

Automate, Secure, Scale: The Enterprise MSP Playbook

Introduction

Managing IT at scale is a balancing act meeting enterprise demands while staying efficient, secure, and agile.

For Enterprise MSPs, it's a constant challenge to scale operations, enhance security, and adapt to rapidly changing client needs while ensuring profitability. This playbook is your guide to overcoming these obstacles. With actionable strategies and clear outcomes, it's designed to help you:

- + Automate critical tasks
- + Strengthen endpoint security
- + Centralize IT monitoring
- + Scale operations effectively

Who is it for?

Enterprise MSPs responsible for managing 5000+ endpoints, looking to:

- + Operate efficiently in complex environments
- + Solve modern IT challenges while maintaining profitability
- + Scale with the confidence that their tools and teams can keep up

What you'll learn

- + Proven strategies for automation, security, and scaling MSP operations
- + NinjaOne's approach to simplifying IT management at scale
- + Key metrics to ensure your success and ROI



Core challenges for Enterprise MSPs

Scaling operations without increasing complexity

Managing thousands of endpoints with limited resources can lead to technician burnout and strained workflows. Scaling effectively requires intuitive tools that streamline processes and improve visibility.

Securing a hybrid workforce

Enterprise environments demand reliable security across remote, hybrid, and on-premises devices from smartphones to servers, VMs to networking devices. However, fragmented tools and manual processes leave critical gaps in protection.

Navigating tool sprawl and legacy systems

Outdated RMM tools often create more problems than they solve. From limited integrations to slow workflows, they impede productivity and scalability. Additionally, managing on-premises solutions increases both costs and complexity compared to cloud-native alternatives.



Play 1

Automate the Hardest Parts of IT

Goal: Reduce manual workload and improve endpoint-to-technician ratios.



Steps to automate the hardest parts of IT

Automation is transformative for Enterprise MSPs, streamlining repetitive processes and boosting operational efficiency when done right. Automating key tasks reduces technician workload, improves service delivery, and enables your team to tackle complex, strategic challenges.

Identify your automation options.

- + **Full automation:** Ideal for end-to-end workflows that require no manual intervention. For example, automated patch management across platforms.
- + **Partial automation:** When full automation isn't possible, focus on automating the most resource-intensive steps, such as routine ticket resolutions or system updates. NinjaOne's platform seamlessly integrates with third-party tools to support these workflows.
- + **Identify opportunities for self-service:** Empower clients for self-service of basic tasks like password resets or troubleshooting connectivity using NinjaOne's SysTray features. This simplifies user interactions and allows technicians to focus on higher-impact issues.

Identify when to automate. Before automating, assess:

- + **Feasibility:** Are the tools and processes in place to automate this task effectively?
- + **Value:** Does automation save enough time or reduce costs significantly to justify implementation?



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- + **Safety:** Is this a process that benefits from human review to ensure accuracy or context-specific decisions?
 - + **Look for continuous opportunities.** Always be on the lookout for new automation opportunities to maximize efficiency and reduce risk, especially by selecting vendors that frequently enhance their offerings based on customer input.

Identify key tools and automation that work for you.

Not all tasks are created equal. NinjaOne enables MSPs to take advantage of features like scheduled scripts, custom conditions, and scheduled tasks. With NinjaOne's Script Library, which offers over 200+ constantly updated scripts, MSPs can automate device imaging, security configurations, and software deployments ensuring you're always operating at peak efficiency.

“NinjaOne’s scripting engine and automation capabilities beat others I have tried by a country mile.”

Leo Raikhman | Director, Co-Founder



Outcome

Replace legacy limited remote access tools with an all-in-one solution that helps you reduce mean-time-to-resolution (MTTR) and save 5-10 hours per week by automating repetitive tasks, reducing operational bottlenecks, and enabling your team to focus on delivering exceptional client outcomes.

5-10

hours saved per week by
automating repetitive tasks



Play 2

Simplify and Harden Endpoint Security

Goal: Strengthen your security posture, ensure compliance, and protect client data - all while minimizing manual effort and team workload.



Why endpoint security matters

Endpoints are critical entry points into IT environments, representing potential vulnerabilities that cybercriminals can exploit. According to [Black Kite's State of Ransomware 2024 Report](#), ransomware attacks increased massively last year, from 2,700+ in the previous 12 months to 4,900 businesses.

Black Kite's research also flagged the top indicators elevating the risk attracting cybersecurity attacks:

- + **Exploitable vulnerabilities:** Almost half of the victims had a critical, discoverable vulnerability using Open-Source Intelligence (OSINT) techniques.
- + **Leaked credentials:** At least one credential for 3,064 victims was leaked in the 90 days before the attack.
- + **Open access points:** RDP/SMB ports were unprotected in 2,299 cases. The risk of hybrid work environments and diverse ecosystems only adds complexity. Endpoint hardening reduces a device's attack surface making it significantly more difficult for attackers to breach network defenses.

