Datto on the State of European MSPs

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The Datto European State of the MSP report points out a number of challenges managed services players currently face, with the top concerns including sales, staffing, security and customer services.

The report is the result of a survey of 400 MSPs across Europe.

The sales issue mainly concerns lead generation, since many MSPs find it difficult to get a strategy delivering decent opportunities. Following is staffing, described as a major headache across sales, marketing and engineering departments. Meanwhile, on the security front, many MSPs are aware ransomware represents an opportunity, but need more knowledge to be able to provide such support to customers.

The report also shows around 50% of MSPs are working with over 100 customers, with the majority offering 1-year contracts. The traditional break-fix together remains available with managed services, since it is offered by 78% of MSPs. As for vertical specialisations, the top 2 are manufacturing and finance, followed by legal, construction, non-profits, education and healthcare.

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