







How a SaaS company integrated Vendasta AI in 9 months to launch a \$4.5M upsell engine

-  A leading SaaS platform serving managed service providers (MSPs).
-  Powers billing, project management, ticketing, and operations for thousands of MSPs.
-  A Vendasta partner since 2024.

-  Ship a white-label CRM and core marketing stack to MSPs by the customer-committed deadline.
-  Meet enterprise security, compliance, and contract standards: SOC 2, recent pen-testing, and full data/privacy documentation.
-  Deploy at scale: hundreds of MSP accounts immediately, thousands within two years.



SaaS Company

Turning a build-vs-buy crunch into a \$4.5M upsell engine with Vendasta



2,000
MSP accounts
deployed

Reached the original two-year scaling target ahead of schedule, with the foundation to keep growing.



2x
Forecasted run rate

Hit roughly \$130K/month through Vendasta versus the \$70K originally projected for this point in the partnership.



75%
Gross margin

On a ~\$1.5M annual run rate through Vendasta — supporting \$4.5M+ in MSP upsell revenue.

Best-selling
products



Conversations AI



Reputation AI



Social AI



Campaigns Pro

SaaS Company

One platform, shipped on deadline, built to scale — with Vendasta

“Our partners are really excited to have everything in one place. Before Vendasta, they used all different types of platforms, but they would have to hop from one to another to accomplish their marketing. This has really created a seamless marketing strategy for our partners.”

— MSP Enablement Platforms Manager
Anonymous SaaS Platform · Vendasta ISV Partner

SaaS Company