Steps to harden endpoint security:

Enable cross-platform patch management

- + Keep all endpoints - Windows, Mac, and Linux - secure through centralized, automated patch management.
- + Ensure consistent updates across operating systems to close gaps before attackers exploit vulnerabilities.

Automate third-party app patching (TPP)

- + With NinjaOne, you can get **automated patching** for 200+ applications, a crucial step in reducing exploitable vulnerabilities.
- + Combine the functionality of WinGet with the scalability and flexibility of NinjaOne to easily deploy and patch software remotely and support your remote workforce. WinGet enables patching for more than 5,000 third-party Windows applications.

Deploy proactive alerts and remediation

- + Activate real-time alerts to monitor patch failures and identify at-risk devices. Alerts are triggered based on conditions defined by the MSP, providing flexibility to tailor responses to specific scenarios. NinjaOne's compound conditions enable even more granular targeting for automations.
- + Use NinjaOne's failure tracking to isolate and remediate issues swiftly, maintaining compliance and reducing exposure to threats.

Implement endpoint hardening measures

- + **OS hardening:** Enforce secure configurations, such as enabling encryption, disabling insecure protocols like SMBv1, and applying secure boot protocols.
 - + **Account protections:** Limit admin rights, enforce Multi-Factor Authentication (MFA), remove unnecessary accounts, and implement least-privilege access policies to enhance security.
 - + **Application hardening:** Secure commonly exploited tools like Office Suite or Adobe Reader with configurations tailored to block vulnerabilities, including regular patching to address emerging risks effectively.
 - + **Browser security:** Enforce advanced protections and sandboxing to secure web access.
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Pro tip: Start with high-impact tasks like patching and encryption to secure quick wins.

Outcome: 93% of NinjaOne customers save time on patching, and 70% reduce vulnerabilities in their environment by up to 75%.

93%

of NinjaOne customers
save time on patching

70%

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by up to 75%



Play 3

Centralize Your IT monitoring

Goal: Unify IT operations with a single, intuitive platform, eliminating tool sprawl and improving visibility into your IT environment.



Managing enterprise MSP environments often involves

- + Relying on separate systems for RMM, backup, and security monitoring.
- + Siloed tools leading to blind spots in monitoring.

Steps to centralize IT monitoring

Monitor endpoint health with a centralized dashboard

- + NinjaOne provides an all-in-one dashboard to oversee endpoint health, alerts, and performance metrics. System Events logs all activities within the environment, allowing technicians to speed up troubleshooting efforts. You can also get real-time status updates and quickly identify devices needing attention with clear visual indicators.

Streamline workflows across integrations

- + Stay connected with the tools you already use with NinjaOne’s robust integrations.

<p>PSAs</p> <p>Accelo, Autotask, ConnectWise, Computicate, CloudBlue PSA, Promys, RepairShopr, SherpaDeks, HaloPSA, Gradient</p>	<p>Documentation</p> <p>IT Glue, N-able Passportal</p>	<p>Backup</p> <p>StorageCraft</p>
<p>EDRs</p> <p>SentinelOne, Bitdefender, Webroot, Malwarebytes</p>	<p>Remote Access</p> <p>TeamViewer, Splashtop, Connectwise Connect</p>	<p>vCIO Solutions</p> <p>Liongard, Narmada</p>
	<p>SSOs</p> <p>Azure, Okta, Onelogin, Duo</p>	<p>Analytics</p> <p>BrightGauge</p>

G2’s #1 Rated RMM

Learn more

Pro tip: Simplicity is key to enabling stellar client support. Choose a platform that permits your lower-level technicians to handle more tasks with confidence without compromising on success or quality.

Outcome: Customers who choose NinjaOne as their platform for centralized IT monitoring saved \$822k annually on IT staff and 82% replaced 3-4 tools.

\$822_k

customers using NinjaOne
saved annually on IT staff

82%

of customers replaced 3-4 tools
by choosing NinjaOne platform



Play 4

Scale with Cloud-First Solutions

Goal: Spend less time troubleshooting scaling issues and more time serving your clients using a cloud-based IT management platform.



Scaling IT infrastructure for enterprise clients is complex and resource intensive. Taking a cloud-first approach simplifies scalability, whether transitioning from on-premises systems to cloud-based solutions like Microsoft 365 or adopting NinjaOne to replace traditional RMM tools.

Steps to scale with cloud-first solutions

Migrate non-critical workloads to the cloud first.

Starting your cloud journey with low-risk workloads minimizes disruptions.

- + Transition asset management, patching, and monitoring tasks.
- + Use the cloud to centralize IT operations and maintain hybrid compatibility for systems that need to remain on-premises.

