



# TUBBTALK

## SPECIAL BULLETIN

*What Ambitious MSPs Can Learn From  
The SuperOps Awards Winners*

**TUBBTALK**  
THE PODCAST FOR IT CONSULTANTS

**RICHARD  
TUBB**  
THE IT BUSINESS GROWTH EXPERT

 SuperOps.ai



## Welcome to this Special TubbTalk Podcast Bulletin

What makes a good Managed Service Provider (MSP) business tick? How do some MSPs rise above the competition in crowded marketplace?

When SuperOps.ai announced the winners of their MSP Awards, I saw an opportunity for us to speak to some of the high-achievers in the Managed Services space and ask them to share their winning ways on our show, [TubbTalk - The Podcast for IT Consultants](#).

The goal of this bulletin is to shine a light on some of the key ideas shared by our guests.

I hope you find the wisdom the MSP Award Winners share to be useful in helping you grow your own MSP business!

# — A few words from SuperOps.ai

***The MSP Awards are designed to honouring the best in the MSP industry.***

As they say themselves, they wanted to change things in the industry: MSPs work hard to ensure cybersecurity and business continuity for their clients, meeting stringent service timelines and working 24/7, and yet they get very little acknowledgement.

That also means they tend not to celebrate their wins or mark significant milestones within their businesses.

We thought we should change that...

# About The MSP SuperOps Awards

In 2022, there were nine awards. Many of the winners were smaller businesses or even solo MSPs; new to business and working hard to overdeliver for their clients in what has been the most challenging 24 months ever for the industry as a whole.

The categories were:



1. MSP Website of the Year
2. The Customer Experience Champion
3. MSP with the Best Social Media Presence
4. MSP with the Best Work Culture
5. Best MSP Community Contributor
6. Most Innovative Marketing and Sales Campaign
7. Emerging MSP of the Year
8. Vertical MSP of the Year
9. Solo MSP of the Year

## Winners and runners-up received:

- Offers from participating vendors, partners and channel experts - irrespective of whether they won or not
- Top badges to add to their website to showcase social proof
- Coverage for the winners on 10+ channel outlets, 50+ media sites, and an interview on the SuperOps.ai podcast
- All the winners and runners-up got cash rewards

[Visit the official Awards website](#)

# About Richard Tubb and the TubbTalk Podcast

Richard Tubb is one of the best-known experts within the global IT Managed Service Provider (MSP) community.

Richard helps IT business owners take back control by freeing up their time and building a business that can run without them. He's the writer of the award-winning blog [www.tubblog.co.uk](http://www.tubblog.co.uk).

As the host of the wildly popular TubbTalk, the Podcast for MSPs, Richard invites renowned experts in the worlds of IT, tech and digital to share their best advice and their own business journeys.

[Listen to TubbTalk here](#)



**3,494** average listeners  
in first 30 days

Voted TOP 10 Podcast  
globally by MSPs

# MEET THE GUESTS!



**Richard Tubb**

*Host, Tubbtalk Podcast Series*



**Jack Peplow**

*Veterinary IT Services*



**Mitch Redekopp**

*Rivercity Tech. Services*



**Sarah Turner**

*IT Backbone*



**Jack Gray**

*FOMO Technology Ltd*



**Simon Heath**

*The Finak Step*



Richard invited several of the SuperOps award winners (where he was one of the judges!) to share with his audience the process of entering the competition, and what they attribute their success to.

He also asked each guest to share their advice for fellow MSP owners, and to discuss how they overcome challenges and celebrate successes.

Intrigued? Then read on...

EPISODE 127

# Jack Peploe on Niching and MSP Websites



***Jack Peploe runs Veterinary IT Services, and won the MSP Website of the Year Award at the SuperOps MSP awards. Jack explains to Stephen McCormick why he niched his MSP business.***

A Certified Ethical Hacker, he has made it his mission to help veterinary practices across the UK to utilise their technology so that they can function in a secure, professional and efficient manner, leaving vets to focus on patient care.

## **Why Niching Leads to a Successful Business**

Jack explains that, after many years in the IT industry, he decided to niche his business about four years ago, now serving veterinary practices of all sizes. "We decided to do something radical, because it was an untapped market."

He adds: "I saw it as an opportunity. And we realised we had quite a number of different other vets so decided to focus on that."



