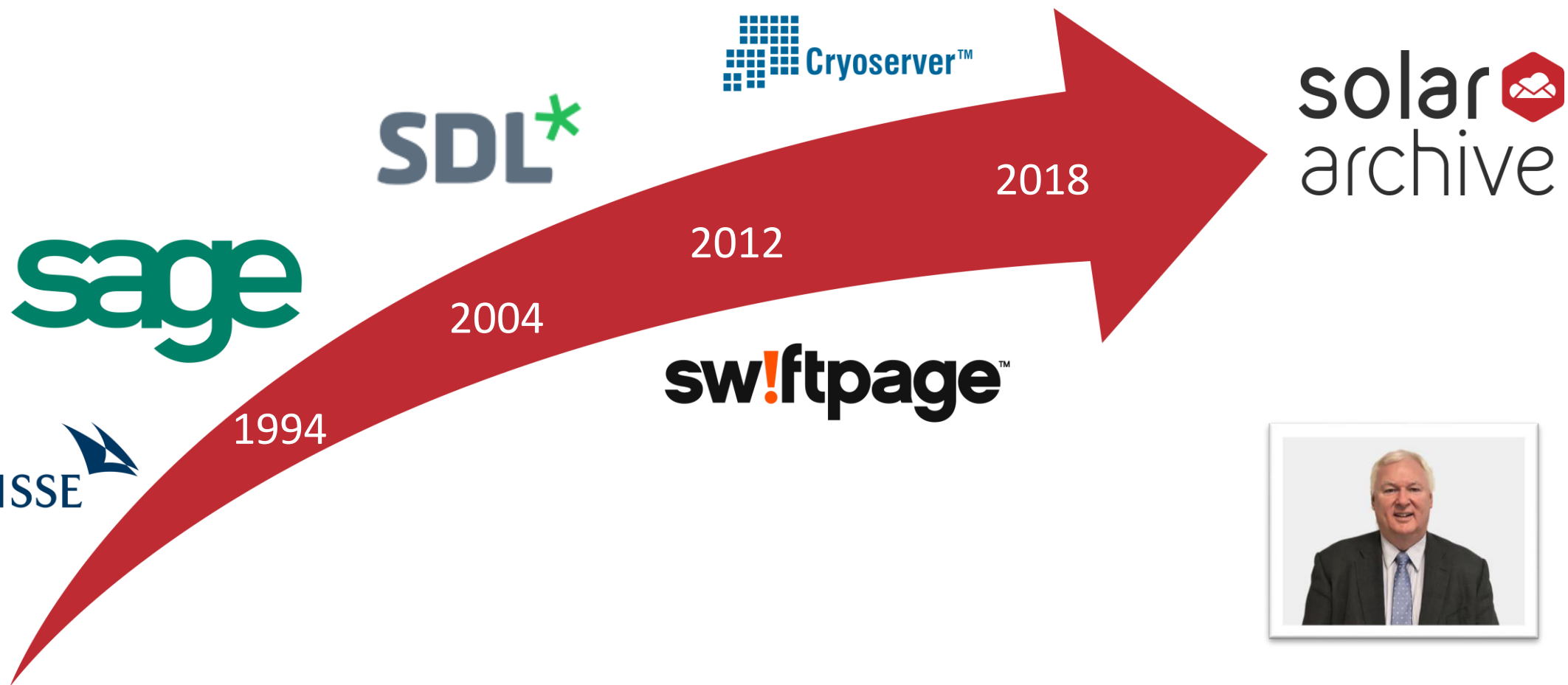


Shareholder Value Opportunities for MSPs in an Evolving Market

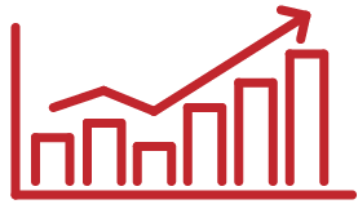
David Clayton
Chairman, Solar Archive



About me...



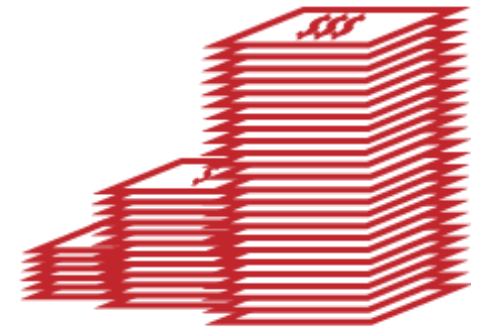
What is shareholder value?



