

Five opportunities hiding in plain sight.

How to identify, attach, and win MSP led opportunities already sitting in your pipeline.

Each scenario below starts from something already visible in a Trusted Advisor's book: a refresh, a migration, a questionnaire, an acquisition, or a board mandate. The trigger opens the conversation. BCS365 helps turn it into the full operating outcome.

SCENARIO 01 | CONNECTIVITY REFRESH

Signal: New circuit, SD WAN, firewall, or site upgrade already in motion.

- Ask: Who manages the firewall and the switches once this is installed?
- Ask: Who is watching the network at 2am?
- Ask: How many sites will end up on a different configuration than the others?

BCS365 attach	Managed network, NOC, security monitoring, segmentation, and field services.
Customer outcome	Performance and accountability beyond the circuit, and a customer who stops blaming the transport.

SCENARIO 02 | MICROSOFT OR CLOUD MOVE

Signal: Tenant migration, data center exit, or application modernization.

- Ask: Who owns the tenant and the identity layer after the migration finishes?
- Ask: What is the backup and recovery plan for data that now lives in the cloud?
- Ask: Who supports the users during and after the cutover?

BCS365 attach	Identity, Intune, endpoint, service desk, backup and DR, and cloud operations.
Customer outcome	A platform that stays governed, recoverable, and supported rather than drifting after go live.

SCENARIO 03 | CYBER INSURANCE, QUESTIONNAIRE, OR INCIDENT

Signal: A renewal, a control gap, a failed questionnaire, or a board level concern.

- Ask: Which questions on the questionnaire can you not currently answer?
- Ask: Who reviews alerts outside business hours?
- Ask: When was the last time a backup restore was actually tested?

BCS365 attach	MDR, ITDR, vulnerability management, incident response, and vCISO advisory.
Customer outcome	Security tools become a documented operating program with evidence a carrier will accept.

Capability summary only. Exact services, coverage, responsibilities, and commercial terms are opportunity specific and governed by the executed MSA and CFS.
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SCENARIO 04 | MULTI SITE GROWTH OR ACQUISITION

Signal: New locations, an acquisition, or inconsistent standards across sites.

- Ask: What standard will the new sites be built to, and who enforces it?
- Ask: How many different providers and configurations are you now carrying?
- Ask: Who is executing the physical work onsite?

BCS365 attach	Site readiness, structured cabling, field rollout, standards enforcement, and transition planning.
Customer outcome	New sites come online to a known standard instead of to whatever the local contractor did.

SCENARIO 05 | AI MANDATE

Signal: Leadership wants measurable AI progress and nobody credible to ask.

- Ask: What specific workflow would you want to change first?
- Ask: Where would the data come from, and who decides what the model can see?
- Ask: Who supports it once it is live?

BCS365 attach	Governance, workflow design, forward deployed engineering, integration, adoption, and managed improvement.
Customer outcome	AI moves from a pilot that stalls to a production workflow with measured value.

In every scenario the ask is the same. Send the signal, take 15 minutes, and let us help shape the opportunity before it hardens into a transaction.

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