And we've exploded in the process, which is great. We understand exactly what they need, and they know we can provide it."

## **The Most Common Mistakes MSP Businesses Make With Websites**

One of the most common things that MSP businesses do is use stock photography on their websites instead of sharing pictures of their team. "It might seem expensive, but professional photos are so important. For example, I appear on our homepage because I'm the front of the business."

Another mistake Jack sees MSP owners make is to not explain what they do clearly enough. "Don't use jargon and terminology that your target customers don't understand. They aren't IT experts, so saying 'disaster recovery' sounds like you save them from earthquakes!"

[Find out More About Jack and Veterinary IT Services:](#)

- [Veterinary IT Services](#)
- [Connect with Jack on LinkedIn](#)
- [Follow Veterinary IT Services on LinkedIn](#)
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*We decided to do something radical, because it was an untapped market.*

*We understand exactly what they need, and they know we can provide it.*



*- Jack Peplow, Veterinary IT Services*

EPISODE 128

# Mitch Redekopp on Cyber Risk Assessments and Running an MSP



*Mitch Redekopp is the CEO of Rivercity Technology Services, an MSP in Canada. The company has become known as one of the top managed service providers in Saskatchewan. They operate on a cybersecurity first approach, while also having a highly experienced software development on hand.*

They have a deep focus on packaging together cybersecurity and creating bespoke solutions to help improve their clients' internal business processes. Rivercity won Emerging MSP Of the Year category at the SuperOps MSP Awards.

## **Why Cyber Risk Assessments Help You Have a Successful Business**

Mitch explains that for his business, a security-first mindset means that anyone who wants to work with them has to have a cyber risk assessment first. "Before we'll do any business with anyone, we carry out an assessment."



“We find out what data they're holding, what kind of personalised, identifiable information they have and any security holes. It's our job to stay up to date and protect our clients. We don't want to find a gap later on and damage their trust in us.”

## **The Challenges of Running an MSP**

Mitch says one of the most challenging things of running an IT business is keeping up with the industry. “It's not once a year or every couple of years you need to do training. Really, you need to be reading news articles, attending webinars, following experts on social media. And doing so every week.

“If you're not paying attention, you're falling behind. It's a busy industry, and there's continuous growth happening. It's also really easy to get caught up in doing too much work yourself, so you have to learn to delegate.”

Find out More About Mitch and Rivercity Technology Services:

- [Rivercity Technology](#)
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- [Follow Rivercity Technology on Twitter](#)
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*It's our job to stay up to date  
and protect our clients.*

*We don't want to find a gap  
later on and damage their  
trust in us.*



*- Mitch Redekopp,  
Rivercity Technology Services*

EPISODE 129

# Sarah Turner on MSP Marketing and Putting the Customer First



***Sarah Turner is a creative marketer at IT Backbone. They support cloud migration, infrastructure overhauls and build anything that their clients need.***

A data-led decision-maker, she was part of the team that helped IT Backbone win the “Most Innovative Marketing and Sales Campaign” category of the MSP awards, hosted by SuperOps.

## **How a Customer-First Approach Grows a Successful Business**

For Sarah and IT Backbone, everything comes down to brand values. “If your brand values are not customer first, you can’t fake it. It needs to be inherent and top-down in everything you do across the business.

“I believe that it’s something that needs to be lived every day, but that’s only possible if everybody is living it too. Because we do it, our clients say they trust us and understand their business.



We look at the problem and how we help solve it, how they want to approach it and the outcome they're after. We're not just selling them stuff."

### **The Challenges and Successes of Marketing in IT**

Interestingly, Sarah's biggest challenge and greatest success in marketing in the IT industry are the same. "The length of a sales journey to getting a client to sign up. But no business owner goes looking for a new MSP for fun.

"Unfortunately, it's usually when they have a real pain point, and something that has gone wrong with their existing partner. So companies aren't necessarily primed to want to hear from you and engage with you.

"But on the other hand, when somebody does engage, it's really exciting. Or when they respond to your marketing, or let you know that they've seen your content and want to arrange a meeting. It's so rewarding, because we know that the long game is working."

