

Traditional MSP Desktop Support vs. Fortified360

Function	Traditional MSP (Endpoint-Centric)	Fortified360 (Workspace-Centric)
Where work happens	On local devices	Behind the firewall with streamed workspaces
Endpoint dependency	High	None (device is disposable)
OS & patch management	At the user / Per device	Centralized, image-based
Application control	Installed locally	Immutable, centrally managed
Security model	Perimeter + endpoint tools	Zero Trust by design
VPN required	Yes	No
BYOD support	Risky / limited	Native & secure
Ransomware resilience	Reactive cleanup	Ephemeral sessions reset
Legacy OS/app support	High risk	Safely isolated
User on/off-boarding	Days	Minutes
Support ticket volume	High	Dramatically reduced

Metric (Per User / Month)	Traditional MSP	Fortified360 MSP Model
Endpoint hardware lifecycle	\$30–\$40 (amortized)	\$0 (BYOD)
Endpoint security stack	\$25–\$50	Included
VPN / remote access	\$10–\$20	Included
Backup / recovery	\$10–\$15	Included
Desktop management labor	High (hidden cost)	Minimal
Total cost	Variable	\$75 wholesale
Retail price	\$150–\$250+ (bundled)	\$125 flat
MSP gross margin	Variable / thin	\$50 per user (~40%)
Scalability	Hire more techs	Add users, not staff