

TENET for Microsoft MSP Profitability

Increase margin per customer, reduce cost to serve, and strengthen security across every Microsoft environment you manage.

Overview

Microsoft licensing defines the environments you manage, but on its own it does not deliver the margins, consistency, or security standardization required to grow efficiently as an MSP.

By integrating continuous risk intelligence, monitoring, and security assessments across every tenant you manage, TENET transforms Microsoft environments into a secure, unified, and centrally managed portfolio. Replace fragmented tools and reactive operations with a proactive, scalable and intelligent security model.

This standardization drives real outcomes: Faster investigations, reduced tool sprawl, lower cost-to-serve, higher margins, and repeatable security delivery across every Microsoft environment.

The result is not just stronger protection — it's a predictable, scalable operating model that converts Microsoft adoption into operational efficiency and recurring profit.

Benefits

- **Increase margin per customer** with an expanded security footprint with a managed risk operations center.
- **Reduce operational overhead** with a tightly integrated Microsoft and TENET stack that delivers less alert noise, more visibility, and improved overall efficiency.
- **Stronger protection without expanding your team** through TENET which leverages Microsoft telemetry to identify security risks and provide remediation insights tailored to your managed tenants.

Why MSPs win with a unified Microsoft & TENET stack

Increased margin per customer



Microsoft licensing margins are shrinking by each fiscal year. TENET gives your practice a high-margin security revenue, creating a stronger, defensible blended profit engine per customer.

TENET expands your security footprint (AI, Identity, Compliance, Shadow IT, Attack surface & Exposure management) unlocking higher recurring revenue per customer.

Reduced operational overhead



A single security vendor tightly integrated with Microsoft means fewer dashboards, less alert noise, and correlated Microsoft & TENET telemetry for faster investigations and continuous visibility.

TENET delivers cloud risk intelligence and gives MSPs a single source of truth, reducing investigation time, eliminating multi-vendor escalation loops, and improving overall efficiency.

Stronger security without expanding your team



TENET continuously analyses your Azure and Microsoft 365 environments using Microsoft-native telemetry to identify and prioritize the risks that matter most so your team can accomplish more with less.

TENET gives your team complete control over risk remediation with prioritized insights, guided remediation, and continuous validation enhanced by an AI-powered security consultant that adapts to the way your security team operates.

What MSPs can standardize across every Microsoft customer

- Continuous risk detection using Microsoft telemetry to identify Azure and Microsoft 365 threats that standalone tools can miss.
- Risk-prioritized findings with guided remediation that turn early warning signals into actionable insights.
- Enhanced Identity, application, M365, Azure and AI security for all Microsoft SKUs.
- Automated compliance monitoring and evidence collection mapped to industry frameworks.
- Centralized multi-tenant management dashboard and white-labelled executive ready reports.

A single, standardized security model reduces onboarding time, eliminates multi-vendor overhead and lowers cost-to-serve so margins scale with every customer environment.

Maximize your Microsoft strategy with intelligent insights

TENET delivers intelligent risk insights that save time, accelerate sales cycle by at least a week, and help you engage the right customers with the right conversations at the right time — driving stronger customer outcomes, increasing satisfaction, and creating opportunities to sell additional products and services.

Enhanced customer engagement

Our partners utilize TENET to understand the customer's security, compliance and risk posture, ensuring quicker and more efficient engagement.

Accelerated sales cycle

By leveraging TENET's assessment reports you'll gain valuable insights that support your sales motions and proposals which reduces the sales cycle.

Increased opportunity identification

TENET helps identify twice as many opportunities during discovery, maximizing growth while helping you achieve Microsoft and internal targets.

Improved customer experience

Our approach enhances your overall interaction with your customers. Making their Microsoft journeys a smoother and more rewarding experience.



Process flow



Accelerate your impact and growth in cloud security

Our partner program is built to amplify your business, helping you expand your services portfolio and capture more demand in a fast-growing market. As a partner, you gain the training, resources, and go-to-market support needed to deliver faster results, differentiate your services, and build lasting recurring growth.

Partnering with us means bringing cloud risk intelligence to your customers, helping them secure, operate, and remediate risk with clarity and speed, that translates into real opportunity.

- Adding TENET subscriptions closes critical security gaps while adding ~20% margin on top of Microsoft licensing.
- Gain access to tier-based discounts, up to ~50% tied to partner managed clients.
- Automate onboarding through the TENET setup wizard and deliver MSP branded reports in minutes.
- Gain access to TENET's Partner Center, demo environment and technical support from TENET experts.
- Equip your teams with co-branded marketing assets and customer-ready content.

Conclusion

Many vendors and service providers position value in terms of theoretical ROI or projected cost savings that vary from one environment to the next, but your business runs on measurable, repeatable margins, not assumptions.

Microsoft licensing defines the environments you manage but delivers limited margin expansion on its own. Integrating with TENET add a consistent, scalable revenue layer supported by standardized operations and continuous protection.

This model is predictable, repeatable, and operationally sustainable. By aligning the Microsoft environments, you already manage with TENET's integrated security delivery, you create a clear path to higher recurring revenue, stronger customer retention, and long-term business growth.

Learn more: aesonsolutions.com/partners/msp-microsoft

