

Why MSPs Should Harness the Power of AI

4 ways AI can help MSPs work smarter and deliver better service.

Why Generative AI and Why Now?

As an MSP, you're juggling a lot. You need to keep up with customer demands, manage complex IT environments, and stay ahead of ever-evolving cyber threats. It's no easy feat to juggle these responsibilities while clients expect fast, seamless service, and they won't (and most likely can't) settle for anything less than top-notch security. Meanwhile, your team is stretched thin, handling repetitive tasks and firefighting issues that slow down productivity.

This is where Generative AI comes in. It's no longer just a buzzword – Generative AI can change the game for MSPs now. By automating the most tedious of tasks, streamlining workflows, and boosting security, it allows you to do more with the same limited resources. It's about working smarter, not harder, and delivering the exceptional service your clients expect even more effectively.

Here are four ways AI can help MSPs accomplish more:

1. Reduce Complexity

Let's face it, IT environments are only getting more complicated. You're managing multiple tools and security measures, all while ensuring nothing falls through the cracks. Generative AI simplifies this chaos by:

- **Smart Automation:** Handling repetitive tasks like identifying out of date firmware and updating it so that your team can focus on what really matters.
- **Actionable Insights:** Providing clear, data-driven recommendations based on the data your tools collect to help you make better decisions, faster.

By reducing complexity, you can operate more efficiently and spend less time putting out fires.

2. Uplevel Every Administrator

Imagine if every team member, no matter their expertise level, could operate confidently at their best. Generative AI makes this a reality by:

- **Best Practice Guidance:** Delivering up-to-date best practices guided by industry standards right when your team needs them.
- **Real-Time Knowledge:** Provides immediate answers across your client's environment without having to log into each tool.

With Generative AI, you can train new administrators quicker while empowering experts to work even faster so at any skill level, you're consistently delivering high-quality service.

3. Fewer Manual Tasks, Faster Workflows

Manual tasks and clunky workflows eat up time and slow down productivity. Generative AI helps you cut through manual processes by:

- **Automating Routine Tasks:** Schedule and automate repetitive tasks that can sometimes require multiple steps.

This isn't just about moving faster, it's about automating the repetitive manual tasks that are also prone to human error.

4. Increase Security Efficacy

The cybersecurity landscape is constantly changing, and threats are getting more sophisticated. Although there are a multitude of tools that can be used to defend against these threats, tools are only as effective as they are configured, deployed, and maintained. Generative AI can help you increase your security by:

- **Reducing Human Error:** Automate tasks that are often repetitive and manual, two factors that make it easy to make errors that could lead to security gaps.
- **Optimizing Your Tools:** Get up-to-date knowledge and best practices for a variety of tools. Ensure that your administrators are optimizing each tool without needing to be a security expert or dig through documentation.

Generative AI makes it easier for you to implement the best practices that keep your clients' environments safe and secure.

SonicWall AI for Monitoring and Insight (SAMI): The AI-assistant Purpose-Built for MSPs

Meet SAMI, the AI-powered assistant designed specifically to help MSPs like you to get more done, faster and more securely in SonicWall Unified Management. Use an innovative messaging platform to interact with SAMI to get immediate answers and streamline day to day operations without needing to log into each firewall.

For example, instead of looking through each active firewall across all your tenants, simply ask SAMI: "Which of my active firewalls are running out-of-date firmware?" SAMI will identify all out-of-date firmware, and you can then ask SAMI to: "Upgrade firewalls to the latest firmware version," saving you significant time and manual effort.

SAMI is built to:

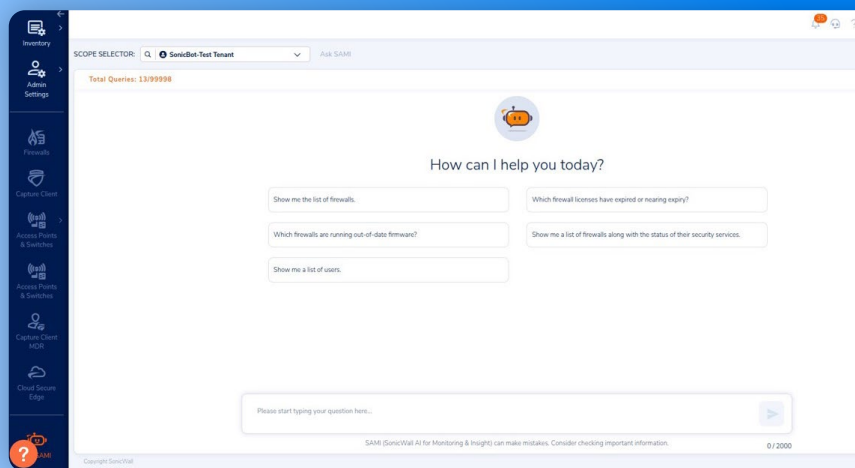
- **Reduce Complexity:** Analyze network and security environments to generate actionable insights
- **Save Time:** Streamline your day-to-day operations
- **Optimize Security:** Provide best practice guidance

All of which will maximize the productivity of every administrator, no matter what skill level. With SAMI, you're not just adopting an AI tool – you're gaining a cybersecurity

assistant that works alongside your team, helping you achieve more.

Take Your MSP to the Next Level with Generative AI

It's clear that Generative AI is no longer just a trend. SAMI is designed to empower MSPs to harness Generative AI to transform the way you do business for the better. By embracing SAMI, you can experience an AI-assistant purpose-built for MSPs to help you work smarter, faster, and safer to deliver the exceptional service your clients expect.



Ready to see what SAMI can do for you? Contact SonicWall today to learn more.

SonicWall, Inc.

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Solution Brief - SAMI

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