Shareholder value is the combination of growth in sales, earnings (profits) and free cash flow.

The intrinsic value of a company is:

Net assets + net present value of free cash flows



Increasing Shareholder Value

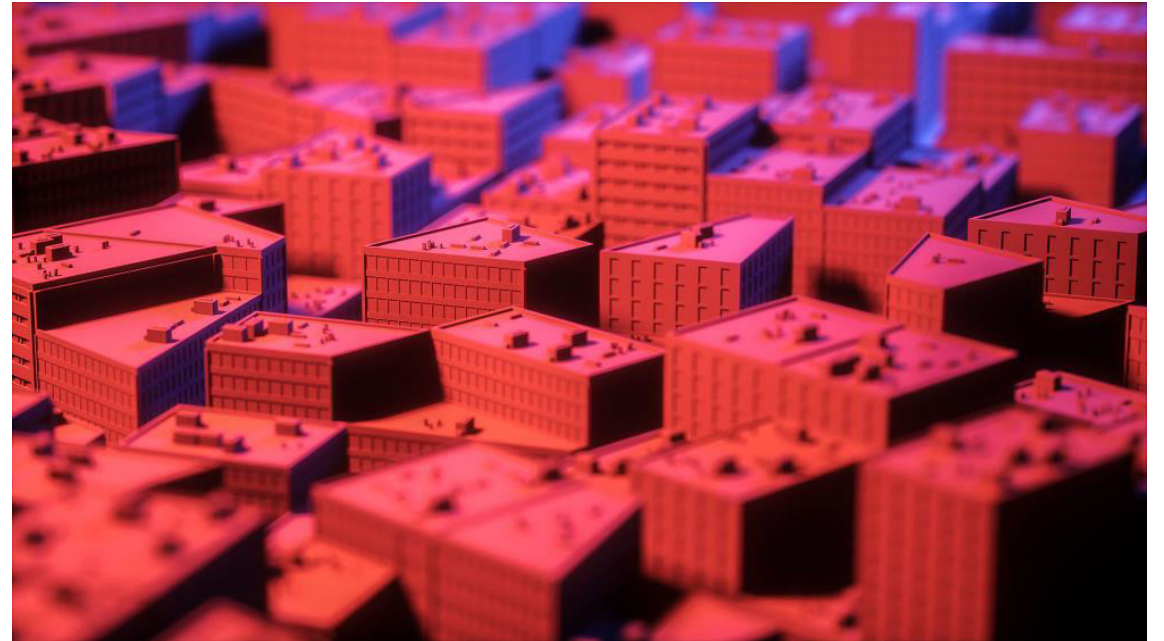


- Increase revenues – either by selling new services to existing customers, or by winning new customers
- Leverage assets - fully utilised infrastructure and people
- Increase ARPU on new solutions and/or solutions that grow revenue with the same customer
- Increase the free cash flow
- Reduce customer churn
- Increase return on capital invested



