



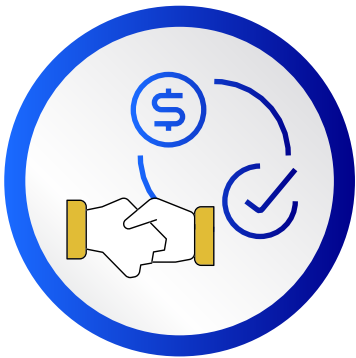
5 ways MSPs boost cyber revenue

OpenText™ partners earn up to \$6.73 for every \$1 sold. Here’s how MSPs turn cybersecurity into real recurring revenue across the full client lifecycle.

1

Go beyond resale

Partners who only resell software earn the lowest multiplier. OpenText MSPs build long-term value through bundled, recurring security services.



2

Start with a standard bundle

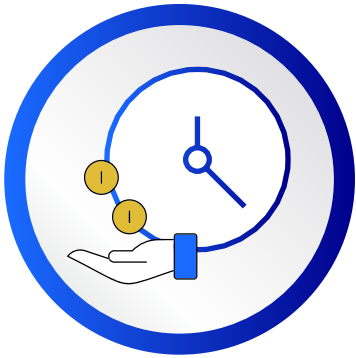
Most MSPs start by offering managed **email threat protection**, **backup**, and **endpoint security**—the essential tools SMBs expect.



3

Capture the post-sale opportunity

More than 75% of revenue comes *after* the initial sale—through Adopt and Manage services like reporting, monitoring, and ongoing protection.



4

Bundle Microsoft—but do more

84.6% of partners bundle OpenText with Microsoft 365®. The real value? OpenText’s tools **simplify deployment**, **improve support**, and **boost margins**.



5

Lean on expert support

MSPs in the PEM study ranked OpenText Cybersecurity’s support as the No. 1 reason they grew. It’s the difference between a vendor and a partner.



Ready to capture more from every client?

[Download the study](#)

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