



Thorsten Oevel

Regional Sales Director, DACH



Frage 1

Wer von Euch hatte schon mal Kontakt zu Pax8 und kann das Unternehmen Pax8 einordnen?





DO WHAT'S NEXT

- ✓ Future-Ready Marketplace
- ✓ AI & Data Powered
- ✓ Built for SMB Growth

PAX8 BUILDS BUSINESSES

DISTRIBUTORS



RESELL & SURVIVE

DISTRIBUTORS MOVE PRODUCT

A futuristic digital space with a grid floor, a person's silhouette, and a wall of colorful data points.

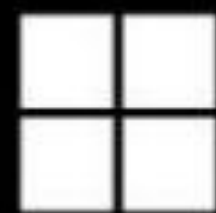
>47k

Partner



Marketplace (Vendor) Overview





Microsoft

**2024 Global Microsoft
Partner of the Year
Award Winner**

**COMMUNITY
BILDUNG
INNOVATION**



So unterstützt Pax8 Ihr Unternehmen

- ✓ Einmalige Monatsrechnung
- ✓ Sofortige Bereitstellung
- ✓ Branchenführende PSA-Integrationen
- ✓ Verkauf und technischer Support
- ✓ Professional Services
- ✓ Microsoft-Fachwissen
- ✓ Kontinuierliche Weiterbildung



70%

**70 % der KMU
möchten ihre
Einkäufe weiterhin
über einen MSP
abwickeln**

Quelle: Channelnomics, *Mapping SMB Buying in the Marketplace Era*, 2025



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26 %
Marketplace
26 % jährliches Nutzerwachstum



Frage 2


Stellt euch vor, Ihr könntet den Euch einen perfekten Marketplace wünschen – Was müsste er anbieten bzw. konkret abnehmen, damit sich Euer Unternehmen noch erfolgreicher entwickelt?



Marketplace

- **Bessere Empfehlungen**
- **Automatisierte Bereitstellung**
- **Effizientere Verwaltung**

Integrations Hub



- Partners
- Manage Clients
- Catalog
- Sell
- Opportunity Explorer
- Billing
- Settings**
- Support
- Academy

Integrations

Connect your preferred tools with pax8. Streamline your processes, automate tasks and sync your data for maximum efficiency

[View API Docs](#) [View Event Guide](#)

Apps Events Connections Credentials MCP Server

Discover & Connect Apps

Find and Connect apps to enhance your capabilities


search Sort by: A-Z +

Browse by

- All apps
- Available Apps
- Connected Apps

All


- Automation
- Billing
- CRM
- Finance and accounting



SuperOps
Maintained by SuperOps

Integrate SuperOps.ai's PSA with Pax8 to automate cloud subscription management, sync updates, and streamline client billing, enhancing MSP efficiency and service delivery.

Connect



Rewst
Maintained by Rewst

Enables automation of cloud marketplace operations. Utilize the Pax8 API within Rewst workflows to create, read, or update resources like companies, products, orders, subscriptions, and more.

Connect





Integrations Hub

Verbinden Sie Apps von Drittanbietern und PSA-Tools über eine sichere Authentifizierung.

Melden Sie sich für Live-Events von Pax8 an.

Erstellen und verwalten Sie API-Anmeldedaten über unseren MCP-Server.