[Find out More About Sarah and IT Backbone:](#)

- [IT Backbone](#)
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*I believe that it's something that needs to be lived every day.*

*Because we do it, our clients say they trust us and understand their business.*



*- Sarah Turner, IT Backbone*

EPISODE 130

# Jack Gray on Being a Solo MSP and Growing Despite Difficulties



***Jack Gray is the founder and Managing Director of FOMO Technology Limited, which he runs as a solo MSP. Jack recently won the “Solo MSP of the Year” award in the recent SuperOps MSP awards.***

It's a Northern Ireland based IT support and services company and Jack has over two decades of experience in the industry. He's committed to providing businesses in the region affordable, customised, and personal IT support.

## **Overcoming Challenges to Grow a Successful Business as a Solo MSP**

As with many other service-based industries, there are only so many hours an MSP can work in a day. “So to grow, you need to hire more staff and work more hours as a business as a whole.

“Another big challenge is standardising a set of services, when your clients have different requirements and budgets.





That happens often with cybersecurity support. I feel like we're constantly re-evaluating our stack. Finding suitable staff is an ongoing problem at the moment, too."

### **The Obstacles to Business Growth as a Solo MSP**

One of the biggest obstacles of growth and expansion is needing to get into the mindset of being a business owner. Because it's much easier to have a lifestyle business. And to do that you need to let go of things and delegate more.

"Finding the right staff and keeping them busy and incentivised is always a problem. For the most part, we've outsourced our NOC and SOC, which has been great. But we need people onsite too. That's the big step that will take us to growth."

[Find out More About Jack and FOMO Technology Limited:](#)

- [Connect with Jack on LinkedIn](#)
- [Like FOMO Technology on Facebook](#)

[Listen to the podcast episode here](#)



*So to grow, you need to hire more staff and work more hours as a business as a whole.*

*And to do that you need to let go of things and delegate more.*



*- Jack Gray, FOMO Technology Ltd.*

EPISODE 131

# Simon Heath on Company Culture and Strong Values



*Simon Heath is a director at The Final Step. They're a long-established MSP based in London, supporting time-poor business owners with a white glove IT service. We discuss the importance of having a strong MSP culture, and how to build one.*

## **How The Culture at The Final Step Helps With Business Success**

Simon says that (founder) Raja has put a lot of thought into questions such as 'Why are we in business?' 'What's the point of us; are we needed or are we just another MSP?'

Doing so has allowed him to take an organisation-wide approach to helping people fulfil their potential. And this then extends to the wider IT community, partners and even clients.

"So for Raja, it's about finding ways to be of service. And that sets you up for dealing with people in a significantly different way.



We're big fans of Bob Burg's Go-Giver parable – it's not about how much you can get, but how much you can give and help. Clients notice that about us."

## **How the Pandemic Led to Clearer Values and a Really Strong MSP Culture**

Simon agrees that the pandemic meant that The Final Step did things differently. "However, I wonder how much of it was a change and how much it was a reinforcement of values. It's relatively easy to be a go-giver in a time of abundance. But when things are tight and difficult, that's when your values are really put to the test."

So we looked to see how we could help and support them. We've ridden out recessions before, but nothing on that global scale. But this time, we decided to take extra good care of our staff. And to over-communicate, because they were such uncertain times."

Find out More About Simon Heath and The Final Step:

- [The Final Step](#)
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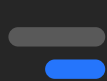


*We decided to take extra good care of our staff.*

*And to over-communicate, because they were such uncertain times.*



*- Simon Heath, The Final Step*



# USEFUL RESOURCES

TubbTalk guests are always asked to share the tools and resources they use to make the running of their MSP smoother and more efficient. Here, the SuperOps MSP Awards winners share theirs.



## BOOKS

- [Chris Wiser: 16 Strategies You Need To Know To Protect Your Business From Hackers](#)
- [Marcus Sheridan: They Ask, You Answer](#)
- [Janna Dutton: Conversations Over Coffee – Volume 1: Real People, Real Stories, Real Success](#)
- [Mel Robbins: The High 5 Habit: Take Control of Your Life with One Simple Habit](#)
- [Mel Robbins: The 5 Second Rule: The Surprisingly Simple Way to Live, Love, and Speak with Courage](#)
- [Dr Rangan Chatterjee: Happy Mind, Happy Life: 10 Simple Ways to Feel Great Every Day](#)
- [Dr Rangan Chatterjee: The 4 Pillar Plan: How to Relax, Eat, Move and Sleep Your Way to a Longer, Healthier Life](#)
- [Nir Eyal: Indistractable: How to Control Your Attention and Choose Your Life](#)
- [James Clear: Atomic Habits: the life-changing million-copy #1 bestseller](#)
- [Bob Burg: The Go-Giver: A Little Story About a Powerful Business Idea](#)
- [Michael E Gerber: The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#)
- [L David Marquet: Turn The Ship Around!: A True Story of Turning Followers Into Leaders](#)



