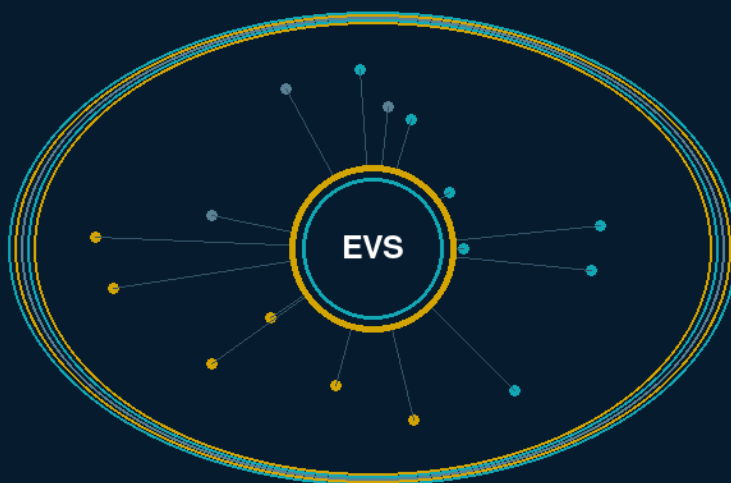




Build a Managed Digital-Accountability Service

A commercial discussion brief for MSP leaders evaluating customer value, operating fit, partner economics and controlled pilots.



PARTNER DISCUSSION EDITION V1.0 / ISSUED 23 AUGUST 2026

Prepared for controlled MSP discussions, including MSP GLOBAL 2026.

The MSP decision is commercial and operational.

The architecture matters only if it enables a valuable, repeatable service that customers will buy and an MSP can deliver responsibly.

01 / CUSTOMER VALUE

Is the decision problem important enough for customers to change behaviour and pay to address it?

02 / SERVICE REPEATABILITY

Can onboarding, policy, review and reporting become a consistent managed service rather than bespoke consultancy?

03 / OPERATING FIT

Can the capability be deployed, supported and governed without creating disproportionate technician work or customer friction?

04 / PARTNER ECONOMICS

Can the MSP earn from software participation, onboarding, recurring service and executive review at a defensible margin?

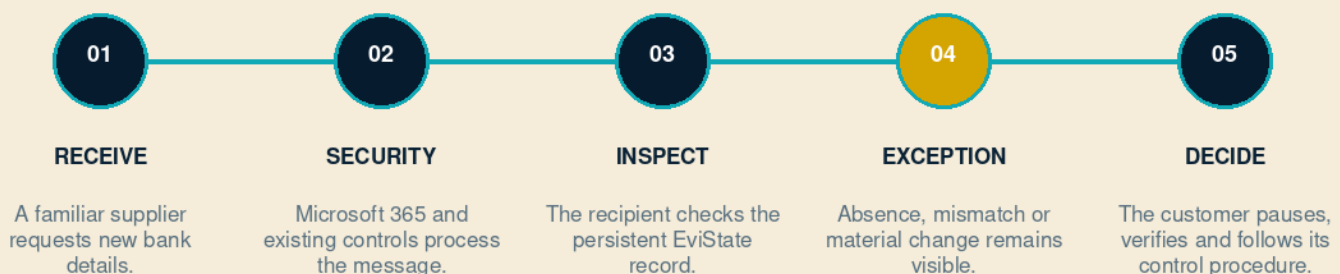
THE ASK

Challenge the proposition before either party makes a commercial commitment.

- Identify where customer value becomes vague.
- Expose deployment, support or assurance gaps.
- Test the working economics against real MSP delivery.

Important decisions still rely on communications that can be copied, changed or misrepresented.

The strongest first use cases are not generic email. They are moments where apparent authority asks somebody to act.



WITHOUT AN INSPECTABLE RECORD

The recipient may rely on familiarity, urgency, a known mailbox or a copied visual badge.

WITH EVISTATE

The recipient can inspect what was recorded, which evidence supports it, and what has changed before acting.

Control, not automation: EviState does not approve the instruction or replace callback, dual approval or due diligence.

Existing security remains essential. EviState addresses a different layer.

Preventive and detective controls reduce threats. EviState preserves evidence around the state or relationship somebody is being asked to rely on.

EXISTING SECURITY AND GOVERNANCE

Asks whether a communication, identity, device or object appears malicious, compromised, misconfigured or unsafe.