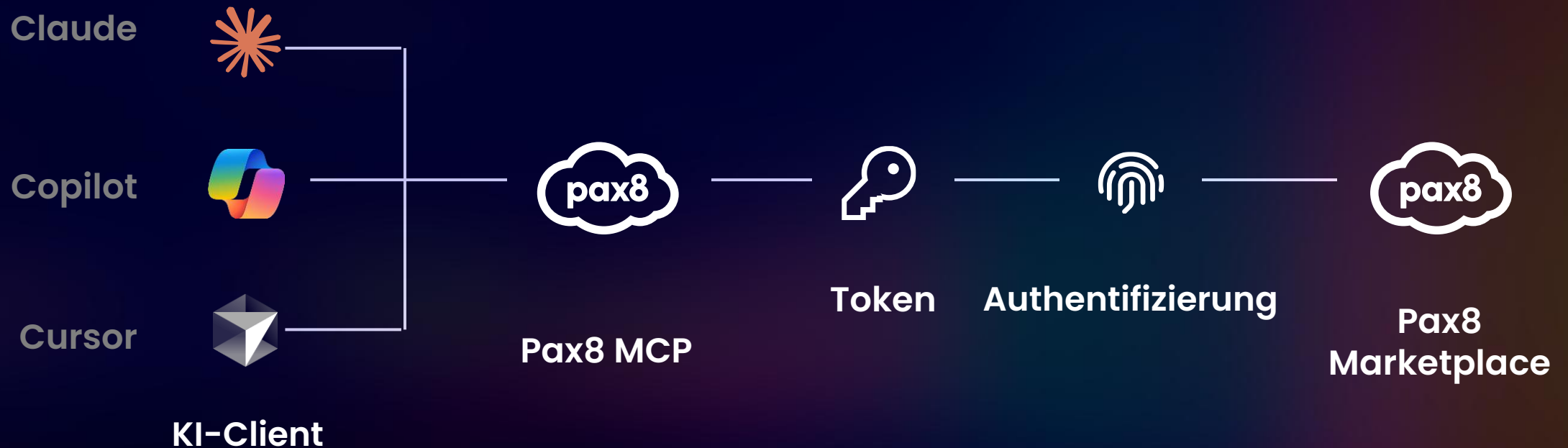
Überwachen Sie den Status jeder Verbindung.



The screenshot shows the Pax8 Integrations Hub interface. On the left is a navigation sidebar with the following menu items: Partners, Manage Clients, Catalog, Sell, Opportunity Explorer, Billing, Settings (highlighted), Support, and Academy. The main content area is titled "Integrations" and includes a sub-header "Discover and Connect Apps". Below this is a search bar and a "Sort by: A-Z" dropdown. A "Browse by" section offers filters: All apps (selected), Available Apps, and Connected Apps. Below the filters are category buttons: All (selected), Automation, Billing, CRM, and Finance and accounting. The main area displays three app cards: SuperOps (Maintained by SuperOps), Rewst (Maintained by Rewst), and Connectwise (Maintained by Connectwise). Each card includes a logo, a brief description of the integration, and a "Connect" button. At the top right of the main area, there are links for "View API Docs" and "View Event Guide".

MCP-fähiger Marktplatz

Ein offener Standard für die Anbindung von KI-Agenten an Tools und Daten



MCP als Teil des Integrations Hub



Integrations

[API documentation](#)

[Apps](#) [Events](#) [Connections](#) [Credentials](#) **[MCP Server](#)**

MCP Server Set Up

Setup your MCP Server and unlock the power of Integrating Pax8 with your LLM

MCP token & Authorization

Generate your secure MCP token and provide authorization access to your account.

.....

Copy Token

Revoke Token

Important Security Information

Treat your MCP token like a password. It grants AI assistants access to your Pax8 data. Keep it secure and private. You control which endpoints it can access, can revoke it at any time, and all usage is fully logged.

Connect

[Cursor](#) [Claude](#) [Copilot \(coming soon\)](#)

How to connect

Prerequisite: You need [Node.js v18+](#) (delete previous version) or higher to use the MCP server. Install node and make sure your default version is set to 18 or higher.

1. Authenticate and [generate your MCP token](#)
2. Open [Cursor Settings](#) (⌘ + ⌘ + J for Mac, or Ctrl + Shift + J for Windows) or Cursor -> Settings -> Cursor Settings from the top menu.
3. Navigate to the "MCP" tab and click "Add New Global MCP" button
4. Add the following JSON configuration. Replace the MCP token with your MCP token. Note: The Copy code button will copy the configuration with your MCP token already in place to the clipboard

```
// This example demonstrated an MCP server using the studio format
// Cursor automatically runs this process for you
// This uses a Node.js server, ran with `npm`
{
  "name": "Pax8 MCP Server",
  "description": "MCP server for Pax8",
  "url": "http://localhost:3000",
  "capabilities": {
    "logging": {
      "enabled": true
    }
  }
}
```

Copy Code

Resources

- [Developer documentation](#)
- [Provide feedback](#)

How it works

1. Generate a secure MCP token
2. Add the MCP configuration to your AI assistant. Connect the Pax8 MCP to any LLM that supports MCP servers.
3. The AI assistant can now use natural language to access Pax8 data and perform actions via the MCP server.

