

Top 5 Highlights of the 2022 Kaseya MSP Benchmark Survey

MSPs are ramping up cybersecurity and compliance services and integrating their core business applications to become more competitive and profitable in the post-pandemic business climate.

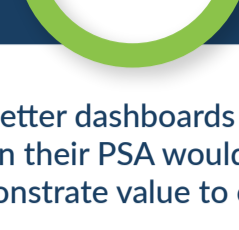


TOOLS OF THE TRADE

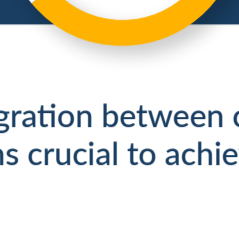
MSPs believe they are more profitable when they integrate key business tools such as PSA, RMM and IT documentation solutions. This reduces costs, increases efficiency and improves customer service. Among our respondents:



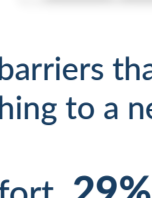
believe integration drives bottom-line growth.



agree that better dashboards and reporting features in their PSA would help them demonstrate value to clients.



find integration between core MSP applications crucial to achieve success.



Two major barriers that prevent MSPs from switching to a new PSA system:

Migration effort **29%** Price **25%**

The three most loved features of a PSA system:



Ticketing



Integration



Billing

RMM remains important



of MSPs state it is vital to their success.

GROWTH OPPORTUNITIES CONTINUE IN CYBERSECURITY

MSPs can expect many growth opportunities in cybersecurity services in the coming years.



of MSPs said their clients sought their advice on cybersecurity plans and best practices due to an increase in cyberattacks.

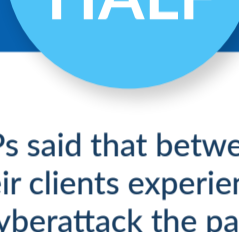


of MSPs said that half or fewer of their clients have an active incident response in place.

Solid opportunity for growth in this area!



of respondents reported an increase in cybersecurity revenue.



of the MSPs said that between 10% and 40% of their clients experienced at least one cyberattack the past year.



of MSPs evaluate the threat landscape quarterly to add new service offerings.

Top IT problems or service needs for clients in 2022:



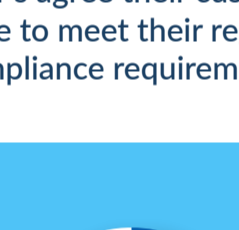
Security



Business continuity and disaster recovery

COMPLIANCE IS KING

As security regulations become tighter, compliance support can prove lucrative.



of MSPs agree their customers struggle to meet their regulatory compliance requirements.



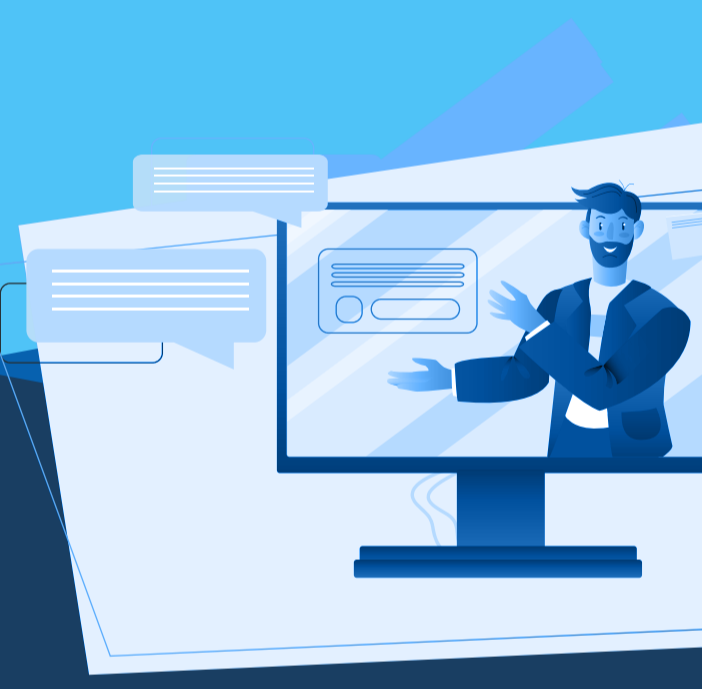
of respondents said they plan to start offering compliance services this year.



offer compliance services to their clients now because of the stricter regulatory environment.

BUSINESS OUTLOOK: WHAT LIES AHEAD

Here is a look at how the MSP industry is evolving and the opportunities and challenges it faces.



More than **36%** of respondents are looking to acquire another MSP or sell their MSP within the next 24 to 36 months.



About **30%** of MSPs said the average size of monthly managed services contract per client was above \$5,000.

About **26%** of MSP respondents charge between \$51 - \$100 per user per month for ongoing IT support.

Another **32%** charge between \$101 - \$200.

About **11%** charge between \$201 - \$300.



More MSPs recorded cloud services margins in the **11% to 30%** range.

Top 3 IT challenges identified by MSPs:



Acquiring more customers



Dealing with advanced security threats



Hiring

COVID-19: FINDING BUSINESS GROWTH AND PROFITABILITY IN ADVERSITY

MSPs made a killing upgrading the IT infrastructure of their clients as the COVID-19 pandemic knocked corporate operations into a tizzy.

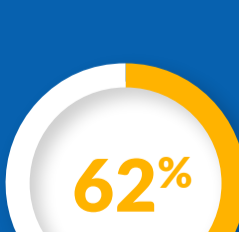
Thanks to higher demand for cloud and digital technologies,



of respondents said the pandemic increased their ability to expand services within the customer base.



of respondents reported MRR growth of greater than 10%.



of MSPs agree that demand for services led to MRR growth.

MSPs are a resilient lot.



said supply chain issues did not significantly impact their ability to sell solutions.

For more insights into the current state of the MSP market and where it's headed, download the complete

[2022 MSP Benchmark Survey Report](#)



SURVEY METHODOLOGY

Kaseya conducted its annual MSP Benchmark Survey in November 2021 using structured questionnaires. To simplify the questionnaires, pricing and revenue information was requested in U.S. dollars and respondents were asked to select from price ranges rather than to specify exact figures. To provide an indication of trends, the report includes comparable results from 2021 where applicable. Results have been broken down by region where responses differ significantly across geographic areas. All current results are included in the global statistics described as "2022." Overall, we've made every attempt to provide the data in a format that is most useful to the widest audience possible. Note that several questions include intentionally generalized data, given that the replies are highly variable (e.g., specific services offered in per-user pricing agreements, certain service contracts offered in remote regions of the world).

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