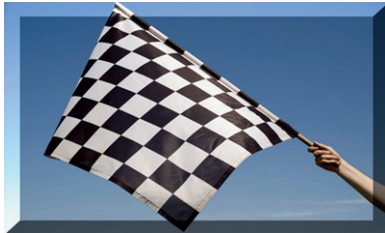




**Call to Schedule a  
Sales Success Roadmap Appointment**

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# Solutions

Meter.com - Managed Network .....	1
Pen Testing & Vulnerability Scan.....	2
Microsoft Dynamics 365.....	3
Compliance Services - FTC, PCI, HIPAA, SOC2....	4
Re-Certified Hardware with Lifetime Warranty..	5
Microsoft 365 Subscription Price Changes.....	6
VMware to Hyper-V / Azure Migration.....	7
Website Design & Hosting .....	8
Right-Hand AI Security Awareness Training.....	9
Free Security Infrastructure Assessment.....	10
Assess & Optimize Existing Infrastructure.....	11
Msft Exchange End of Life Migration-Decomm..	12
Readiness Assessment-Windows 10/11 Upgrade	13
M365 GCC & GCC-High Licensing.....	14
LastPass Password Management.....	15
Krista.AI - Agentic AI & RPA .....	16
ITSM via HaloITSM.....	17



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# ITSM via HaloITSM

## WHAT IT IS:

Enterprise IT Service Management (ITSM) platform delivered as a SaaS offering with MSP customization and support.

## WHAT IT DOES:

- Centralizes IT helpdesk, asset tracking, change control, and
- self-service
- Integrates with Microsoft Intune, Azure, NinjaRMM, Slack, Teams, and more
- Supports ITIL workflows and SLA enforcement

## PRICING:

- \$7,500 for initial setup
- \$105/user/month depending on modules

## SALES PARTNER TALKING POINTS:

- Perfect for in-house IT teams that lack structure or reporting
- Helps partners standardize service delivery and prove ROI to executives

## SALES PARTNER CALL TO ACTION:

**Ask:** "Do you struggle with tickets falling through the cracks or lack reporting on IT performance?"

**Answer:** Offer an ITSM assessment.

## Krista.AI - Agentic AI & RPA

### WHAT IT IS:

A conversational AI platform that powers robotic process automation and decision logic without developer intervention.

### WHAT IT DOES:

- Automates ticket routing, approvals, data entry, HR onboarding, etc.
- Connects to line-of-business systems via API without code
- Speaks in natural language to execute tasks
- Ideal for finance, legal, HR, or IT operations

### PRICING:

\$5,000/month; varies with scope and API integrations

### SALES PARTNER TALKING POINTS:

- Krista.AI combines chatbot usability with backend automation
- Cuts support costs and accelerates approvals and task processing
- Competes with UiPath, Automation Anywhere, and ServiceNow RPA

### SALES PARTNER CALL TO ACTION:

**Ask:** "Do you rely on staff to move data between systems manually?"

**Answer:** Offer an automation audit

## Meter.com - Managed Network

### WHAT IT IS:

A fully managed network infrastructure solution using Meter.com's plug-n-play hardware and support platform

### WHAT IT DOES:

- Delivers enterprise-grade firewalls, switches, and Wi-Fi access points
- Monitors uptime and performance 24x7
- Includes remote troubleshooting, patching, and firmware updates.
- Meter installs, supports, and manages the full hardware lifecycle

### PRICING:

\$250-500/month per site (based on site square footage)

### SALES PARTNER TALKING POINTS:

- Great for clients opening new locations or struggling with old switches/firewalls
- Eliminate CAPEX and complicated installs
- Reliable coverage, even for multi-floor offices or retail

### SALES PARTNER CALL TO ACTION:

**Ask:** "Are you planning on operating a new office or having constant Wi-Fi complaints?"

**Answer:** Offer a plug-and-play network assessment

## Pen Test & Vulnerability Scan

### WHAT IT IS:

Security testing services performed by certified professionals to identify and validate exploitable weaknesses in your infrastructure.

