



AI Risk to Adoption ProgramSM

(R2A PROGRAM)

Turn AI Risk Into Your Next Strategic Growth Opportunity.

AI is already being used across your clients' businesses—without visibility, structure, or guardrails. That creates risk. It also creates opportunity.

The AI Risk to Adoption ProgramSM (R2A Program) equips you to step into that gap with a structured, repeatable way to lead AI conversations, guide adoption, and grow your business.

What the R2A Program Enables for Your MSP

Turn AI Demand into a Strategic Growth Opportunity

- Lead high-value, strategic conversations
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- Uncover hidden AI usage and associated risks
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- Position your MSP as the trusted advisor for AI adoption

Result: New revenue streams driven by real client need—not hypothetical demand.

Deliver a Turnkey Program with Built-In Support

- Guided client webinar
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- AI Risk Assessment delivery
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- A defined 90-day roadmap framework
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- Dedicated Partner Success Manager support

Result: A consistent, high-quality client experience—without adding delivery burden.

Scale a Repeatable, Revenue-Generating Motion

- Run a repeatable motion across your client base
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- Drive adoption of the BSN Platform for ongoing value
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- Generate predictable, recurring revenue

Result: A scalable AI offering that grows with your clients.

What You Deliver to Clients

- ✓ Visibility into AI usage (including Shadow AI)
- ✓ Identification of data risks and governance gaps
- ✓ Leadership alignment on AI priorities
- ✓ A clear, actionable 90-day adoption roadmap

How It Works

MSP Path to Participate



A Complete System for AI Adoption

The R2A Program is the core engagement model within the AI Adoption SuiteSM - a complete system that enables execution and scale.

- The **R2A Program** defines the path
- The **AI Adoption Suite** enables execution and scale
- The **BSN Platform** reinforces and operationalizes adoption

What This Drives

- ✓ **Clarity That Protects**
Surface real AI risk across client organizations
- ✓ **Structure That Scales**
Deliver a repeatable, governed approach to adoption
- ✓ **Execution That Delivers**
Help clients achieve measurable results in 90 days

Powered by BSN. Guided by You.

Lead the conversation. Strengthen your client relationships. Build a scalable AI practice - without building it alone.