

AU MSP sales deck

Governance wedge beside incumbent RMM (evidence-backed)

Trustholm - AU MSP sales deck

Governance wedge beside your RMM. Evidence-backed discovery deck for regulated MSPs. Sources: sales-trial-review-script; trust hub Shipped/Gap; governance-outcome-stories composites. Do not treat this as a certification or attestation report.

Slide 1 - Title and ICP

- - Product: Trustholm - policy and evidence engine for MSP privileged automation
- - ICP: Multi-tenant MSPs with compliance pressure (insurer, SOC 2 buyer asks, Essential Eight, government SSP)
- - Not for: teams shopping a cheapest full RMM replacement
- - Keep: NinjaOne / ConnectWise / PDQ (or equivalent) for patch and inventory

Slide 2 - The problem

- - Privileged PowerShell runs from RMM scripts, PDQ, laptops, and repos with weak provenance
- - End-customers and insurers ask who ran what, with what approval, on which tenant
- - Signing and approval gaps create assessor and questionnaire friction
- - Stack fatigue is real - buyers still need their incumbent for day-2 endpoint ops

Slide 3 - The wedge (beside the RMM)

Canonical position

Trustholm is the policy and evidence engine for MSP privileged automation: signed PowerShell, tenant-scoped approval, and assessor-ready audit export - designed to run beside NinjaOne, ConnectWise, and PDQ, and to gate emerging agentic tools - not replace your RMM.

- - Complement-first: govern scripts and export evidence; do not rip out patch
- - Agentic tools: put a human and policy gate in front of privileged automation

Slide 4 - How it works (high level)

- - Tenant-scoped control plane; schema-per-tenant isolation model (see Architecture PDF)
- - Agents execute approved, signed PowerShell under policy
- - Dual-custody / approval paths where configured
- - Assessor-oriented audit export and Evidence-tier packaging
- - Detail diagrams: <https://www.trustholm.com/trust/downloads> (Architecture overview)

Slide 5 - Features (live Shipped table)

Do not invent cert badges. Point reviewers at the live table

<https://www.trustholm.com/trust>

- - Use Shipped rows as the diligence checklist in trial
- - Use Gap / limitations language honestly (including SOC 2 Type II observation in progress - not certified)
- - MSP framing: <https://www.trustholm.com/trust/for/msps>

Slide 6 - Proof (anonymized composites only)

Named logos and quotes require legal approval. Until then, use anonymized composites only:

<https://www.trustholm.com/resources/governance-outcome-stories>

Composite themes (not named customers)

1. First Assessor Package export path 2. Evidence-tier export for questionnaire cycles 3. Script risk / approval gate before privileged run

Mark these as evaluation composites - not signed case studies.

Slide 7 - ROI worksheet (methodology only)

Fill blanks with the prospect's numbers. Do not invent currency or customer metrics.

- Hours/month preparing script or questionnaire evidence today: _____
- Estimated cost per hour (blended): _____
- Assessor / insurer cycles per year: _____
- Privileged script change failures or rollback incidents (last 12 months): _____
- Incumbent RMM stays for patch/inventory? (Y/N): _____

Discussion method: time saved on evidence assembly + reduced rework on unsigned / unapproved runs. No Trustholm-supplied dollar ROI claim on this slide.

Slide 8 - Honesty and gaps

- - SOC 2 Type II: observation in progress - Trustholm is not Type II certified
- - Integration advertise rule: sales may claim Entra / Okta / Stripe / SMTP live operation only after LabVerified+ in the capability verification registry (CodeComplete alone is not enough)
- - WORM / immutability and other Gaps: see trust hub limitations
- - Always attach current trust hub date when sending this deck externally

Slide 9 - Call to action

- - Start trial: <https://www.trustholm.com/trial>

- - Trust downloads (architecture, questionnaire pre-fill, diligence script):
<https://www.trustholm.com/trust/downloads>
- - SE companion: msp-sales-deck-speaker-notes.txt (talk tracks + source pointers)
- - Next meeting: 30-minute diligence in a trial tenant (install agent → signed script → audit export)