Setup Connection





Opportunity Explorer

- Volle Portfolio-Übersicht
- Suchen | Filtern | Sortieren
- Mehrere Umgebungen
- Produktlücken erkennen



Direkt umsetzbar

Opportunity Explorer > Opportunity Explorer

Show all customers Show all vendors

Up-sell (56) Cross-sell (32) Add-on (48) Upgrade (84) Net-new (24)

Opportunities (24)

- Addigy MSP
52 16 Up-sell MRR: \$8,350
- ConnectSecure Security Assessment...
52 Add-on MRR: \$8,350
- SentinelOne
52 Reduce risk - Security (4) MRR: \$8,350
- Dynamics 365 Project Operations [New...]
52 Cross-sell Add-on MRR: \$8,350
- Dropsuite
52 Up-sell MRR: \$8,350
- Dropsuite
52 Up-sell MRR: \$8,350

67%
67% Umsatzwachstum

Security collection

Protect your business with our top-rated recommendations


Product spotlight

AVANAN

Avanan Email & Collaboration Security

- Security for all collaboration apps
- Protection from ransomware
- Protection from account takeover
- Protection from supply chain attacks

Price determined by usage



proofpoint.

Proofpoint Essentials

- Protects users and the business network from email-borne threats
- Cloud-based service requires no hardware or software to deploy

Price determined by usage

Dropsuite

Dropsuite Business Backup

- Closes Office 365 data protection gaps
- Supports compliance efforts
- Scalable to meet the needs of the business
- Provides single-pane visibility

\$5.00 starting price /user

More to discover

Acronis

Acronis Cyber Protect Cloud

Apptega
Cybersecurity Management Software

Apptega EDGE (1-50 Employees)

blackpoint

Blackpoint Cyber

CROWDSTRIKE

CrowdStrike MSSP Defend

pax8 Storefronts

[Kundenansicht]

- Mit Branding, konfigurierbar
- Self-Service für Kunden
- Abonnements verwalten
- Zahlungen vornehmen
- Angebote annehmen





Dashboard

Create storefront

Total views

1,528

In last 30 days

Total clicks

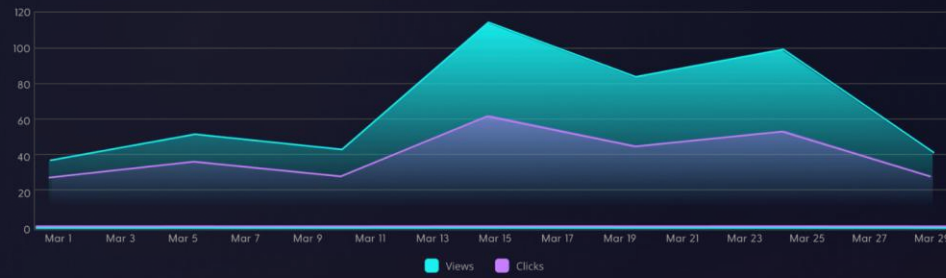
2,342

In last 30 days

Products published

23

Daily page views and clicks



Sort by: Most recent



Compliance and Communications

Unpublished changes

Last update: Mar 16, 2024 | Client segment: Law Firms

Security Products

Published

Last update: Mar 2, 2024 | Client segment: New Clients

Upgrades and Add-Ons...

Published

Last update: Mar 2, 2024 | Client segment: Top Custo...

