



## **ForzaDash | MSP Influencer MSP Vendor Excellence Award 2026**

### **Powered by MSPInfluencer & the Vendor Maturity Level (VML) Framework**

The ForzaDash | MSP Influencer MSP Vendor Excellence Award celebrates outstanding vendors that go above and beyond in serving the Managed Service Provider (MSP) community. This award recognizes excellence in vendor offerings, support, innovation, and partnership that truly empower MSPs to thrive.

✦ At the core of the evaluation process is our proprietary Vendor Maturity Level (VML) framework — a holistic tool that assesses how well a vendor’s products and services support MSP growth, scalability, and operational success. Rest assured, individual VML scores will not be shared publicly.

🏆 Winners will be chosen by our ForzaDash | MSP Influencer team based on a combination of the VML assessment and other key criteria, including:

- Impact on MSP operations and profitability
- Innovation in solving MSP challenges
- Commitment to the MSP channel
- Overall vendor-partner experience

Join us in recognizing and honoring vendors who truly move the MSP ecosystem forward. Apply today and showcase how your solution makes a real difference!

### **Introduction to the Vendor Maturity Level (VML) Assessment**

The Managed Service Provider (MSP) channel offers unique opportunities for vendors to grow and thrive through strategic partnerships. However, success in this space requires more than a transactional approach; it demands a deep understanding of MSP operations, priorities, and challenges.

The Vendor Maturity Level (VML) Assessment is designed to evaluate your organization’s current engagement with the MSP channel. This self-assessment tool provides insights into how well you align with MSP expectations and highlights opportunities for growth and improvement.

By answering 15 targeted questions across key areas—such as onboarding, co-selling, enablement, and post-sale support—you'll gain a comprehensive understanding of your maturity level. The results will classify your organization into one of five levels: Foundation, Initiation, Optimization, Elevation, or Innovation. Each level offers actionable recommendations to strengthen your partnerships and elevate your position within the MSP ecosystem.

Take the first step in optimizing your MSP engagement. Complete the assessment and discover your Vendor Maturity Level today!

 **Key Dates**

April 15, 2026 – Applications Open

May 15, 2026 – Early Bird Deadline

June 15, 2026 – Applications Close

 **Submission Fees**

Early Bird: \$99

Regular: \$199

1. **Category: Vendor-MSP Relationship - How do you define your relationship with MSPs?**  
This question helps you reflect on how you currently perceive and engage with MSPs. Moving from transactional relationships to strategic partnerships can significantly enhance mutual success.
  - a. We view MSPs as customers who purchase and resell our products/services.
  - b. We treat MSPs as resellers but provide minimal ongoing support.
  - c. We view MSPs as strategic partners and actively collaborate with them to grow.
  - d. We are deeply embedded in the MSP channel, co-developing strategies and aligning goals.
  
2. **Category: Onboarding - How seamless is your onboarding process for new MSP partners?**
  - a. We don't have a formal onboarding process. We treat MSPs as resellers but provide minimal ongoing support.
  - b. Our onboarding process is manual and takes several weeks. We are deeply embedded in the MSP channel, co-developing strategies and aligning goals.
  - c. Our onboarding process is semi-automated but requires some manual input.
  - d. We have a fully automated, user-friendly onboarding process that MSPs can complete in under an hour.
  
3. **Category: Education and Training - What education and training resources do you provide MSPs?**  
Education and training resources empower MSPs to understand and effectively use your offerings. Investing in their knowledge strengthens your partnership.
  - a. We don't offer any formal training programs.
  - b. We provide basic documentation and occasional webinars.

