

What is National MSP Day?

National MSP Day is a day of **RECOGNITION!**

" MSPs have gone unrecognised for too long. "

CRN's Dave the Dealer

One for the Calendar

MSP Day - Wednesday 23rd May 2018

What is MSP day all about?

- Supporting and encouraging managed service providers
- Applauding the difference they make to UK businesses

A day when Vendors, Distributors and MSPs get the unusual opportunity to:

- Collaborate
- Share best-practices and key industry insight
- Celebrate all things MSP



Read all about it! Get the Report!

MSP Day also marks the publishing of **'The Evolving Landscape of the MSP Business'** report, an appraisal of both the buy-side and sell-side of the MSP market.

TWO SIDES:



The MSP



The Customer



[DOWNLOAD THE REPORT!](#)

The Opportunity

Here is a glance at some of the key results:



MSPs said:

42%

Managed services had increased revenues of 42% over the last 12 months

88%

Out of those surveyed, 88% already offer some form of managed services

49%

Managed services offered the most opportunity to increase revenue by 49% in the next 12 months



The following technologies/products were the top revenue generators:

68%

Endpoint Security

66%

On-Premises Server

63%

Network Monitoring and Management (mission critical)

66%

On-Premises Storage

...and the following was also cited:

88%

File synchronization was the most pushed product to customers

45%

Customers' perceptions of managed services are much better than expected

41%

Felt customer misconception was the biggest barrier to offering managed services

20%

Think that customers lack in-house IT resources and skills

Independent industry analyst, **Clive Longbottom** says...

"the findings celebrate the difference that managed services is making to UK businesses on a daily basis."

Customers said:

- Two thirds commented that **more than 90%** of IT infrastructure will be via managed service within the next 12 months
- 1 in 10 SMEs** don't know what MSP or MSSP means
- 83%** said a lack of trust in third parties dealing with their data account for lack of uptake
- Only **11% of SMEs** buy Backup and Disaster recovery as a managed service
- 88% of SMEs** said MSP delivery had either met or exceeded expectations
- 83%** said they achieved Capex spend reduction

Download the **'The Evolving Landscape of the MSP Business'** report to see all the findings and to understand the opportunities and challenges likely to affect our sector's future.

[DOWNLOAD THE REPORT!](#)



MSP Day:

Wednesday 23rd May 2018.

A day of recognition and celebration for all things MSP.

The global managed services market is estimated to grow by **\$105.39 billion** by 2022.

Those taking part in the inaugural MSP Day are already using the event to learn more about the steps needed to develop into fully fledged MSPs, and how that could bring net benefits to their balance sheets. For others, it's a catalyst for increased marketing efforts, particularly among the SME community."

Jason Howells, Director EMEA for MSP Business, Barracuda

Vast numbers of resellers are transitioning to become more managed services led businesses and the market is expected to grow significantly over the next few years."

Simon Quicke, Editor Microscope, Editor

The cybersecurity industry is primed for managed services. Too many businesses waste money on security products and services that either don't work, aren't appropriate or are only partly effective, leaving them exposed and vulnerable to cyberattacks. Being able to show how managed services can help them to overcome this is at the heart of our offering, and that's why we're supporting MSP Day."

Rick Gray, Effective Cyber Security (MSP Partner)



We all need to work together and be part of MSP day... so all you MSPs, Distributors and Vendors out there - it really is something to celebrate, register your support and **download the toolkit now.**

