

5 SMB MARKET TRENDS MSPs MUST CAPITALIZE ON IN 2021

2020 has been a very eventful year for IT professionals all over the world. From supporting unprecedented shifts in business models and huge increases in the number of remote employees, to addressing new cybersecurity threats, IT teams have faced many challenges.

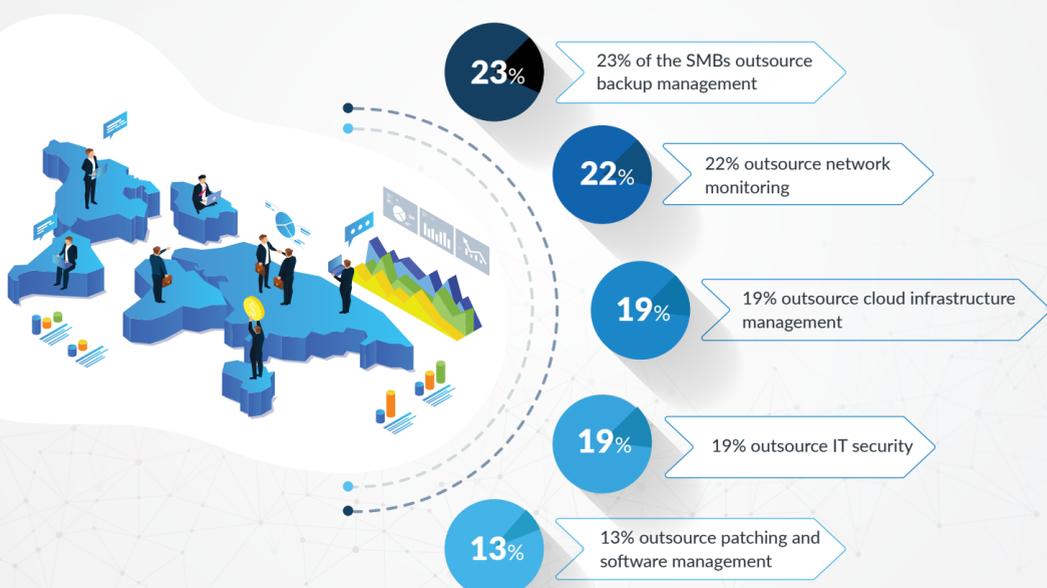
For managed service providers (MSPs), this presents a host of new opportunities as small and midsize businesses (SMBs) turn to them for help meeting all these IT challenges.

The 2020 Kaseya State of IT Operations Survey revealed some surprising results pertaining to SMBs' priorities and challenges. A total of 878 IT leaders and IT Practitioners from a variety of industries throughout the world took part in our annual survey about numerous aspects of IT management.

Let's take a look at how these trends translate to unique opportunities for MSPs.

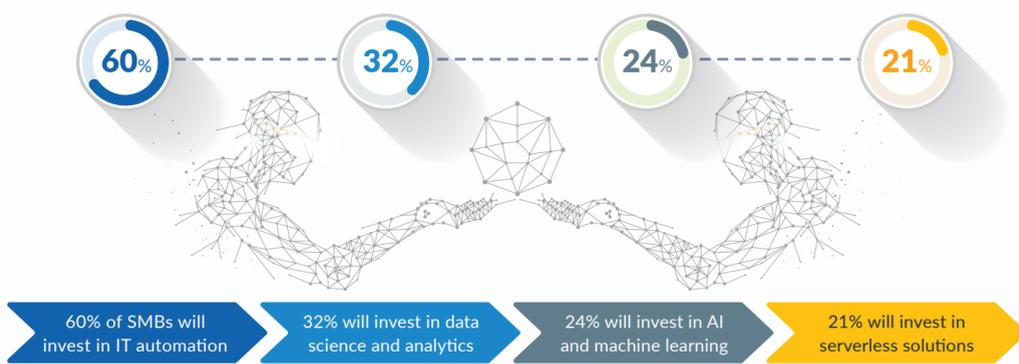
1 BACKUP MANAGEMENT AND NETWORK MONITORING OUTSOURCED TO MSPs

Nearly half of the SMBs surveyed outsource some IT functions to MSPs. This is an opportunity for MSPs to expand their services to accommodate these needs.



2 SMBs ARE EMBRACING AUTOMATION AND MSPs SHOULD TAKE NOTE

When asked about the technologies SMBs would be investing in for 2021, automation took precedence over other technologies. IT automation is all about efficiency and doing more with less. Many smaller SMBs can achieve this goal by working with an MSP.



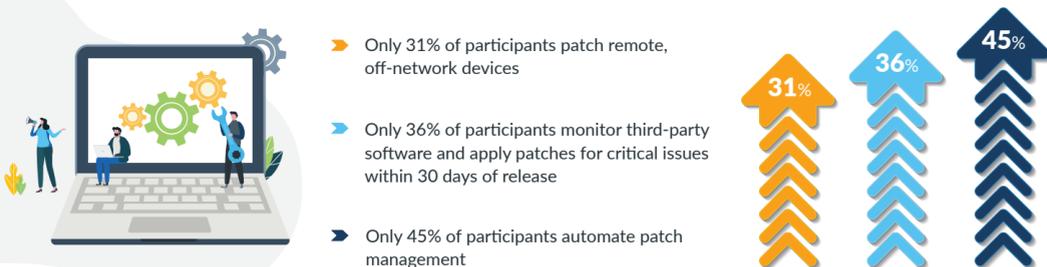
3 CYBERSECURITY PRESENTS A BIG CHALLENGE FOR SMBs AND A BIG OPPORTUNITY FOR MSPs

Cybersecurity has been one of the biggest challenges for SMBs over the past few years. With long-term remote work kicking in, organizations now have to worry about unpatched remote systems and providing secure network connections.



4 LOOK FOR PATCH MANAGEMENT SERVICES OPPORTUNITIES

The 2020 Kaseya IT Operations Survey revealed that most SMBs (77%) patch their servers and workstations regularly. However, the majority of them are not able to patch remote and off-network devices, which is the need of the hour. While only 13% of respondents offload patching to MSPs, there's a big opportunity to provide better patch management for SMBs.



5 SaaS BACKUP – A GROWING OPPORTUNITY FOR MSPs

Not surprisingly, the majority of SMBs do not seem to be backing up their SaaS applications since they operate under the misconception that SaaS providers back up their data.

MSPs can capitalize on this sizable market opportunity, educate their clients on the need to back up SaaS data, and provide relevant services and solutions.

72% of SMBs believe that SaaS applications need to be backed up

60% of SMBs believe that SaaS providers like Microsoft, Google or Salesforce are responsible for their data protection

76% of SMBs leverage a third-party backup service or tool for Microsoft Office 365, but only 21% do this for Google G Suite and 15% for Salesforce



To learn about the technical challenges SMBs face, download the full **Strategic Priorities for Today's IT Leaders - 2020 IT Operations Survey Results Report** and learn about the strategic priorities of IT leaders. You can also download the IT Practitioners Edition, **Technical Priorities for Today's IT Practitioners**.

Note: All percentages represent the percentage of respondents selecting the particular AI for the question.