[Join us as a partner today!](#)

Stratodesk is the leading innovator behind the ultra-secure endpoint OS designed with precision to meet the unique demands of modern enterprises. With “zero-trust” embedded in its core, NoTouch OS is the market-leading endpoint OS for VDI, DaaS, SaaS, and Secure Browsing as well as IIoT and Automation use cases.

NoTouch OS delivers CAPEX and OPEX savings by simplifying IT processes and endpoint management, advances sustainability goals through hardware life cycle extension, and revolutionizes user experience and productivity, while ensuring comprehensive endpoint security on any device and in any location.

Learn more at www.stratodesk.com.



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Become a MSP Partner