+ Create storefront

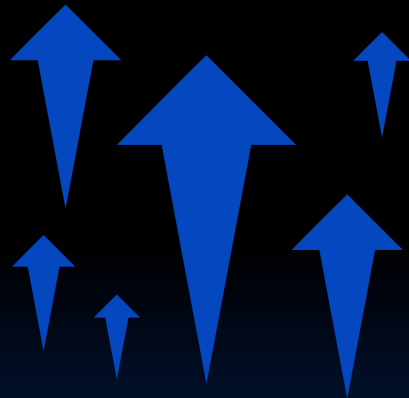
Client segment

Name: New Customers | Type: Exclusive

Client | Industry | Location | Self-service purchasing

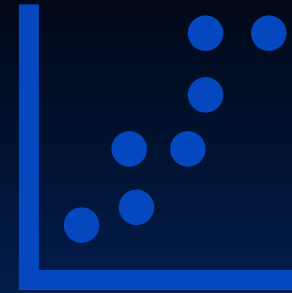
pax8 Storefronts

Deine Ansicht



69 %

**der Partner
verzeichneten ein
Umsatzwachstum**



111 %

**mehr
Umsatz**



Public Storefronts



Search

5 Carts



Theresa Perez

Boost sales and generate leads

Showcase your expertise and unique offerings to clients and prospects with Storefronts

Create Storefront

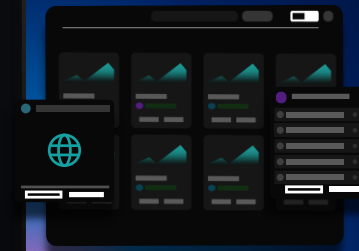
Create and publish in minutes

Review and edit the default layout, choose to share publicly or with existing clients, then its ready to publish.



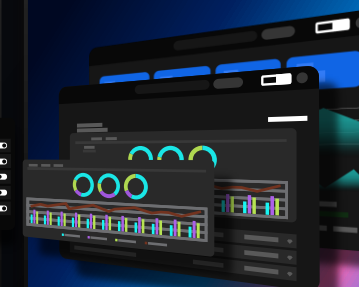
Control Viewers and purchasing

Share your storefront publicly or limit it to specific clients within the portal. Display custom rate plans to your clients and allow them to purchase or request a quote.



Track and analyze performance

View sales and customer engagement data to understand and respond to your Storefront's performance. Edit and push updates at any time.



FAQ

S

How can people access my storefront?

How do I turn on Client Portal access for my clients?

How does pricing work?

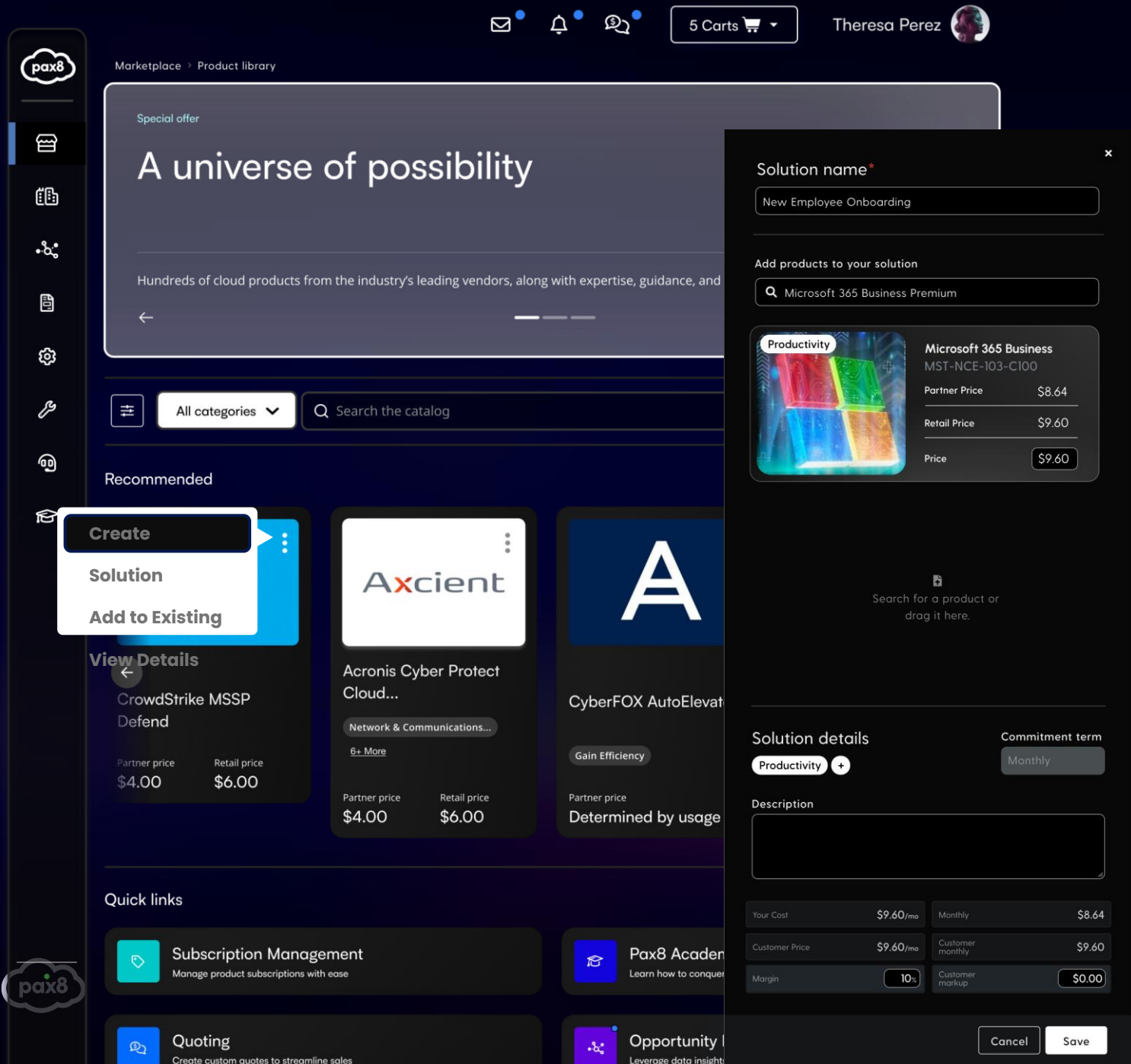
Can I choose that my clients request products instead of purchase them?

