

# MSP GROWTH DRIVERS AND OPPORTUNITIES FOR 2021 – GLOBAL EDITION

Despite the unprecedented events that took place in 2020, the demand for managed IT services increased worldwide as small and mid-size businesses pivoted to meet new challenges brought about by the pandemic. With the support of managed service providers (MSPs), organizations transitioned to remote work setups, accelerated cloud migrations and enhanced IT security measures.

In this infographic, we present the key findings from our 2021 MSP Benchmark Survey report. These include statistics related to key challenges, opportunities and applications important for MSP operations and more.

## TOP 3 CHALLENGES FOR MSP CLIENTS IN 2021



58% of MSPs expect remote workforce management to be a problem for their clients in 2021



57% of MSPs see managing security as a problem for their clients



Another 42% of MSPs expect business continuity and disaster recovery (BCDR) to be a challenge for their clients

## MSPs SEE HUGE OPPORTUNITIES IN THE NEW NORMAL



Owing to the huge increase in cyberattacks, over a third of MSPs (37%) believe cybersecurity will present the biggest opportunity for post-pandemic growth



20% of MSPs believe support for remote workforces will be a big driver for growth

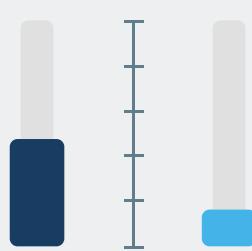


Another 19% think that cloud migration will present a growth opportunity in the coming year

## BUSINESS CHALLENGES MSPs ANTICIPATE IN 2021



43% of MSPs said that acquiring more customers is going to be the biggest challenge for them

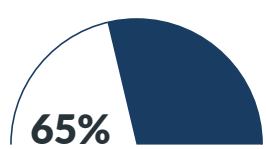


19% Dealing with sophisticated cybersecurity threats is going to be a problem for 19% of MSPs

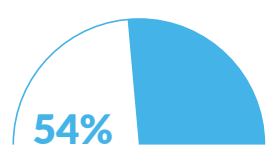


As a result of the pandemic, 15% of MSPs said that shrinking IT budgets and reduced spending are going to be growth barriers this year

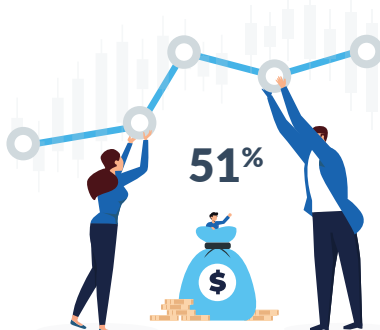
## SECURITY SERVICES SEE REVENUE INCREASE YoY



MSP revenue for security services has risen for a majority (65%) of the MSPs surveyed



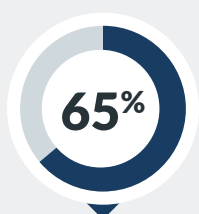
Cloud management services revenue increased for 54% of MSPs in 2020 as compared to 47% the previous year



51% of MSPs have seen a rise in revenue for infrastructure monitoring and management that includes server support

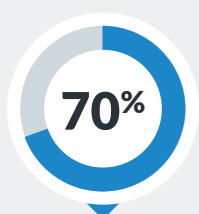
## RMM - THE MOST IMPORTANT APPLICATION FOR MSPs

RMM



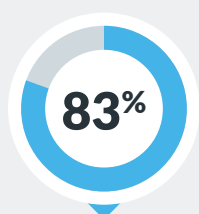
Remote Monitoring and Management (RMM) is the most important application for the majority of the MSPs (65%)

Integration



70% of MSPs consider the integration of core applications, such as RMM, Professional Services Automation (PSA) and IT documentation, to be very important for their IT operations

Profits



83% of MSPs worldwide said that the integration of their RMM and PSA can help their organizations drive better bottom-line profits

For more detailed statistics, download the full

[2021 Global MSP Benchmark Survey Results Report.](#)

Kaseya conducted its annual MSP Benchmark Survey in December 2020 using structured questionnaires. A report is created based on the responses received from MSP owners and technicians. This year, around 1,000 owners and technicians of MSP firms of all sizes, spread over 50 countries, responded to the survey. Eighty percent of them belonged to the Americas region, which includes the United States, Canada and Puerto Rico.

Sixteen percent of the respondents are from the Europe, Middle East and Africa (EMEA) region while the remaining four percent are from the Asia Pacific (APAC) region.