## ☰ TOOLS

- Marketing CRM: [HubSpot](#)
- Design tool: [Canva](#)
- Online video editor: [Invideo](#)
- Website heatmap tool: [Hotjar](#)
- AI tool: [ChatGPT](#)
- [Gazelle management strategy](#)
- [Traction management strategy](#)

## ☰ PODCASTS

- Mel Robbins: [The Mel Robbins Podcast](#)
- Jay Shetty: [The Jay Shetty Podcast](#)
- Dr. Chatter Jee: [Feel Better, Live More](#)

## ☰ PEOPLE TO FOLLOW

- MSP marketing expert: [Paul Green](#)
- CTO of Genuine Technology Group: [Ernest Murry](#)
- Kim Scott: [Radical Candor](#)
- Chris Wiser: [7 Figure MSP](#)

## ☰ MSP COMMUNITIES

- [The Tech Tribe](#)
- [IT Nation Evolve](#)
- [CompTIA](#)



# Who Are SuperOps.ai?

***SuperOps.ai is a future-ready, unified PSA-RMM platform for fast-growing MSPs. Powered with AI and Intelligent Automation - they do it all. In order to grow and scale your MSP, you need to have the right tools to help you.***

It's hard to know what to include in your stack. A professional services automation (PSA) tool and a remote monitoring and management (RMM) solution are essential, but how do you pick the right one? And how do you ensure they speak to each other?

That's where Superops' platform comes in. Built with its MSP users in mind, Superops.ai has all the features you need, including intelligent alerting, AI, automation and single pane of glass management. With this in your stack, success is inevitable.

[Visit the official Superops.ai website](#)

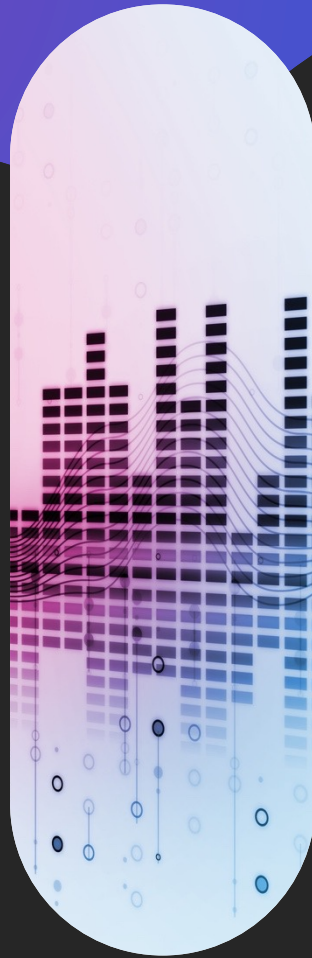
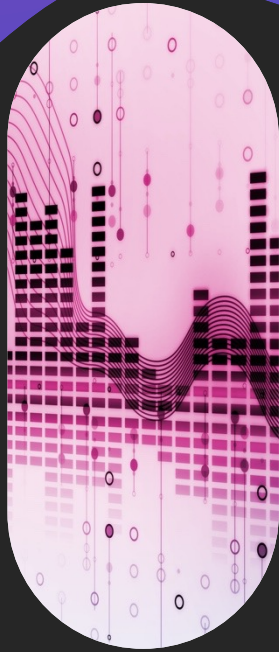


## Final Thoughts

I hope you've enjoyed this short bulletin and found the advice that the SuperOps MSP Award winners have shared to be valuable.

Next, I'd encourage you to visit [Tubblog - The Hub for MSPs](#) to check out the show notes for each episode, and listen to the full interviews in your favourite Podcast player.

I'd also encourage you to reach out to any of the award winners directly to let them know how you appreciate them sharing their knowledge. I know they will be thrilled to hear from you!



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