### WHAT IT DOES:

- Testing & Reporting – External, internal, and web app penetration tests with CVSS-scored vulnerability reports, screenshots, and client examples.
- Remediation & Guidance – Actionable remediation steps with expert post-engagement consultation.

### PRICING:

- Penetration Testing: \$5,000–\$12,000 per test
- Vulnerability Scans: \$500–\$1,000/month for ongoing scans

### SALES PARTNER TALKING POINTS:

- Required for SOC 2, PCI-DSS, and FTC compliance frameworks
- Identifies vulnerabilities before threat actors do
- Often uncovers expired SSLs, shadow IT, or misconfigurations

### SALES PARTNER CALL TO ACTION:

**Ask:** "Have you had a vulnerability scan or pen test in the last year?"

**Answer:** Offer a free no-obligation scoping call.

## LastPass Password Management

### WHAT IT IS:

A secure password management platform designed for business use, enabling centralized credential control.

### WHAT IT DOES:

- Stores and autofills credentials securely with end-to-end encryption
- Supports SSO, MFA, and dark web monitoring
- Enables team and role-based credential sharing without revealing passwords
- Auditing and compliance dashboards

### PRICING:

- \$6–\$9/user/month depending on features

### SALES PARTNER TALKING POINTS:

- Reduces password reuse and insider risk
- Makes employee onboarding/offboarding more secure
- Recommended for cyber insurance requirements

### SALES PARTNER CALL TO ACTION:

**Ask:** "How are you storing and sharing passwords?"

**Answer:** Offer a password audit walkthrough and report.

## M365 GCC & GCC-High Licensing

### WHAT IT IS:

Microsoft's Government Community Cloud offerings for public sector and regulated industries.

### WHAT IT DOES:

- Ensures compliance with FedRAMP, CJIS, ITAR, DFARS, and DoD requirements
- Segregated infrastructure and US-only support personnel
- Includes Exchange Online, Teams, SharePoint, and compliance add-ons

### PRICING:

- GCC: ~\$36/user/month (M365 G3)
- GCC High: ~\$45-\$57/user/month

### SALES PARTNER TALKING POINTS:

- Required for state/local government agencies and defense contractors
- Enables secure collaboration within and across government networks

### SALES PARTNER CALL TO ACTION:

**Ask:** "Do you work with clients/suppliers in defense, public safety, or education?"

**Answer:** Help assess eligibility for GCC licensing.

## Microsoft Dynamics 365

### WHAT IT IS:

Enterprise-class ERP and CRM services built on the Microsoft Dynamics 365 platform, including full lifecycle implementation and migration.

### WHAT IT DOES:

- Migrates from legacy systems or cloud CRMs to D365
- Customizes workflows, business rules, dashboards, and integrations
- Supports modules for Finance, Sales, Field Service, Customer Service, and Marketing
- Optional Power Platform and Dataverse automation

### PRICING:

- \$25,000-\$250,000+ depending on module scope and customization

### SALES PARTNER TALKING POINTS:

- Scalable from 25 to 500+ users
- Integrates natively with Microsoft 365 and Azure
- Eliminates silos between departments and legacy tools

### SALES PARTNER CALL TO ACTION:

**Ask:** "Do you feel limited by QuickBooks, Salesforce, or manual workflows?"

**Answer:** Suggest a free discovery session.

# Compliance FTC/PCI/HIPAA/SOC2

## WHAT IT IS:

Audit-readiness, documentation, and advisory services for clients needing to meet regulatory or industry frameworks.