How do I know people are visiting my storefronts?

123
%

**123 % Anstieg des
Auftragswerts**





Solutions

- **Entwickeln Sie individuelle Lösungen für bestimmte Kunden oder Branchen.**
- **Bündeln Sie wichtige Anbieter-Produkte.**
- **Optimieren Sie den Weiterverkaufsprozess.**
- **Liefere Sie genau das, was Ihre Kunden benötigen.**



New Experience

5 Carts



Theresa Perez

- Home
- Products
- Categories
- Integrations
- Settings
- Users
- Orders
- Reports

Build once. Sell often.

Design customized solutions by industry, use case, and customer type.

Easily create a grouping of products

Search...

How it works

Create products so customers can see them in your storefront or add to a quote.

Add product information such as name, category, and a short description.

Specify a notification email and days to provision as well as if the product is a recurring subscription.

Add products by category

Security

Communication

Integrations

Continuity

Infrastructure

Network

FAQs

How do I add a product?

Can I add multiple products at once?

Will I be able to edit products after I add them?

What kind of product integrations exist?

What kind of support do you offer after implementation?

Add product

Add products to grow your business on our platform.

Product name*

Green Spinner

Vendor*

Nerdio

Category*

Operations

Subcategory*

Business Applications

Notification email*

sam@itpros.com

Days to provision*

1

SKU ⓘ

PAX-879-abc-poi

Unit of measure*

User

Short description*

Adds value on top of the powerful capabilities in Azure Virtual Desktop, Windows 365, and Microsoft Intune.

