Are your clients getting what they need from AI?

Many MSPs are seeing their clients adopt AI tools to get more done faster. Microsoft Copilot is especially popular now that it's bundled into 365 to enhance top applications like Teams, Excel, Word and PowerPoint.

Since Copilot is a premium service, and since AI is still relatively new, most organizations are eager to make sure they're getting value for their money and the best possible AI performance. It's an area where MSPs have a real chance to help — and grow their business in the process.

From 'provider' to 'partner'

The Copilot opportunity highlights how organizations' expectations of MSPs have changed in the last few years. Clients are still looking for technical support to keep their IT environments up and running and their data secure and private. But they also increasingly want a partner who can help them maximize their return on investment (ROI) for their technology spend.

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Part of what makes Copilot such a good fit for a value-added service offering is that most organizations aren't equipped to ensure that ROI on their own. They don't have any way of seeing the Microsoft environment from end to end — from user devices to the data center — which means they can't see into places like the local network where performance-affecting issues most often occur.

With Copilot, this is especially critical because AI is computationally intensive. While many business applications require high speeds and network stability for real-time responsiveness — especially if they're hosted in the cloud — AI also has to do a lot of data processing at high speed, which makes peak network performance that much more important.
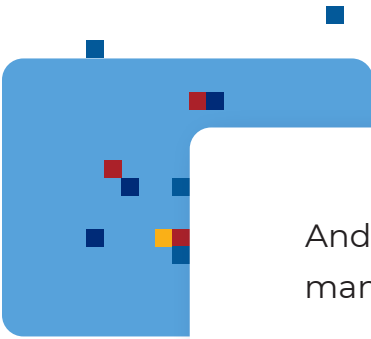
User faith can be fickle

Since the promise of AI is acceleration and efficiency, users can sour fast if an AI assistant like Copilot lags or underperforms. That could lead them to abandon it for other tools, undermining their organization's Microsoft investment.

By partnering with Martello, MSPs can reassure clients their users will be happy and they'll get their money's worth when they adopt Copilot. Martello is the first solution provider with digital experience management for Copilot.

Using our Vantage DX software, MSPs can monitor performance, set and respond to alerts, and visually trace network paths to pinpoint the root causes of issues that affect — or could affect — Copilot performance. Vantage DX makes it easy to ensure Copilot is performing optimally and that the network is up to the job — delivering the right speeds from end to end.

And it's not a one-off proposition. With Vantage DX you can also manage other Microsoft solutions, including Teams and the rest of the Microsoft 365 suite, extending the value you add.

Deliver premium results

Copilot is just one of several premium services from Microsoft. Teams Rooms and Teams Phone are both also quickly gaining users. There are currently about a million Teams Rooms worldwide, and Teams Phone is beyond 20 million users and counting.

In addition to specific performance requirements, these services also tend to come with high-cost licenses. Martello Vantage DX can help here, too, with license-optimization capabilities for Teams Phone.

As organizations increasingly seek to maximize ROI and manage the digital experience associated with solutions like Microsoft 365, Teams and Copilot, MSPs have a growing opportunity to demonstrate their value and open up new revenue streams. We certainly like to think that our Martello MSP partners have a competitive advantage thanks to the capabilities of Vantage DX.