

Managed & AI Services Portfolio Design

Solution Overview

A managed services portfolio built for the last era won't scale in this one. nVision helps partners and MSPs design AI-enabled, outcome-oriented portfolios — with the pricing architecture, delivery model, and differentiation required to protect margin as the market compresses commodity work. Our Agile Service Creation Framework reduces risk and time-to-market by ensuring every new offer is aligned to customer needs and grounded in defensible competitive advantage.

Duration: 3–6 Month Engagement

Key Deliverables

Service Ideation & Design Thinking Workshop

- » Target use case definition
- » Customer profiling and segmentation
- » User persona definition and requirements
- » Candidate service definition and prioritization

Service Creation & Definition

- » Branded service names
- » Service description and positioning
- » Service feature definition and differentiation
- » Service value propositions
- » Service level agreements
- » Marketing requirements
- » Sales and routes-to-market requirements
- » Delivery and customer success requirements
- » Packaging and pricing architecture
- » Go-to-market and launch planning

nVision Agile Service Creation Framework



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From ideation to launch planning, nVision helps partners and MSPs create AI-enabled, outcome-oriented services that are distinctly theirs — priced and delivered to protect margin.