

AVIONTÉ CONNECT

MSP vs. VMS

Know the Difference, Win the Room

VMS



FRONT OFFICE

BACK OFFICE

MOBILE

AI & AUTOMATION

VMS

INTEGRATIONS

ANALYTICS

About This Session

Most buyers cannot tell you the difference between an MSP and a VMS, and many agencies feel unsure too. This session will clear up the confusion, show where each model fits, and help you guide the conversation to the right answer for your client.

- 1 Why This Conversation Matters
- 2 VMS vs. MSP: Myth vs. Reality
- 3 Is an MSP the Right Fit?
- 4 Competing With or Without an MSP
- 5 Q&A

Introductions

Welcome to **CONNECT!** Thank you for joining our session.



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Why this Conversation Matters

- Your client often isn't able to tell an MSP from a VMS, so the explanation falls to you.
- The model a client chooses reshapes how closely you work with them.
- Lead the conversation well and you stay next to the buyer, not behind a layer.



More than \$200 billion in US contingent workforce spend is actively managed



Roughly 75% of large enterprises run contingent spend through a VMS, an MSP, or both.



Nearly 1 in 4 contingent programs are managed in-house by the buyer.

Source: Staffing Industry Analysts

VMS vs. MSP: Myth vs. Reality

VMS is not a dirty word. A lot of what agencies believe about both models is out of date.

MYTH

✗ An MSP means you stop dealing with a VMS.

✗ An MSP is automatically less work for the client.

✗ Handing off to an MSP always lowers cost.

✗ A VMS is something to steer clients away from.

REALITY

✓ **An MSP almost always runs on a VMS. You work with one either way.**

✓ **It adds a layer of process and a new set of rules to manage.**

✓ **More management does not guarantee lower spend.**

✓ **A VMS gives the buyer direct control and keeps you close to them.**

VMS is the technology. MSP is the management.

Client Managed Program



Is an MSP the Right Fit?

An MSP can fit when

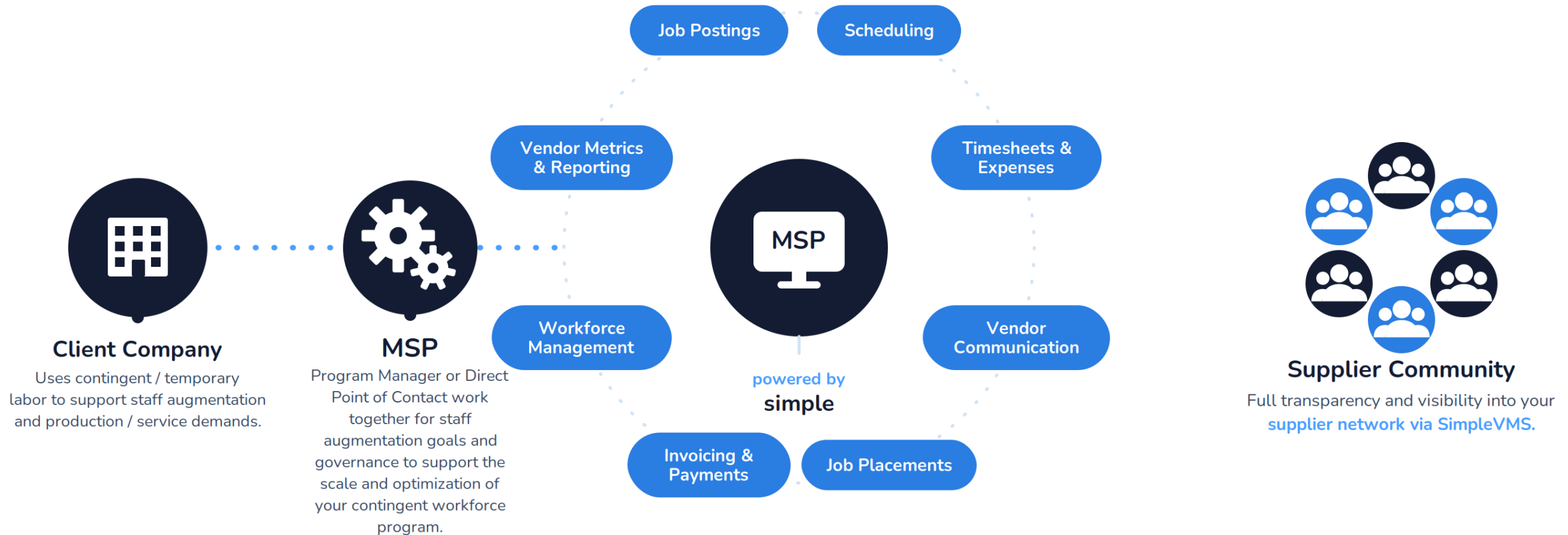
- ✓ The program is large and genuinely complex.
- ✓ Spend spans many categories, regions, or countries.
- ✓ The buyer wants to hand off day-to-day management.