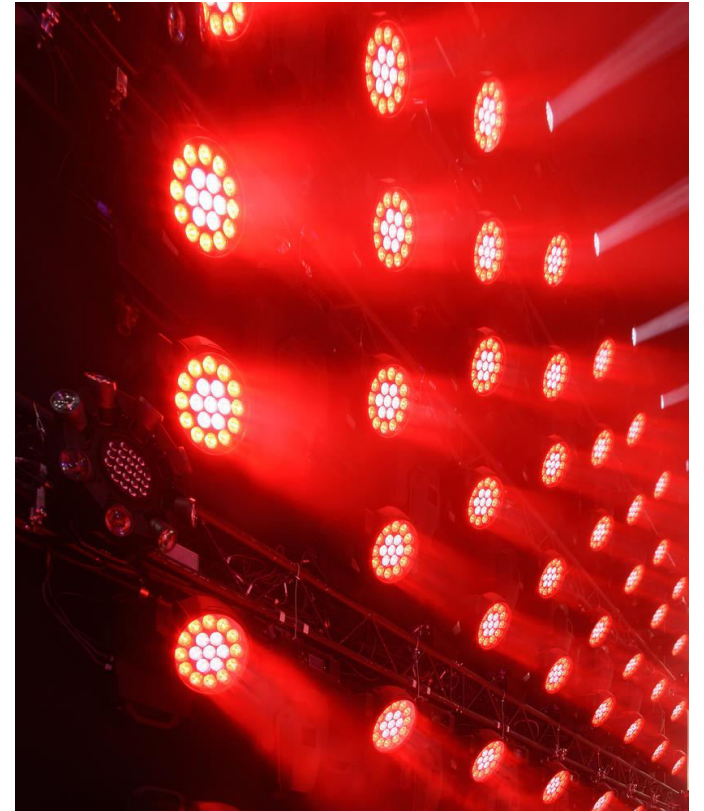
Assets of a Cloud MSP

- Infrastructure (Systems)
- Talent (People)
- Brand (Logos and Reputation)
- Distribution (Sales / Partners)
- Customers (Who Trust You)



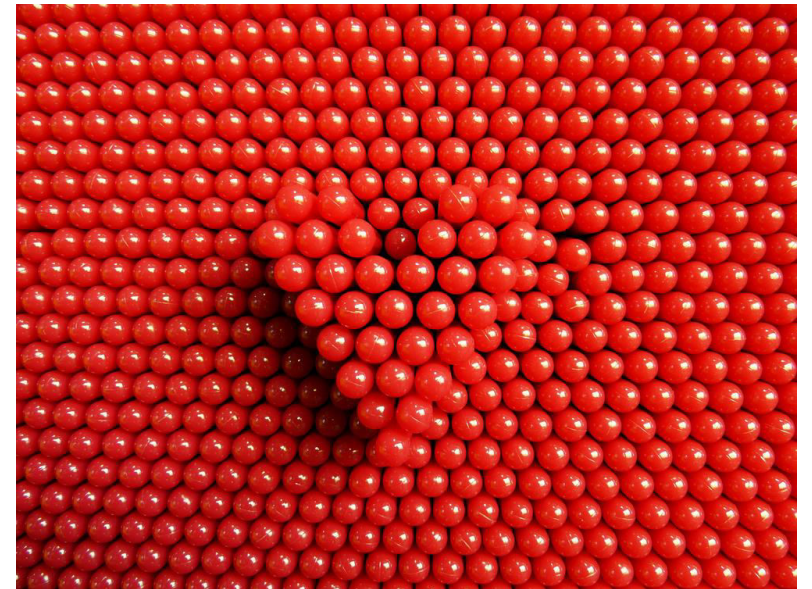
The best MSPs are recognisable

- the most reliable infrastructure
- the best people – skilled and service oriented
- a brand which is known for something – it is trusted and has a known specialization
- the best access to its defined / specified market
- a manageable (low) cost of customer acquisition
- the highest lifetime value of a customer
- a growing average revenue per customer
- the lowest customer churn



What do your customers want?

- to know what services you supply
- to know the services you carry are best in class and evolve over time
- partners to be able to help them manage critical business applications
- to achieve regulatory compliance
- confidence their MSPs can help manage their data
- understand the value of their data
- help in turning data into information





Role of Email Archiving in increasing shareholder value

- Increase revenues – either by selling new services to existing customers, or by winning new customers
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Summary of Market Analysis



Growing need for email archiving:

- 60% of all business critical information only in email
- 74% of organisations have been ordered to produce email as part of legal action
- Increased regulation requiring email data to be retained



The global market size 2018:

- a typical business user manages 131 emails a day
- 120m Office 365 accounts by end of 2018
- Email archiving revenues of \$4.9 billion

**Email Archiving market will grow
at a CAGR of ~14% during
2015-2019**



The MSP Opportunity



Increased customer retention:

- Email archiving attracts new customers and is an add-on / upsell feature
- Email archiving customers will be less likely to churn
- Improved customer experience - a valuable, flexible, business critical solution



Increased ARPU:

- Creates recurring revenue for the provider
- Cross selling is increasing in importance – email archiving is the perfect technology for this
- Large market which is continuing to grow

Why Solar Archive?



Scalable

- However large your customer base, Solar Archive can scale and performance will be maintained.
- Solar Archive is agnostic with respect to your infrastructure and will support your evolving infrastructure choices.



White Label

- Leverage your existing brand to increase customer retention, reduce risk of churn and improve margin.
- Improve your speed to market by using your established brand in your market place

Stand C01

Come and ask how Solar Archive can help you offer additional share holder value and help exceed your business goals today



Thank you

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