



one page summary



speaker

Chris
Timm

title

How to become a profitable MSP with your PSA tool

Who's the speaker?

Chris Timm, our speaker for this session, has been in the MSP industry for a long time now. Chris Timm is an ex-MSP business owner and author, who's currently the technical director of Sondela consulting, using his vast technical expertise to advise MSPs to become more efficient and profitable.

The core idea

The core takeaway from this session is to help you get the best out of your PSA tool to maximize profitability.

The breakdown

Now, let's break the session down into its bests and highlights:

- You need to track your MSP's costs regularly to know what your current levels of profits are, and how you can improve from there.
- Burden rates are an accurate reflection of how much an engineer's work is worth to your business and your profitability at the end of the day.
- Your PSA's profitability reports will be a key driver in helping you identify the bright and dim spots of your MSPs revenue performance.

Action points:

- Meticulously enter and update the costs of your services and burden rates into your PSA tool to keep your profitability numbers clean and error-free.
- Add time entries, and add them in real-time to ensure that no work log gets forgotten and a more accurate financial picture at the end of the day.
- Create reports that highlight your least and most profitable clients. Revisit client partnerships with the least profitable value to expand your profit bottomline.