

CiraSync MSP Program Update

Big Changes Ahead: A Smarter, More Profitable MSP Program

Key Updates

- ✓ **Retirement of the DSU Model**
To simplify pricing and enhance predictability, we are retiring the Daily Subscription User (DSU) model. This change ensures a more transparent and scalable pricing structure for MSPs and their customers.
- ✓ **New, Transparent Pricing Model**
Our updated pricing structure aligns with the increased value and scalability for MSP partners. This allows for better planning and long-term stability. For specific pricing details, please contact your CiraSync representative.
- ✓ **Enhanced Partner Benefits**
MSPs now have access to dedicated support and exclusive co-marketing opportunities to help grow their business.

What This Means for MSPs and Their Customers:

Existing DSU-based agreements will transition to the new pricing model upon renewal.

All new MSP agreements will follow the updated pricing structure immediately.

Customers will continue to receive the same high-quality contact and calendar sync solutions with enhanced support and more predictable costs.

For further details, or if you have any questions about how this change impacts your business, please reach out to your CiraSync representative or visit cirasync.com/partner/.

Thank you for trusting CiraSync for your contact and calendar synchronization needs. We look forward to continuing to support your business!