Optimize your resource usage.

Cloud scalability goes hand in hand with efficiency and efficiency comes from real-time analytics.


- + We recommend using a platform that provides you with real-time analytics to identify underutilized resources and reduce waste.
- + Avoid over-provisioning by adjusting resources dynamically based on usage trends.
- + Provide cost transparency to your clients by detailing how resources are allocated.

Manage hybrid environments confidently.

For enterprise MSPs managing diverse IT landscapes and using NinjaOne, it's easy to ensure consistent performance across the board.

- + Gain a unified view of your entire infrastructure through a centralized dashboard.
- + Monitor, patch, and secure endpoints across hybrid environments without jumping between tools.





“The reason we decided to invest in NinjaOne is because of the cloud-based model that NinjaOne has.”

Ken Taylor | Chief Technology Officer

Pro tip: Cloud-first solutions allow MSPs to scale IT operations dynamically while reducing costs. Pick one that’s infinitely customizable and offers flexible pricing.

Outcome: According to [Zippia’s 25 Amazing Cloud Adoption Statistics](#), companies using cloud-first solutions report up to 82% cost reductions in their IT operations and 80% report operational improvements shortly after migrating to the cloud.

82%

of companies using cloud-first solutions report up to 80% cost reductions.



Play 5

Improve Technician Productivity

Goal: Empower your technicians to get the job done efficiently.



Steps to improve technician productivity

Use automation for ticket routing.

- + Automate routing based on expertise, urgency, or client-specific requirements to avoid bottlenecks.
- + Automate and organize tickets into ticketing boards based on different knowledge levels required to resolve the ticket, set up automation related to ticket status changes, and create alerts for “Out of SLA” urgent tickets. All of this can be accomplished with NinjaOne Ticketing.

Automate common resolutions. Empower your staff and enable client self-service by automating standard fixes.

- + Use the NinjaOne Script Library to develop and deploy scripts for tasks like resetting passwords or restarting services.
- + Set up automations to deploy fixes across multiple devices simultaneously.

Centralize documentation. Documentation is critical for managing complex enterprise client environments and minimizing human error. NinjaOne enables seamless integration of documentation and scripting workflows:

- + Link installation steps directly to scripts for consistent and error-free deployments
- + Pull relevant data from documentation to enhance operational accuracy and efficiency.



Pro tip: Allow your best resources to spend time making your business more efficient and move the day-to-day to the helpdesk.

Outcome: 93% of customers using NinjaOne Ticketing and Documentation reduced the time they spent providing remote support to end users.

93%

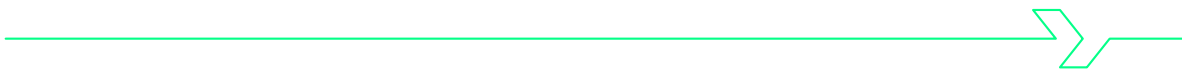
of NinjaOne customers
reduced time spent providing
remote support to end users



Conclusion

As you implement these plays, remember that success isn't just about the tools you use—it's about how you use them. With NinjaOne as your trusted partner, you can focus less on operational hurdles and more on delivering exceptional value to your clients.

NinjaOne empowers you to simplify IT at scale, enabling your team to work smarter. From automated workflows to robust security measures, NinjaOne ensures your tools grow with your business, supporting your current needs and future ambitions.



Playbook FAQs

What devices or operating systems do you support?

NinjaOne supports Windows, macOS, Linux, Android, and Apple devices, alongside VMS, and networking devices.

Do you support mobile devices?

Yes, NinjaOne supports Android and Apple devices.

What OS do you patch?

NinjaOne enables you to automatically identify, evaluate, and deploy patches across Windows, Mac, Linux OSs and third-party apps.

How exactly does NinjaOne's Backup Software work?

With NinjaOne cloud-based, multi-tenant backup you can secure client data with encrypted backups, automate your backup plans, customize backup modalities by device, and restore files from the same screens. Filter backup plans by schedule or file type, user permissions, network throttling, and audit management.

How many devices can you support?

NinjaOne does not have a strict limit on the number of devices you can manage. The platform is designed to scale with your business to any number of endpoints you need.



About NinjaOne

NinjaOne automates the hardest parts of IT, delivering visibility, security, and control over all endpoints for more than 20,000 customers.

The NinjaOne automated endpoint management platform is proven to increase productivity, reduce security risk, and lower costs for IT teams and managed service providers. NinjaOne is obsessed with customer success and provides free and unlimited onboarding, training, and support.

NinjaOne is #1 on G2 endpoint management, patch management, remote monitoring and management, and mobile device management.

[Try NinjaOne for free](#)

NinjaOne named a Champion in Canalys RMM and PSA Leadership Matrix 2024.

[Learn more](#)