

SUCCESS STORY

MRR Growth

"Cyberstone allows us to bundle Cyber Security consulting services into 3yr MRR agreements. Our customers love having the option to consume these services monthly. It has been an instrumental component in increasing our overall MRR."

- Scott Vanier, VP,
of Operations



TAG Solutions, LLC

The Challenge:

TAG Solutions is an information technology service provider headquartered in Albany, NY. Scott Vanier, Vice President of Operations is responsible for ensuring that Monthly Recurring Revenue (MRR) streams equal at least 75% of the overall revenue. Scott and his team had used a variety of tactics to increase their MRR including the addition of traditional MSP contracts and increasing existing MSP contracts with "add-on" recurring services. Scott was looking for a Cyber Security solution that could be packaged as MRR and would allow the business development team to achieve MRR growth objectives.

The Solution:

Scott and TAG Solutions partnered with Cyberstone to develop a Cybersecurity practice virtually overnight. TAG Solutions could now offer high value Cyber Security services such as penetration testing and risk management services to customers and prospects. The new cybersecurity offerings allowed TAG Solutions to package these highly desired services as a security program that would be billed monthly to clients.

The Return:

TAG Solutions was able to package Cyber Security consulting services into net new MRR agreements with 7 new customers and 26 existing clients during the first 24 months of partnering with Cyberstone. The result was an increase in MRR of \$59,400.00 !