## WHAT IT DOES:

- Maps current posture to frameworks like FTC Safeguards, PCI DSS, HIPAA, NIST CSF, and SOC 2
- Provides gap analysis, remediation planning, and control implementation
- Includes user training, documentation, and auditor support

## PRICING:

- Typical project: \$7,500–\$25,000 depending on framework and complexity

## SALES PARTNER TALKING POINTS:

- Ideal for SMB to Mid-Market that don't have internal compliance expertise
- Mandatory for financial services, healthcare, and SaaS firms

## SALES PARTNER CALL TO ACTION:

**Ask:** "Do you need help preparing for an audit or securing cyber insurance?"

**Answer:** Offer a compliance readiness assessment.

# Readiness Assessment Windows 10/11 Upgrade

## WHAT IT IS:

Turnkey assessment and migration planning for environments still running Windows 10, with Windows 11 readiness evaluation.

## WHAT IT DOES:

- Audits devices for Win11 compatibility (CPU, TPM, RAM, firmware)
- Recommends upgrade paths, reimaging plans, or device refreshes
- Supports Intune/Autopilot-based zero-touch deployments
- Incorporates Windows Hello, BitLocker, and Defender security features

## PRICING:

- \$2,500 flat for <100 devices
- \$150–\$250/device for upgrade projects
- Optional hardware quoted separately

## SALES PARTNER TALKING POINTS:

- Windows 10 support ends Oct 2025 — urgency is increasing
- Some devices will require replacement or secure reimaging

## SALES PARTNER CALL TO ACTION:

**Ask:** "Have your clients assessed Windows 11 readiness across their environment yet?"

**Answer:** Offer a no-risk 10-device sample scan.

## Microsoft Exchange End-of-Life- Decommission & Migration

### WHAT IT IS:

Migration planning and execution for clients running legacy on-prem Exchange 2013/2016/2019, including full decommissioning.

### WHAT IT DOES:

- Audits Exchange health, certificates, mail flow, and capacity
- Migrates mailboxes, shared folders, rules, and calendars to Exchange Online
- Handles DNS, SMTP relay, journaling, and hybrid uninstall
- Improves security, performance, and manageability

### PRICING:

- \$3,000–\$5,000 for discovery and planning
- \$75–\$150/mailbox for migration
- \$2,500+ for decommissioning

### SALES PARTNER TALKING POINTS:

- Exchange 2013 already EOL; others close behind
- Cyber insurance and compliance increasingly require cloud mail

### SALES PARTNER CALL TO ACTION:

**Ask:** "Do you need help preparing for an audit or securing cyber insurance?"

**Answer:** Offer a compliance readiness assessment.

## Re-Certified Hardware w/Lifetime Warranty

### WHAT IT IS:

Enterprise-grade refurbished network, server, telephony, and UPS equipment with lifetime warranty and deep discounts.

### WHAT IT DOES:

- Offers Cisco, HPE, Dell, APC, and other leading brands
- Reduces CAPEX by 60–90%
- All hardware tested, cleaned, and shipped with RMA support

### PRICING:

- Typically 60–90% below MSRP; lifetime warranty included

### SALES PARTNER TALKING POINTS:

- Ideal for budget-conscious refreshes, DR sites, and lab builds
- Avoids lead times or backorders

### SALES PARTNER CALL TO ACTION:

**Ask:** "Do you delay upgrades due to cost?"

**Answer:** Quote refurbished options for comparison.

## Microsoft 365 Subscription Price Changes

### WHAT IT IS:

Overview of Microsoft 365 pricing model changes and best practices for optimizing licensing.

### WHAT IT DOES:

- Summarizes increases: +20% (monthly), +5% (annual/monthly), no change (annual/annual)
- Explains licensing strategy for budget stability
- Helps partners advise clients on cost-saving adjustments

### PRICING:

- No cost; advisory service

### SALES PARTNER TALKING POINTS:

- Many clients overpay without realizing it
- Annual commitment often best value

### SALES PARTNER CALL TO ACTION:

**Ask:** "Are your clients paying for M365 monthly licenses?"

**Answer:** Offer a licensing optimization session.

## Assessment & Optimization of Existing Infrastructure

### WHAT IT IS:

This assessment identifies configuration, replication, and security issues in the existing infrastructure and provides a prioritized roadmap to enhance performance, security, and reliability.

