

# HOW A GROWTH- FOCUSED BSN MSP BUILT A \$1,000+/ MONTH AI SERVICE

FROM AI UNCERTAINTY TO  
A STRUCTURED, REVENUE-  
GENERATING MODEL



**BREACH  
SECURE NOW**

# PARTNER SNAPSHOT

**Partner:** Growth-Focused BSN MSP

**Partner Type:** Managed Service Provider (MSP)

**Market:** SMB clients exploring secure, practical AI adoption

**Engagement Model:** Structured AI Enablement

**Programs & Resources Leveraged:**

- Generative AI Certification

- AI Bootcamp
- AI Go-To-Market Support
- Breach Prevention & Productivity (BPP) Platform
- AI Awareness Training
- AI Acceptable Use Policies & Governance Resources

*Partner anonymized for confidentiality.*

## EXECUTIVE SUMMARY

AI conversations were happening whether the Managed Service Provider (MSP) planned for them or not.

Clients were asking how to use AI safely. Teams were experimenting with generative tools. Risks were emerging alongside opportunity.

Rather than experimenting with isolated tools or launching an undefined advisory offering, the MSP chose to build a structured AI service grounded in governance, training, and measurable outcomes.

The Result:



\$1,000+ per month per client for their foundational AI service



3 new AI-led customers secured



25 additional AI-focused clients targeted in Q1 2026



A planned pricing increase based on early traction

# THE OPPORTUNITY: AI DEMAND WITHOUT A CLEAR MODEL

As AI adoption accelerated, this growth-focused BSN MSP began hearing consistent questions:



“How can we safely use AI in our business?”



“What guardrails do we need?”



“How do we enable AI without increasing risk?”

The opportunity was obvious. The delivery model was not.

The MSP didn't want to resell disconnected AI tools. They didn't want to bolt AI onto their stack without structure. They wanted something repeatable, commercially viable, and aligned with their managed services foundation.

The risk wasn't missing the AI opportunity. It was launching something undefined and exposing clients — and themselves — to unnecessary liability.

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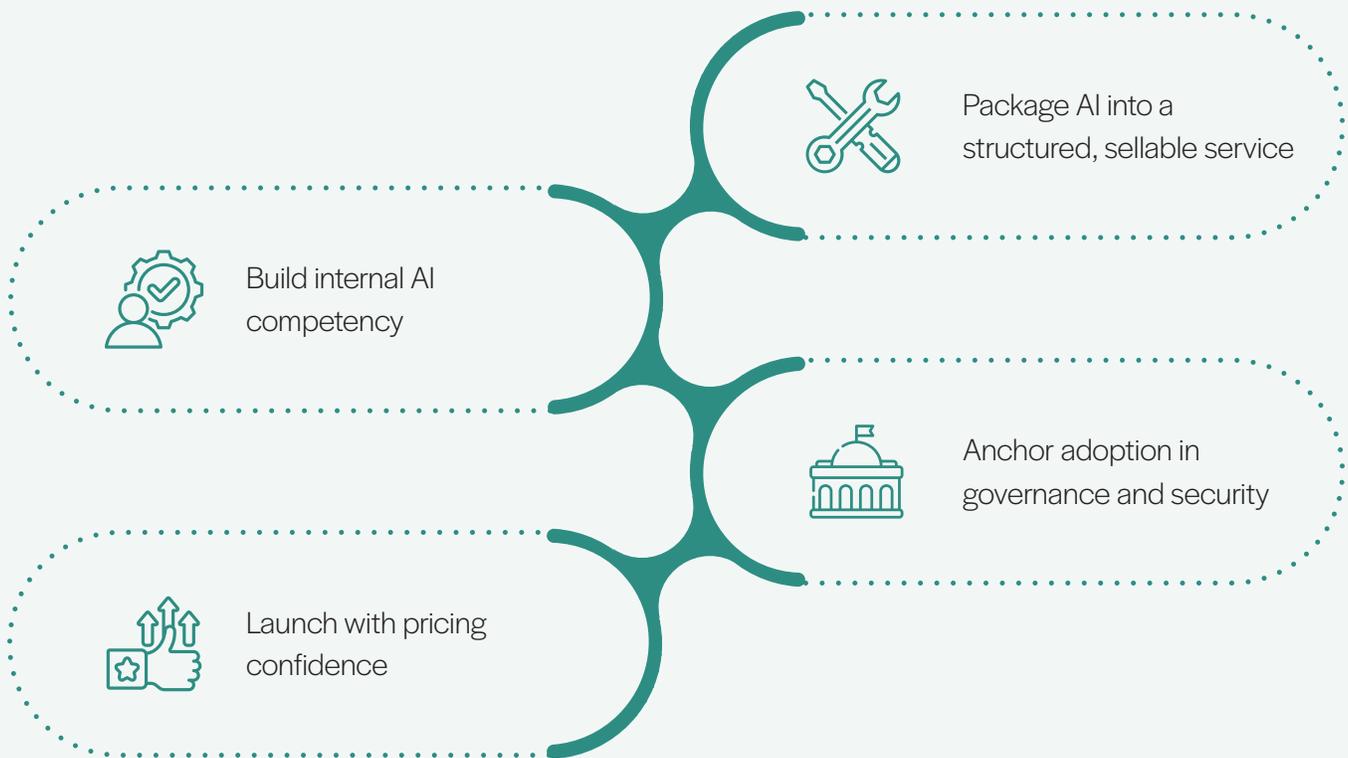
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# BUILDING CLARITY: FROM CONVERSATION TO COMMERCIALIZATION

