

How emma Empowers MSPs to Scale, Differentiate, and Grow



Why MSPs Need a New Approach

The managed hosting market is projected to reach **\$355.2B by 2030**. In this competitive space, winning is no longer about delivering infrastructure alone – it's about becoming a **strategic partner, cloud advisor, cost optimizer, and compliance enabler**.

Today's clients expect more:

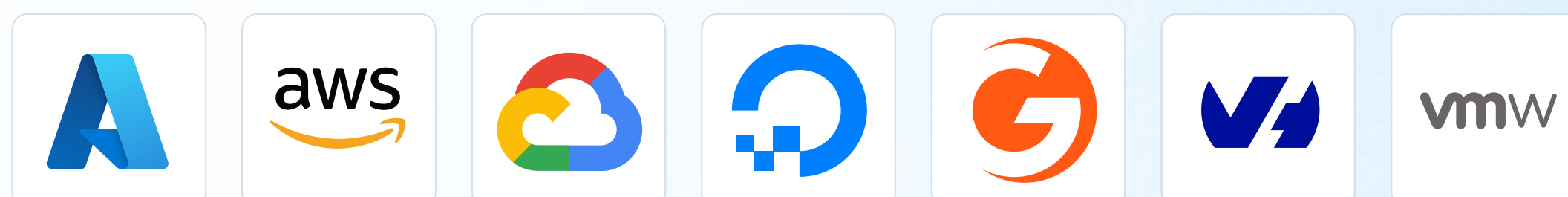
-  **Performance at scale** across hybrid and multi-cloud
-  **Guaranteed compliance** with regional and industry regulations
-  **Cost predictability** without overprovisioning
-  **Business continuity** without vendor lock-in

emma: One Platform, Every Cloud, Any Client

emma is the multi-cloud management and orchestration platform that helps MSPs deliver comprehensive, turnkey services across a wide array of cloud providers.

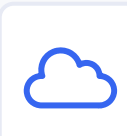


With emma, you can **provision, monitor, and optimize** your clients' cloud resources from a single, unified interface. This includes major players like **AWS, Azure, and GCP**, as well as providers such as **Digital Ocean, Gcore, and OVHcloud**. It also supports several other regional and niche cloud providers, giving you a comprehensive view and control over the entire cloud infrastructure powering your clients.

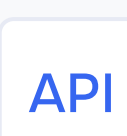


The MSP Advantage with emma

THE EMMA PLATFORM AT A GLANCE:

 Supports AWS, Azure, GCP, Gcore, OVHcloud, Digital Ocean, and more

 Multi-tenant management for diverse customer bases

 No-code console and API, Terraform provider

 Managed Kubernetes Service

 Automated policy enforcement for sovereignty & security

 Real-time observability, cost and usage metrics

ONBOARD & ASSESS FASTER

To deliver long-term value, MSPs must align closely with their clients’ strategic goals. That starts with understanding specific infrastructure needs, compliance obligations, performance expectations, and support models.

emma helps MSPs meet this standard by providing:

Discovery blueprints to assess client infrastructure, cost, and compliance needs.

Structured onboarding workflows to get new clients operational quickly.

One control plane to monitor and manage all tenants without manual overhead.

DESIGN & DEPLOY ANYWHERE

To meet each client’s unique needs, MSPs need the freedom and ability to deploy any architecture, across any cloud or hybrid environment.



In this regard, emma enables MSPs to:

Build custom reference architectures aligned to SLAs, budgets, and industry standards.

Orchestrate multi-cloud and hybrid environments from a single pane of glass.

Deploy VMs and K8s clusters in minutes through a standard, no-code interface.

OPERATE GLOBALLY, SUPPORT LOCALLY

For multinational clients – or those operating under regional compliance rules – MSPs must ensure workload placement aligns with data residency requirements, while offering consistent performance and support.

With emma, providers can:

Integrate regional and niche providers into their service mix.