### WHAT IT DOES:

- Analyze existing infrastructure using standard tools and processes to identify and document issues and opportunities.
- Develop a remediation plan that includes performance, health, and security recommendations and best practices.
- Implement the recommendations, test results, and report baseline health, performance, and security improvements.

### PRICING:

- 14+ hours @ \$225/hr = ~\$3,150 T&M

### SALES PARTNER TALKING POINTS:

- Highlights our engineering depth and proactive approach
- Demonstrates operational maturity and documentation practices

### SALES PARTNER CALL TO ACTION:

Use this as a story in conversations about legacy IT infrastructure risk.



## Free Security Assessment of your Infrastructure

### WHAT IT IS:

A free security posture and vulnerability assessment across hybrid IT environments.

### WHAT IT DOES:

- Assesses AD, Azure AD, networking, MFA, and endpoint security
- Reviews Microsoft Secure Score, firewall settings, DNS hygiene
- Identifies redundant tools, licensing waste, and misconfigurations

### PRICING:

- Initial assessment is free
- Remediation and optimization billed as follow-up project

### SALES PARTNER TALKING POINTS:

- Great conversation starts around cyber risk and cost savings
- Consolidation often pays for improvements

### SALES PARTNER CALL TO ACTION:

**Ask:** "Would you value a free hybrid infrastructure health check?"

**Answer:** Book a quick scoping call.

## VMware to Hyper-V/Azure Migration

### WHAT IT IS:

Migration planning and execution to transition from VMware vSphere and Horizon platforms to Microsoft Hyper-V or Azure.

### WHAT IT DOES:

- Analyzes current VMware infrastructure and licensing
- Builds transition plan to Hyper-V (on-prem) or Azure VM/AVD (cloud)
- Ensures compatibility, cost savings, and compliance with Microsoft stack
- Supports backup and DR design during migration

### PRICING:

- \$10,000–\$75,000 based on VM count and destination

### SALES PARTNER TALKING POINTS:

- VMware pricing and support changes are driving migrations
- Microsoft offers licensing bundles and cloud-native desktop options

### SALES PARTNER CALL TO ACTION:

**Ask:** "Are you for a future without VMware?"

**Answer:** Offer a VMware exit readiness assessment.

## Website Design & Hosting

### WHAT IT IS:

A full-service design and hosting package for small-to-medium businesses seeking a polished, professional, and functional online presence.

### WHAT IT DOES:

- Provides a custom-designed website (5–10 pages)
- Includes business essentials like contact forms, embedded maps, social media links
- Ensures mobile-responsive layout, SSL, fast load speeds
- Hosting with DNS, backups, updates, and monitoring

### PRICING:

- \$2,500–\$5,000 one-time for design
- \$30–\$75/month for hosting and support

### SALES PARTNER TALKING POINTS:

- Perfect for clients who don't have a site or are overdue for a refresh
- Faster launch than agencies (2–4 week turnaround)
- SEO basics and performance best practices included

### SALES PARTNER CALL TO ACTION:

**Ask:** "Has your company website been updated in the past 3 years?"

**Answer:** Offer a free website review.

## Right-Hand AI Security Awareness Training

### WHAT IT IS:

AI-powered security awareness and phishing simulation platform designed to adapt training to individual user behavior and risk.

### WHAT IT DOES:

- Personalized phishing simulations
- Micro-learning training tailored to performance
- Seamless M365 and identity platform integration
- Click tracking, completion metrics, compliance reports

### PRICING:

- \$2–\$4/user/month depending on org size and selected modules

### SALES PARTNER TALKING POINTS:

- Reduce phishing susceptibility and human error across the organization
- Required for FTC Safeguards, HIPAA, SOC 2, cyber insurance compliance
- AI-driven platform improves engagement and retention

### SALES PARTNER CALL TO ACTION:

**Ask:** "Are you using outdated annual security training?"

**Answer:** Recommend Right-Hand AI as automated alternative lowering risk while improving compliance posture.