

THEN AND NOW AN IT DECADE IN REVIEW

Much has changed over the last decade. With social media taking over our lives (who knew memes would become a thing), space tour becoming a possibility, and the internet of things (IoT) finding its own place in our homes we have come a long way when it comes to technology.

The impact of information technology has been quite significant in the development of small and large businesses over the past 10 years.

The increased implementation of IT has solved major complexities of business problems, bolstering efficiency, productivity and innovation for business growth.

Let's take a look at the tremendous evolution of the various aspects of IT over the past decade and how this has transformed the way businesses function.

01 Cloud adoption

Cloud computing has had a dramatic effect on IT over the decade, allowing businesses to scale massively. It has transformed the way IT infrastructure is delivered – and who delivers it.

The development and the use of cloud computing standards were on a rise in 2010. By then, IT research firm Gartner was already claiming cloud computing to be "as influential as e-business."¹

It was also the year Microsoft entered the cloud market with the launch of Azure – a platform developed to build and manage applications over the web.

2010 – 60% of organizations around the world considered the use of cloud²

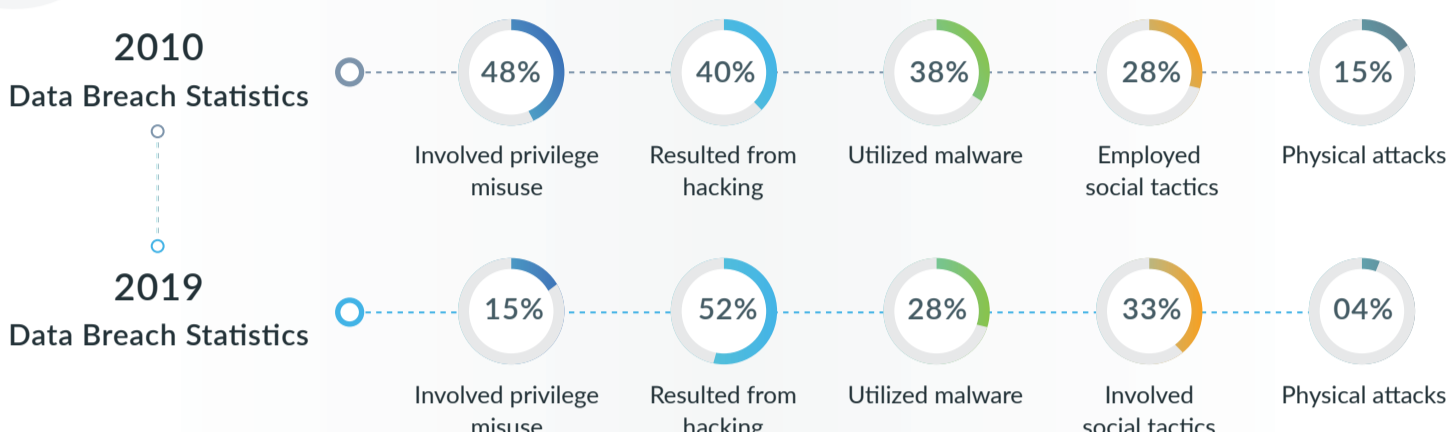
2019 – 94% of enterprises have adopted at least one type of cloud service³



02 Cyberattacks and data breaches

Cyberattacks and data breaches have become more sophisticated year by year with the evolution of technology. While physical attacks like theft and tampering of data have gone down over the years, phishing and ransomware attacks have grown, with cryptojacking and remote desktop protocol (RDP) attacks entering the league.

The following statistics signify the evolution of the threat landscape.



*Above statistics are from Verizon Data Breach Investigation Report 2010 and Verizon Data Breach Investigation Report 2019 respectively

03 Software-as-a-Service

Before Software-as-a-Service (SaaS) came into the picture, businesses typically purchased software licenses with an up-front cost (and an optional ongoing support fee). In contrast, SaaS providers charge subscription fees for applications, most commonly a monthly fee or an annual fee.

2010 – SaaS was only a \$10.7 billion industry⁴

2019 – SaaS industry is now worth \$100 billion worldwide⁵



04 IT Spending

Although digital transformation has changed IT decision making radically, involving financial chiefs in the process, IT operational spending levels in companies have seen no progress during the period. IT departments in small and midsize businesses continue to struggle with optimizing IT budgets and driving value to the business.

2010 – Companies spent on average of 3.4% of their revenue on IT⁶

2019 – Companies spend an average of 3.28% of their revenue on IT⁷

05 IT Skills in demand

Cloud computing changed the way users access IT systems. It brought in the automation of various IT processes like installation, configuration, maintenance, and administration. Data center employees had to upskill themselves to keep their jobs and then had taken up the mantle of cloud solution advisors.

Few skills that have been in-demand over the entire decade are:

- Cybersecurity skills
- Analytics and data management
- Help desk and technical support



06 Project Management

The project management landscape has changed radically over the years. Traditional project management included siloed processes that restricted the growth of individuals and the business as a whole.

2010 – The waterfall model was a popular method for the systems development life cycle (SDLC) for software engineering and IT projects. It is an approach where a project is completed in various stages and released step by step to the customers.

2019 – Agile focuses on small rapid releases involving collaboration between teams and customer feedback.

07 Managed Services

IT service providers offer break/fix services to organizations, which literally means a technician is called in when something in the technology stack breaks.



With the arrival of remote monitoring and management (RMM), VARs build their own managed IT services infrastructure and practice creating the managed service provider (MSP) segment.

MSPs add managed security to their portfolios and specialize in providing professional services for compliance and security, evolving to managed security services providers (MSSPs).



Managed detection and response (MDR) service, a new security offering, goes well beyond the scope of an MSSP. It includes 24/7 dedicated threat monitoring, detection, and response capabilities through a turnkey approach.

2010 – Only 20% of small businesses and 65% of midsize businesses used one or more managed services.⁸

2019 – Gartner predicts that 15% of midsize businesses and bigger corporations will be using MDR services by the end of 2020.⁹

08 MSP Mergers & Acquisitions

In 2019, mergers and acquisitions (M&A) became an everyday occurrence in the MSP space, indicating a new level of maturity. IT service providers have evolved to one-stop-shop vendors, scaling their businesses and increasing their evaluation with the acquisition of other MSPs.

According to the 2019 Global MSP Benchmark Report by IT Glue, 55% of MSPs are considering acquiring or merging with another MSP.¹⁰

IT is no longer just a peripheral component of a business. Today, it drives operations at every level of an organization. As Charles Darwin famously said "It is not the strongest of the species that survives, but the most adaptable."

Organizations must adapt to the IT evolution to grow and survive in the coming decade.



See how you can thrive with Kaseya. [Request a demo today.](#)

Sources

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