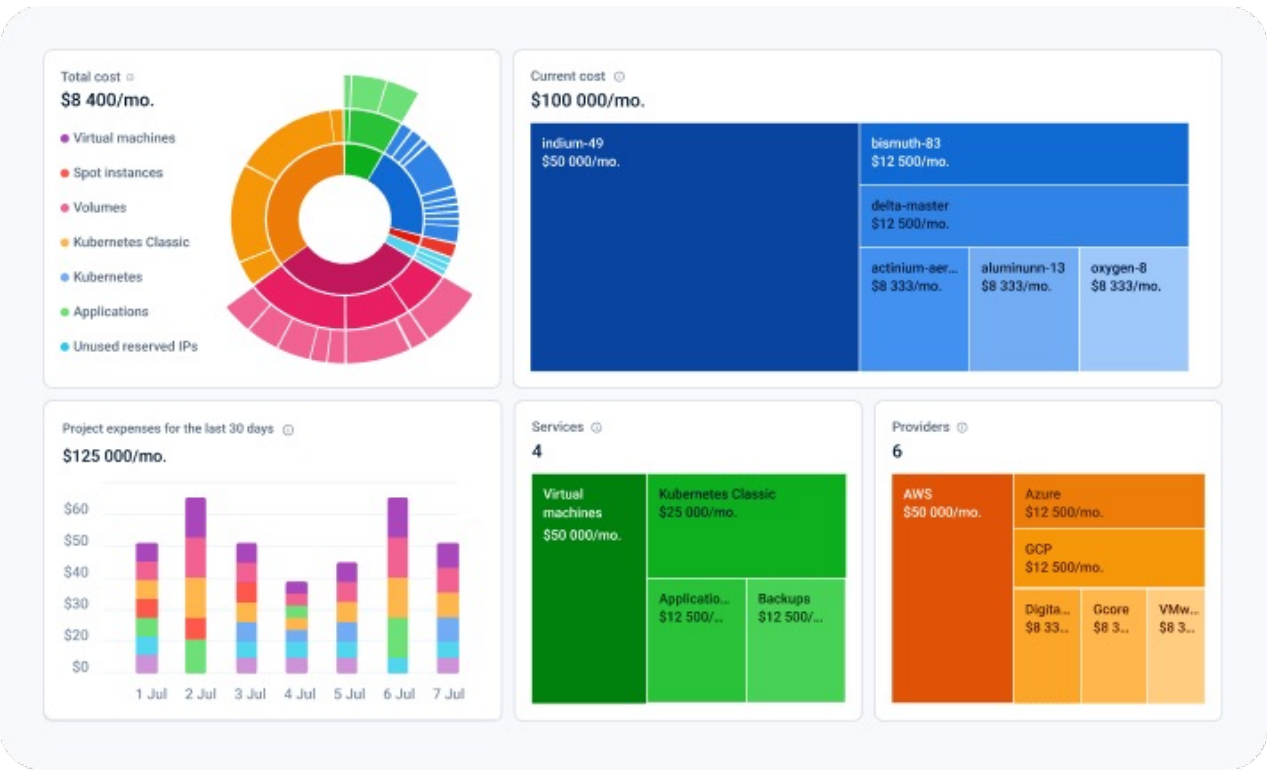
Place regional restrictions for workload placement to meet sovereignty regulations.

Empower support teams with a single management interface that combines public and private infrastructure.

Monitor performance and implement automated network optimizations.

DELIVER TRANSPARENCY & COST CONTROL

Clients expect to see where every dollar goes. Uncontrolled cloud costs are increasingly becoming a problem, and clients want complete transparency and predictable pricing, without costly overprovisioning.



emma provides:

Real-time multi-cloud consumption data for accurate demand and cost forecasting.

Proactive budget thresholds and **right-sizing recommendations** using real-time consumption data across clouds.

Granular cost breakdown per client, cloud, project, and teams for enabling profit margin calculation and to power white-labeled billing.

OVERCOME VENDOR LOCK-IN

Outages, pricing shocks, and sudden policy changes can pose existential risks for both MSPs and their clients. Therefore, avoiding overreliance on a single hyperscaler is critical.

emma enables MSPs to ensure operational resilience and business continuity by:

Allowing workload distribution across multiple providers (AWS, Azure, GCP, and sovereign clouds) **with dynamic workload balancing** and automated failover strategies.

Connecting cloud data centers through low-latency, high-performance multi-cloud network backbone.

Offering native integrations for cloud-native tooling.

Orchestrating containerized applications through built-in **managed Kubernetes service**, which makes migration and redeployment fast and cost-effective.

DIFFERENTIATE WITH SERVICE QUALITY

Clients want more than services from their MSPs. They want guidance, cost control, and operational clarity. MSPs that deliver all three will be the ones indispensable in the long-run.

emma delivers on multiple fronts:

Equips providers with client-facing dashboards for live performance, savings, and improvements.

Provides AI-powered anomaly detection to resolve issues before they impact operations.

Enables flexible service tiers – from self-service to fully managed delivery.

The Path Forward

To win in tomorrow’s market, MSPs must be:



Cloud advisors



Cost optimizers



Compliance enablers



Resilience architects

emma brings it all together in one platform – so you can grow profitably while delivering exceptional client outcomes.

Ready to transform your managed hosting business?

Discover how emma can help you:

- Increase service margins
- Deepen customer relationships
- Future-proof your offerings

Contact us today to arrange an expert-led, tailored demo

REQUEST DEMO

Website: emma.ms

Email: info@emma.ms