

Dropsuite eyes MSP channel in lead-up to public listing

Managed service providers central to post-IPO channel strategy

Leon Spencer (ARN) 02 November, 2016



Dropsuite CEO, Charif El-Ansari. (Dropsuite)

Partnerships with managed service providers (MSPs), both in Australia and further afield, are set to play a major role in the future growth of Singapore-headquartered company, Dropsuite.

The cloud-based back-up and recovery provider is preparing to list on the Australian Securities Exchange (ASX) by the end of November, thanks to a reverse takeover of publicly-listed shell company, Excalibur Mining.

For Dropsuite CEO, Charif El-Ansari, the planned \$8 million in capital set to be raised during the company's initial public offering (IPO) will give the company the resources to bulk up its business development and marketing network.

The IPO is also set to see the company markedly increase its focus on engaging with the MSP channel in Australia and in select markets globally, including the European Union, North America, and Japan.

“Predominantly, we’ve been very strong in the hosting industry. And now, we’re increasing our focus on the MSP industry – Ingram Micro would be our official foray into the MSP market,” El-Ansari told *ARN*.

“We’re also developing some easy tools to help MSPs provision our back-up services to their users,” he said.

Dropsuite, which was founded in 2011, has already partnered with hosting companies, such as GoDaddy, SingTel, and OzHosting. Meanwhile, its partnership with Ingram Micro has seen it integrate its products and solutions directly into the distributor’s infrastructure.

“This enables easy provisioning of these services,” El-Ansari said.

With a public listing just weeks away, El-Ansari is already looking towards long-term goals. And the MSP channel looms large in Dropsuite’s future.

“We have started increasing our focus on MSPs and engaging with them already. But this is not a short-term play,” El-Ansari said.

“Of course, we’re not going to neglect our bread and butter, which is the hosting industry,” he added.

In the pursuit of a greater MSP presence, the company is working on products and services that will fit well within providers’ product portfolios, as well as finding ways to make existing products work for the MSP market.

“We recently launched archiving services,” El-Ansari said.

“Now this becomes more interesting for MSPs. We’ve also launched a server backup, which is predominantly with the intention of us focusing on hosting companies. But this can also be applicable to MSPs who want to move backups into the cloud.

“As the products start increasing, the relevance of the MSP market starts to become more important to us. The product proliferation gets us automatically into the MSP focused area,” he said.

<http://www.arnnet.com.au/article/609522/dropsuite-eyes-msp-channel-lead-up-public-listing/>