Industry messaging made one thing clear: MSPs needed to act on AI.

What was less clear was how to execute responsibly, especially in the SMB market.

The MSP needed a practical way to:



The shift came when leadership stopped asking, "How do we sell AI tools?" and started asking, "How do we build a managed AI service?"

# IMPLEMENTATION: READINESS BEFORE REVENUE

**01**

## Step 1: Build Internal Competency

Multiple team members completed Generative AI Certification to establish:

- A shared understanding of AI risks and opportunities
- Alignment between technical and client-facing teams
- Confidence in leading AI discussions

AI was no longer theoretical. The team could explain it, position it, and guide clients through it.

**02**

## Step 2: Structure a Sellable Offering

Through AI Bootcamp and structured planning sessions, they defined:

- Service tiers
- Clear pricing models
- Messaging aligned to risk reduction and productivity
- A repeatable launch plan
- Breach Prevention & Productivity (BPP), including AI Awareness Training and governance resources, became the foundation.

AI wasn't presented as a tool. It was positioned as a managed, evolving service.

**03**

## Step 3: Refine Pricing and Go-To-Market Strategy

Working alongside go-to-market advisors, the MSP pressure-tested:

- Commercial packaging
- Service inclusions
- Pricing thresholds
- Sales messaging

The focus wasn't just technical readiness. It was commercial viability.

# THE LAUNCH: A STRUCTURED AI SERVICE MODEL

In Q4, the MSP formally launched two AI-driven service lines:

Foundational AI Enablement

Secure AI Governance Framework

Together, these offerings provide:

- A structured AI enablement framework
- AI Awareness Training
- AI Acceptable Use Policies
- Governance and oversight resources
- Ongoing AI consulting
- Productivity-focused enablement
- Secure AI tool (Copilot)

Rather than selling AI as a standalone tool, MSP positioned it as a managed, secure service that evolves with the client. This repositioned the MSP not just as an MSP — but as a trusted AI advisor.



## MEASURABLE BUSINESS RESULTS

The commercial impact was immediate:

- **\$1,000+** per month per client for the foundational AI service
- **3** AI-led customers secured early
- **25** additional AI-led clients targeted in Q1 2026
- A planned pricing increase based on demand

Most importantly:

### AI now leads sales conversations.

Instead of responding to AI risk reactively, MSP proactively introduces structured AI enablement. That shift opens the door to higher-value engagements and longer-term strategic relationships.

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# BUILDING THE FOUNDATION FOR WHAT'S NEXT



AI services do not require becoming  
an AI engineer



Governance and training are prerequisites  
for scalable adoption



Structured service design  
reduces risk



AI can be packaged as recurring,  
predictable revenue

By anchoring AI in governance and enablement, the MSP transformed AI from an abstract opportunity into a defined, revenue-generating service.



# READY TO BUILD YOUR AI SERVICE?

If your clients are already experimenting with AI and many are the question isn't whether it's happening. It's whether you're leading it in a structured way.

**Book a demo** to see how a governance-first AI approach can translate into recurring revenue, or **explore our AI solutions** to learn how structured enablement supports secure, scalable adoption.

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