2021 IT OPERATIONS SURVEY HIGHLIGHTS—KEY TAKEAWAYS FOR MSPs

Kaseya's annual State of IT Operations Survey reveals the top priorities, challenges, areas of investment and many other aspects of IT for small to midsize businesses (SMBs). 2021 is the year of recovery and growth for many businesses. More than a third of SMBs (38%) expect to see an increase in their IT budgets this year.

For Managed Service Providers (MSPs), there are several key takeaways from this year's report, as shown in the infographic below. See where you have the greatest opportunity to grow your business in the year ahead.

FUNCTIONS OUTSOURCED TO MSPs

About **60%** of respondents in this year's survey outsource some IT function(s) to a managed service provider. This is up significantly from about half of respondents last year. Topping the list are:

1. **Backup Management**
   Nearly one fourth (21%) of respondents cited backup management as the service they outsourced to an MSP.
   21%
2. **Cloud Infrastructure Management**
   About 19% outsourced cloud infrastructure management to an MSP.
   19%
3. **IT Security**
   Around 17% of respondents outsourced IT security to an MSP.
   17%
4. **Network Monitoring**
   Another 17% signed up for an MSP's network monitoring service.
   17%

GROWTH OPPORTUNITIES FOR MSPs

The 2021 IT Ops Survey reveals some interesting statistics about the key IT priorities and challenges that SMBs are currently facing. MSPs can tap into these key requirements of businesses to grow their clientele.

1. **IT Security is the #1 Priority and Challenge for SMBs**
   IT security remains the top priority and biggest challenge for SMBs and **is the largest growth opportunity for MSPs.**

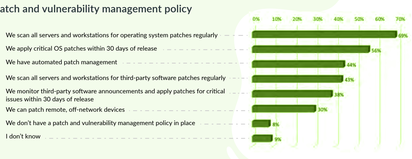
   Email security and phishing prevention is the top area of IT investment. MSPs can offer this service to their customers.

2. **Cloud migration and management represent another opportunity for MSP**

3. **IT Automation to improve productivity is another top priority for SMBs**
   MSPs can help SMBs run more efficiently by offloading some IT functions and streamlining IT processes. There are IT co-management opportunities for MSPs in larger, mid-size companies.

VULNERABILITY AND PATCH MANAGEMENT STILL NOT WHERE IT NEEDS TO BE

Patch and vulnerability management policy



Vulnerability and patch management is an aspect of IT operations where many organizations can improve both their security posture and their IT productivity through automation. This presents an opportunity for MSPs to pitch their automated software patch management solution to these SMBs.

1. 44%
   Only around 44% have automated patch management
2. 38%
   Just over one-third (38%) apply critical patches for third-party apps within 30 days of release—not doing this exposes companies to higher security risk.
3. 30%
   Less than one-third of respondents (30%) can patch remote, off-network devices.

IT PURCHASING IN SMBs

1. 4 or more people are involved in the IT purchase process for 41% of businesses
   41%
2. The IT Director is involved in the purchasing decision in more than half of organizations (56%)
   56%
3. C-level executive is the financial decision maker for almost a third of businesses

Kaseya conducted its 2021 IT Operations Survey using a structured questionnaire. The survey involved a total number of 943 valid participants. All percentages represent the percentage of respondents selecting the given option for the question.

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