Start date*

08/15/2024

Billing frequency*

Monthly

Client price*

\$15.00

Partner cost*

\$10.00

Partner margin

1.5%

Cancel

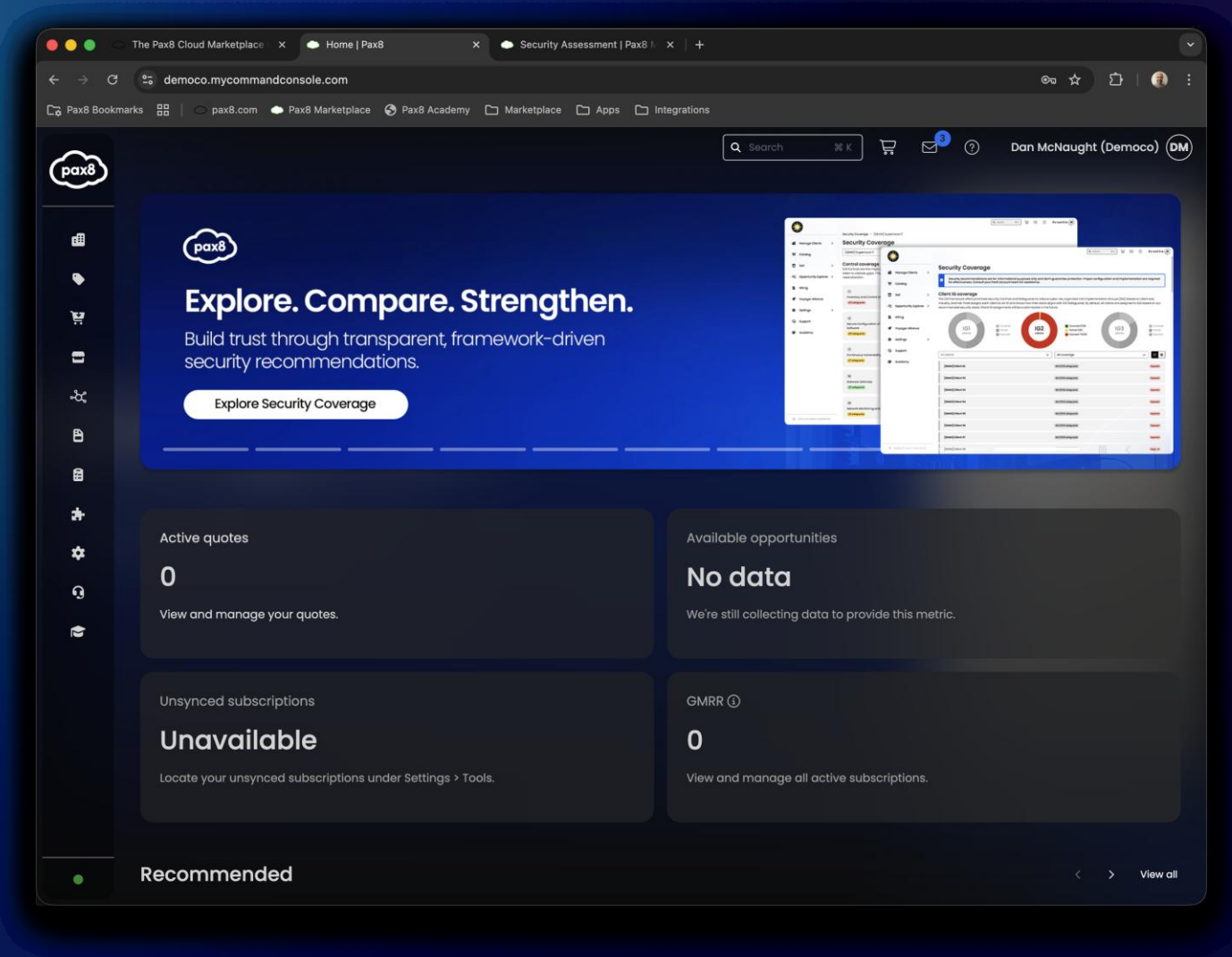
Save



Custom Products



Content reserved



Wir hören zu

support.pax8.com
Support und Feedback



The Rise of the Managed Intelligence Provider



**Scan to download
The Agentic Inflection Point**



88%

**88 % der
Unternehmen
weltweit setzen KI ein**

Quelle: McKinsey & Company, *The state of AI in 2025*, November 2025

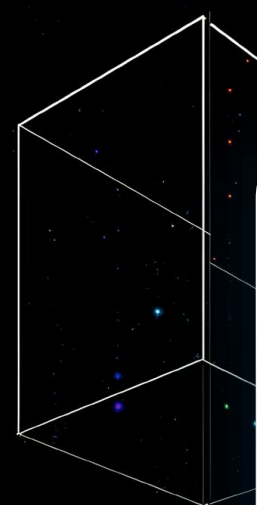


Managed Service Provider





Das
**Managed
Intelligence
Provider**
Playbook



Transformation



Entdecken



Verkaufen



Kaufen



Bauen



Umsetzen



Managen



Marketplace Chat



History

- Vendor: Microsoft
- Product: Azure (Microsoft)
- Integrations
- Ordering

Have any questions about this video?