- Microsoft 365 and identity controls
- Threat detection and malware protection
- MFA, DLP and policy enforcement
- Release and approval procedures

EVISTATE ACCOUNTABILITY LAYER

Asks what persistent evidence supports the state, authority or relationship represented at a consequential moment.

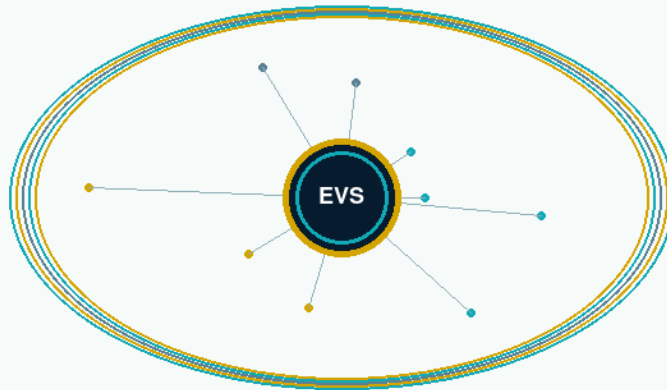
- Recorded state and provenance
- Lifecycle and material change
- Bounded relationship outcomes
- Independent inspection

BOUNDARY

EviState records, preserves and exposes evidence. It does not prove truth, guarantee authenticity, authorise action or replace established security and control procedures.

One architecture. Three working entry points.

Each product applies the same evidential discipline to a different class of digital state. Availability remains deliberately bounded.



ES RECORD

Accountable published digital state

Established and demo-backed. Commercial and platform integrations continue to develop.

ES MAIL

Accountable communication

Working product preparing for controlled commercial deployment. Primary MSP entry point.

ES STAMP

Accountable represented objects and files

Working issued evidence examples in controlled use. Not general customer issuance.

SMS continuity is a working channel capability within ES Mail - not a fourth commercial product. Operational refinement continues.

Sell the decision problem, not the architecture.

Customers invest where a mistaken or weakly evidenced decision could create material financial, legal, operational or reputational consequences.

CEO / BOARD

Operational resilience, accountability and reputation.

FINANCE / PROCUREMENT

Payments, bank-detail changes, approvals and supplier authority.

LEGAL / RISK / COMPLIANCE

Contracts, notices, mandates, due diligence and reviewable process evidence.

IT / SECURITY

An accountability layer that complements Microsoft 365 and existing controls.

HIGH-VALUE FIRST WORKFLOWS

- Payment instructions and bank-detail changes
- Contractual or operational notices
- Authority-sensitive approvals and mandates
- Important documents and externally distributed files
- Counterparty communication across email and SMS
- Published statements requiring lifecycle visibility

INSPECTION IS FREE FOR ENTITLED INSPECTORS.

The MSP builds the service. EviState enables the capability.

Durable value sits in a governed operating cadence around the products - not in licence resale alone.



EVISTATE PROVIDES

Architecture, working entry points, record model, technical onboarding and product support.

MSP PROVIDES

Customer selection, service design, deployment coordination, governance, reporting, review and support wrapper.

A controlled pilot is possible now. A push-button global MSP channel product is not.

The point of a design-partner pilot is to measure and standardise the work that still sits between a working product and repeatable MSP scale.

WORKING NOW

- ES Mail record and recipient inspection flows
- Controlled Outlook desktop/web pilot path
- Working email-to-SMS continuity journey
- ES Record public demonstrations
- Issued ES Stamp evidence examples

CONTROLLED PILOT REQUIREMENTS

- Organisation and sender evidence
- Microsoft 365 deployment coordination
- Defined consequential workflows
- User guidance and operating procedures
- Usage, friction and support reporting

BEFORE BROAD SCALE

- Standard multi-tenant partner administration
- Automated billing and licensing
- Standard support and escalation model
- Independent security and assurance evidence
- Broader compatibility and integration estate

No Teams, Google Workspace, PSA/RMM, automated multi-tenant console or general production availability is implied unless separately demonstrated and agreed.

Make organisation-wide accountability easy. Charge more only where consequence warrants it.

These numbers are discussion hypotheses for pilot design - not a quotation, public price list or promise of partner margin.

ILLUSTRATIVE 100-USER CUSTOMER

£3 x 100 covered users = £300/month baseline platform hypothesis

Baseline use for authorised senders. Inspection remains free. No per-message purchase decision.

CONSEQUENTIAL ASSURANCE

Pooled monthly capacity hypotheses: 75 / 250 / 500 / 1,000 events at approximately £50 / £100 / £150 / £225. Progression and notification should avoid interrupted assurance.

