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• AI

MIP Resource Center

Sell AI outcomes, bill for training, set guardrails.

At an XChange NexGen 2026 panel covered by CRN, MSP leaders said AI revenue is moving beyond resale into consulting, business transformation and billable training. This guide covers what they said and four moves to consider for your practice.



Source: CRN, XChange NexGen 2026 panel coverage. Independent reading; not affiliated with or endorsed by CRN.

Resale is not the business

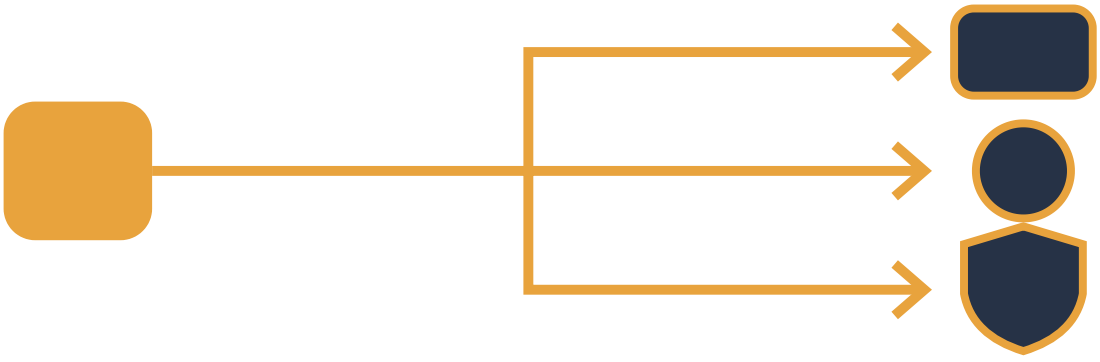
At XChange NexGen 2026 in Orlando, Danny Perry of ITCubed said MSP AI revenue is shifting away from resale and toward consulting and business transformation.

> **His question for MSPs: “how are you transforming how this business works, how it performs, how it increases its revenues, how it reduces its expenses, how it mitigates risk utilizing AI?”**

Take an outcome-based approach: identify a client's specific problems and see whether AI can help.

Adopt AI internally, so your team can discuss it from its own use.

Project work can create monthly recurring revenue and ongoing agent maintenance.



Source: CRN, MSP Execs See AI Revenue Opportunities Grow Beyond Resale Into Consulting, Services (XChange NexGen 2026)

Training is billable, and MSPs are the guardrail

Brian Ruschman of C-Forward said MSPs need to treat education as part of the project. **“We need to get paid for it.”**

When C-Forward introduces new cybersecurity tools, it conducts billable training every quarter for certain clients. For AI, recorded sessions, live sessions and lunch-and-learn events can all be revenue opportunities.

Perry said MSPs will create the governance for the AI operating layer: protocols, permissions, auditing and operational memory, with humans in the loop. **“We are the guardrail in so many ways.”**



Source: CRN, MSP Execs See AI Revenue Opportunities Grow Beyond Resale Into Consulting, Services (XChange NexGen 2026)

Shadow AI and the tier-one role

Moderator Jason Myers (OpenText Cybersecurity): “Your customers aren’t starting at zero.” “They’re already testing tools and uploading documents.”

Nathan Ostrowski (Petra Security) urged caution about how much data AI chatbots demand and how far they reach.

Ruschman argued for “a happy balance” between shutting every AI tool down and allowing every tool.



Tier-one technicians will still be needed. They will need to understand AI systems, the outcomes agreed with clients and how to prompt and guide AI. They will also double-check work automated through AI agents.

Source: CRN, MSP Execs See AI Revenue Opportunities Grow Beyond Resale Into Consulting, Services (XChange NexGen 2026)

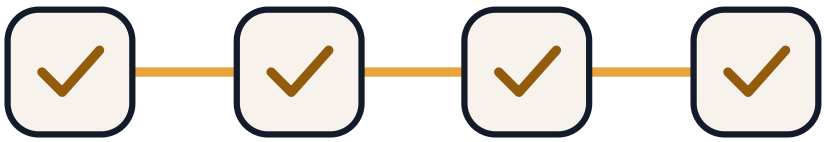
Four moves for MSP owners (Consultiply's reading)

- Start from a client problem, and use AI in your own operations first.
- Scope AI training as project work, not a free part of the sale.
- Write the guardrails down for each client: connections, permissions, auditing, memory and human approval.
- Start with the AI already in use, and aim for balance over bans.

Takeaway: The panel's view is that MSP AI revenue sits in outcomes, training and governance, not in reselling AI products. These are panel opinions, not data.

Read the full guide: https://consultiply.ai/mip-resource-center/crn-msp-ai-revenue-beyond-resale-msp

Reach us at transform@consultiply.ai



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