A VMS fits better when

- ✓ The work is high-volume and transactional, like light industrial.
- ✓ Speed and a direct agency relationship matter.
- ✓ The buyer wants control without a middle layer.

Field Note: a large light industrial program ran on an MSP and faced struggles. A single program manager could not make an impact across dozens of high-volume sites. MSP spend stays concentrated at the very top of the market.

Managed Service Program (MSP)



When a Client Says “MSP”

A client floats an MSP. Here's how to stay in the conversation, not behind a layer.

THEY SAY:

"We're thinking about bringing in an MSP to manage our staffing."

YOU SAY:

Smart to look at it. An MSP almost always runs on a VMS underneath, so the real question is how hands-on you want to be. I can show you both.

THEY SAY:

"Won't an MSP take this off our plate and save us money?"

YOU SAY:

It can take tasks off your plate, but it adds a layer of process to manage, and more management doesn't guarantee lower spend. A VMS often gets there faster.

THEY SAY:

"Isn't a VMS just another system that slows us down?"

YOU SAY:

That's the old reputation. A modern VMS puts you in direct control of reqs, time, and invoicing, and keeps your agency relationship intact.

Whatever they raise, put a self-managed VMS on the table too. That's how you stay next to the buyer.

The Case for a Self-Managed VMS

- More buyers want to run their own program. A VMS gives them that freedom.
- A self-managed VMS keeps the relationship directly between the buyer and your agency.
- No middle layer deciding who sees the order or sets the tiers.
- A healthy managed VMS program can make an MSP unnecessary.

45%

of contingent programs hold a direct contract with their VMS, giving buyers the freedom to manage in-house or change providers without disruption.

Source: Staffing Industry Analysts

Your entire contingent workforce in one place



Job Postings

Post & manage all open requisitions



Candidate Review

Review & approve vendor submissions



Interview/Hire

Candidate scheduling & visibility



New Employee Integration

Onboarding & compliance tracking



Timesheets & Expenses

Integrated time tracking, all vendors



Consolidated Invoicing

Invoices, configured on your terms, all suppliers



Accounts Payable

Streamlined AP with locked rate cards



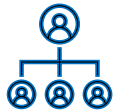
Reporting & Dashboards

Real-time visual workforce data



Vendor Metrics

Metrics, scores, and performance data



Vendor Accountability

All vendors in one place

Can Your Agency Compete?

Honest questions to sit with before you ever raise an MSP with a client.



Should you raise the idea of an MSP at all? It can change your relationship with the client.



Are you staffed and ready to deliver everything an MSP is expected to provide?



If you have never run an MSP, how will you compete against one that has?

Clients want options. If you put an MSP on the table, put a self-managed VMS there too.

DEFENSE



Together we will identify companies where the agency has less than a 40% market share or fill rate and/or they feel “At Risk: with the competition for other reasons.

OFFENSE



We conduct a zip code analysis to determine prospects within their operating footprint and overlay that with prospects Simple is pursuing. It's a powerful exercise that'll result in targeting these companies together.

Lead the conversation, give honest options, and all three win.

✓ Your Client

✓ Your Agency

✓ Your Talent

It Pays to Partner with Simple



Your Agency: *Discounted VMS Fee + Commission*

SimpleVMS pays you a commission based on total program spend.



MSP: *Discounted VMS Fee + Program Split*

SimpleVMS splits the fees paid by other vendors in the program.



Program Support: *No-Cost*

SimpleVMS provides training, support, implementation, customizations, timekeeping, reporting, and more, at no cost to you or your clients.

Questions & Answers

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