INCLUDED ES STAMP CAPACITY

Working allowance: approximately three Stamps per covered ES Mail user per month. A 100-user customer would begin around 300 included Stamps monthly.

PARTNER VALUE STACK

Partner gross profit = agreed software participation + onboarding + recurring managed service + periodic review/advisory.

Onboarding and service fees are set by the partner. Software margin and commercial protections must be validated and agreed before scale.

Usage should create adoption opportunities without creating an open-ended liability or channel conflict.

The commercial mechanism must reward genuine activated adoption, preserve attribution and keep credits bounded.

INTRODUCTORY STAMP ROLLOVER

Unused included ES Stamp allowance rolls during the first three months. The introductory accumulated balance then expires; from month four, unused monthly allowances expire monthly.

ADOPTION CREDITS

Usage entitlements, not cash. Triggered by genuine paying or activated adoption; redeemable for additional ES Stamps or Consequential Assurance capacity; expire six months after issue.

CHANNEL PROTECTION PRINCIPLE

The originating MSP normally retains commercial attribution and the counterparty opportunity.

- Counterparty routes retain the originating customer, MSP, product/surface and source attribution.
- EviState must not use an MSP-installed base to harvest direct customers behind the partner.
- Any exceptions, lead-sharing rules or direct-sale rights require an explicit agreement.

Eight to twelve weeks. A narrow cohort. A real commercial decision.

The pilot should test decision value, operating effort, customer willingness to pay and MSP willingness to sell - not simply prove that records can be created.

01 / SCOPE

Select 3-5 varied customer organisations and one to three consequential workflows. Define what the evidence must support.

02 / ONBOARD

Configure organisations, senders, users, policies and responsibilities. Deploy to a deliberately bounded Microsoft 365 cohort.

03 / OPERATE

Create and inspect records, use agreed workflows, record exceptions and capture technician, user and recipient friction.

04 / REVIEW

Assess outcomes, support burden, assurance gaps, economics and a controlled continue/change/stop decision.

Suggested cohort mix: 20-user, 50-user and 100-250-user organisations, including at least one high-consequence or document-heavy workflow.

Everyone must know what they own - and what would constitute success.

Ambiguous responsibility produces bad evidence about the product and worse evidence about the commercial model.

EVISTATE

Product, architecture, technical onboarding, evidence support, defect resolution and pilot review.

MSP

Customer selection, deployment coordination, service wrapper, training, governance, support and reporting.

CUSTOMER

Executive sponsor, Microsoft 365 access, workflow owners, users, operating procedure and feedback.

SUCCESS MEASURES

- Deployment effort, activation and support demand
- Use in the agreed high-value workflows
- Recipient understanding and inspection behaviour
- Customer willingness to continue and pay
- MSP willingness to sell and support
- A defensible route to repeatable margin and scale

THE DECISION DATE IS PART OF THE PILOT - NOT AN AFTERTHOUGHT.

Useful criticism is more valuable than polite interest.

The partner discussion should expose commercial and operational weakness before customer commitments make correction expensive.

01

CAN WE SELL IT?

Is the customer problem urgent, funded and explainable in under a minute?

02

CAN WE DEPLOY IT?

Are permissions, onboarding steps and technical dependencies clear enough to estimate effort?

03

CAN WE SUPPORT IT?

Will ordinary exceptions create ticket noise, ambiguity or an unacceptable escalation burden?

04

CAN WE GOVERN IT?

Can policy, review, reporting, withdrawal and lifecycle responsibilities be operated consistently?

05

CAN WE MAKE MONEY?

Do software participation and partner-priced services justify sales, onboarding and support effort?

06

CAN WE SCALE IT?

What must be automated, standardised or independently assured before multi-tenant rollout?

If the product needs exaggerated claims, hidden delivery effort or invented margin to become attractive, the proposition is not ready.

The next step is not a contract.

It is a candid test of whether EviState can enable a valuable, repeatable and commercially meaningful managed service.

DISCUSSION SEQUENCE

- Test the problem, buyer and first workflow.
- Model delivery effort, partner services and commercial shape.
- Select a controlled cohort and agree success measures.
- Set a decision date: continue, change or stop.



Explore the product family

evistate.co.uk/products



Open demonstrations and access

evistate.co.uk/demos



Discuss a design partnership

evistate.co.uk/partners

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OBSERVE. RECORD. CONTINUE.