- Priority: Not explicitly stated
- Status: Open

Today

Yesterday

12:26

09:12

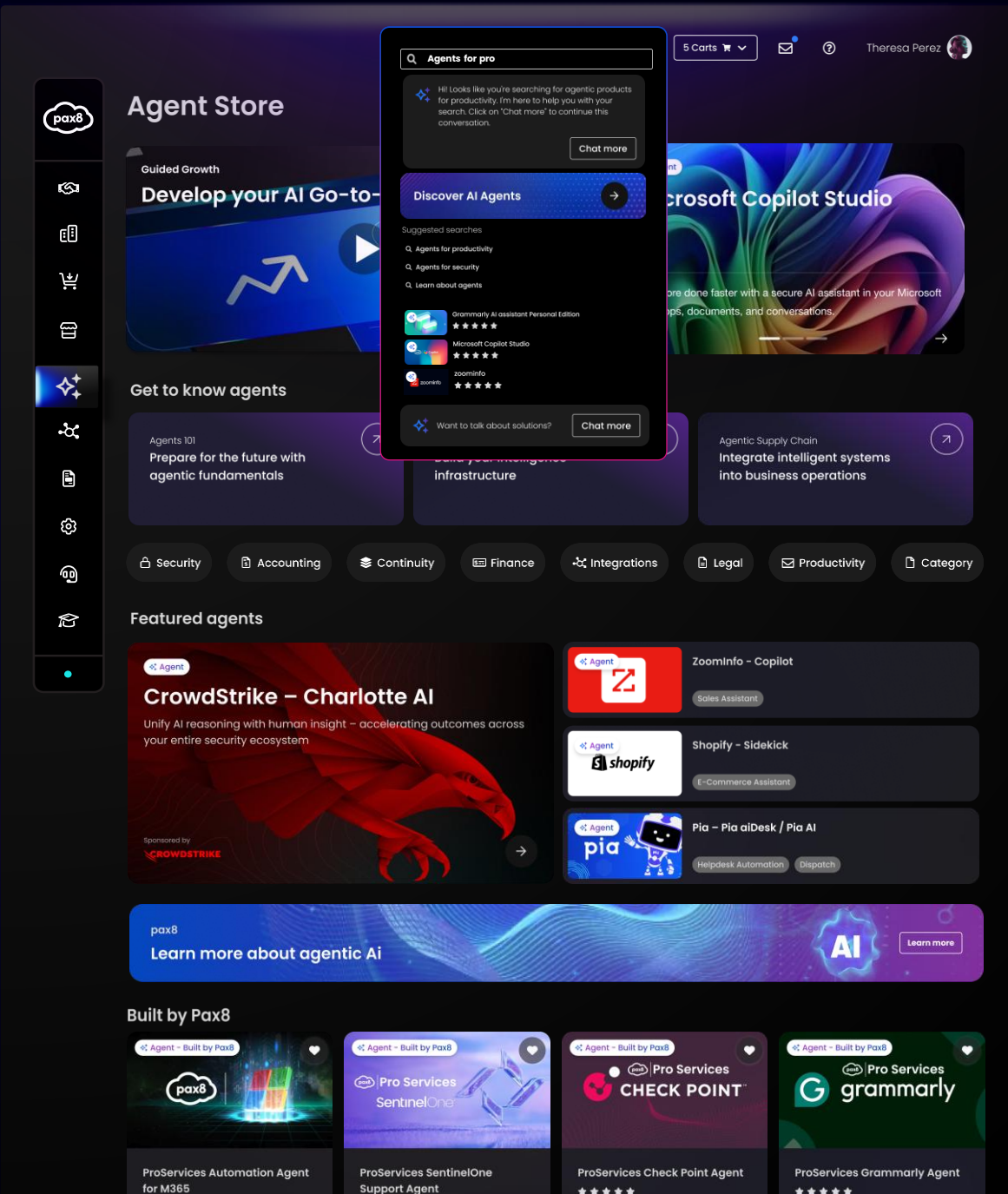
Yesterday

15:36

12:12

15:58

Send a message



Agent Store

- Entdecken
- Verkaufen
- Bereitstellen
- Bündeln
- Bauen
- Managen
- Monetarisieren