- c. We have structured training programs, including certification courses and online learning portals.
  - d. We offer tailored, role-specific training, certifications, and ongoing education for MSPs.
4. Category: Enablement - How do you enable MSPs to sell and support your offerings? Evaluate the tools and resources you provide to MSPs. Strong enablement ensures they can successfully position, sell, and support your products or services.
  - a. We provide no specific enablement tools.
  - b. We provide sales playbooks and limited product information.
  - c. We provide co-branded sales decks, training, and technical resources.
  - d. We offer a full suite of enablement tools, including sales support, training, and technical documentation tailored to MSPs.
5. Category: Co-Selling - How do you collaborate with MSPs during the sales process? Collaboration during the sales process strengthens trust and aligns both parties toward common goals, increasing the likelihood of success.
  - a. We do not participate in co-selling with MSPs.
  - b. We provide limited support for co-selling, such as occasional joint sales calls.
  - c. We actively participate in co-selling efforts, offering shared CRM access or pipeline reviews.
  - d. We have a dedicated team to support MSPs in co-selling, including account-based planning and lead sharing.
6. Category : Co-Marketing - Do you provide co-marketing support for MSPs? Effective co-marketing demonstrates your commitment to helping MSPs grow their business while also expanding your reach.
  - a. We don't have a co-marketing program.
  - b. We provide basic marketing collateral with our branding.
  - c. We provide co-branded marketing materials and limited MDF (Market Development Funds).
  - d. We offer fully customizable, MSP-branded materials and robust MDF programs with clear guidelines and support.
7. Category : Incentives - What incentives do you offer MSP partners? Incentives motivate MSPs to prioritize your solutions. Consider offering rewards that align with their goals and encourage long-term engagement.
  - a. We don't offer specific incentives for MSPs.

- b. We provide volume-based discounts.
  - c. We offer growth-based rewards and incentives tied to MSP performance.
  - d. We provide a tiered incentive program with performance-based rewards, exclusive benefits, and partner recognition.
8. Category: Integration - Do you integrate with MSP tools (e.g., ConnectWise, Kaseya)? Integration with MSP tools shows you understand their operational needs and helps streamline their processes when working with you.
- a. We do not integrate with MSP tools.
  - b. Integration is on the roadmap, but nothing is live yet.
  - c. We have basic integration with one or two MSP tools.
  - d. We have robust integrations with multiple MSP tools, supporting workflows, reporting, and automation.
9. Category: Billing - How do you structure your billing for MSPs? Simplified billing practices reduce friction in partnerships and align with MSPs' preference for clear, predictable cost structures.
- a. We bill directly to the MSP's clients.
  - b. We offer partial billing to MSPs and partial to their clients.
  - c. We bill MSPs monthly but with complex pricing models.
  - d. We provide simple, predictable, monthly billing directly to MSPs.
10. Category: Growth Investment - What is your investment in growing your MSP channel? Your budget for MSP channel growth reflects your commitment to building strong and sustainable partnerships.
- a. We have no specific budget for the MSP channel.
  - b. We allocate <\$200k annually for the MSP channel.
  - c. We invest \$200k–\$500k annually in MSP channel growth.
  - d. We invest \$1M+ annually in the MSP channel, with dedicated events, content, and marketing programs.
11. Category: Post-Sale Support - What kind of post-sale support do you provide MSPs? Post-sale support ensures MSPs can rely on you for help with their clients, fostering trust and long-term loyalty.
- a. We provide minimal post-sale support.
  - b. We offer basic support during business hours only.
  - c. We offer 24/7 support, dedicated account managers, and knowledge bases.

- d. We have comprehensive post-sale support, including 24/7 access, account managers, and training for MSPs and their clients.

12. Category: Communication - How do you maintain regular communication with your MSP partners? Strong communication keeps MSPs engaged and informed, building stronger relationships and ensuring alignment.

- a. We do not have a formal communication strategy for MSPs.
- b. We send occasional email updates and newsletters.
- c. We host quarterly webinars and provide consistent email communication.
- d. We maintain constant communication through dedicated partner portals, one-on-one account management, and regular updates.

13. Category: Customization - How do you support MSPs in customizing your offerings for their clients?

- a. We provide no support for customization.
- b. We offer limited support, such as templates for certain services.
- c. We provide technical resources and customization options for MSPs to tailor solutions for their clients.
- d. We offer full customization tools and dedicated support teams to help MSPs create bespoke solutions for their clients.

14. Category: Feedback and Improvement - How do you gather feedback from MSPs to improve your offerings? Regular feedback collection and implementation signal to MSPs that their input matters and helps you continuously improve your offerings.

- a. We do not have a formal process for gathering feedback.
- b. We conduct occasional surveys or collect feedback informally.
- c. We host annual or semi-annual MSP advisory councils to gather feedback.
- d. We have a structured, ongoing process for gathering feedback through surveys, focus groups, and advisory boards, with clear follow-through on implementing suggestions.

15. Category: Reflection - What challenges do you face in the MSP channel, and how are you addressing them? Use this question to reflect on your challenges and opportunities in the MSP channel. Honest assessment can guide your strategy for improvement and growth.

16. Contact:

- First Name:
- Last Name:
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- Company:

17. Company Website:

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