served

Lösungen für das KI-Zeitalter



Acronis



EGNYTE



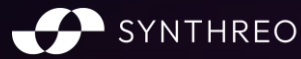
Hatz



RESCALE AI



Signals+



Ihr markenspezifisches
Portal zur

Agent Economy



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The screenshot shows a product page for Microsoft 365 Copilot. The page layout includes a top navigation bar with a search bar, a cart icon showing 5 items, and a user profile for Theresa Perez. A left sidebar contains navigation icons, with the 'Agent Economy' icon highlighted. The main content area features the product title 'Microsoft 365 Copilot', its SKU, a 5-star rating, and a video player showing the Microsoft logo. Below the video is a purple callout box stating that MSPs using Copilot see a 14% increase in MRR. The product description and specifications are listed below. A 'Configure Product' panel on the right shows pricing details: Price at €29.51 per seat, Cost at €27.17 per seat, and a Margin of €2.34/8% per seat. It also includes options for quantity (1), billing term (Monthly), and commitment term (1 Year). A 'Common questions' section is located at the bottom right. At the bottom of the page, there are three recommended products: Nerdio Manager for MSP, Zensai - Learn 365, and FoxIT - PDF Editor, each with its own logo, rating, and pricing information.

Catalog > Security > Microsoft 365 Copilot

Microsoft 365 Copilot

SKU: PAX-fds-ffa-sdfa

★★★★★

2:14 / 6:32

MSPs like you who are selling Microsoft Copilot are seeing on average, a 14% increase in their MRR.

Description Specs Support Q & A Reviews

Introducing Microsoft 365 Copilot, your intelligent assistant designed to enhance productivity. It seamlessly integrates with your favorite apps, helping you draft documents, analyze data, and brainstorm ideas effortlessly. With Copilot, you can focus on what matters most while it takes care of the tedious tasks, making your workflow smoother and more efficient.

Category: IT operations
Sub-category: Network
Billing unit: Network device (Firewall, Managed Switches, Routers, and Physical Controllers)
Trial: Yes
Support: Vendor supported
Pax8 availability: Global
Integrations: ConnectWise (Automate, Manage, and Command)

This Agent is best paired with

When this product is sold together, MSPs have found that it increases their client retention.

- nerdio**
Nerdio Manager for MSP
★★★★★
SaaS Management
MSP Management
Price: Usage based
- ZENSAI**
Zensai - Learn 365
★★★★★
LMS AI Adoption
Price: Starting at €4.00/month
- foxit**
FoxIT - PDF Editor
★★★★★
PDF Editing E-Signature
Price: Starting at €10.66/month

Configure Product

Cart: [Demo] Supernova IT

Price: €29.51 per seat
Cost: €27.17 per seat
Margin: €2.34/8% per seat

Eligible for free trial
See Pricing panel for more details.

Quantity: 1 | Billing term: Monthly
Commitment term: 1-Year

Add to cart

Common questions

- How can agents help my clients be more successful?
- What kind of revenue can I expect? | What is the agent ROI?
- Is it worth adding Agents to my tech stack?
- Which agent is the best to sell? | What are agents?

Vielen Dank.

The background features a dark blue, almost black, space filled with glowing blue elements. In the lower half, there are several wavy, horizontal lines of varying thickness, resembling light trails or data paths. Scattered throughout the scene are numerous small, bright blue particles and dots, some of which appear to be moving or pulsing, creating a sense of dynamic energy and digital connectivity.



Migrations

Microsoft NCE-Migrationen direkt im Marketplace



**Echtzeit-Status
Aktualisierungen**



**Anleitung zur Behebung
von Problemen oder
abgelaufenen Anfragen**



**Massenmigrationsanfragen
für mehrere Kunden**



**Automatisches Anlegen von
Kunden und Abonnements in
Pax8 nach Abschluss der
Übertragung**

