



FORZADASH
The #1 way to develop your MSP Channel

2020 FORZADASH STATE OF THE MSP AND IT VENDOR COMMUNITIES

By the Numbers: The Top Eleven MSP Traits

INTRODUCTION



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What is a Managed Service Provider or MSP?¹

A technology solution provider who not only sells software and hardware to their end customers but who also uses these products to manage those customer's IT infrastructure and applications. An MSP is in a vendor's partner channel since they resell their products but they are also a vendor's customer as they use those products to support their clients.

The MSP channel has had challenges for many years. Many vendors have entered and left the channel not understanding how MSPs operate. Many MSPs get frustrated with vendors for many reasons:

- Selling directly to the MSP clients
- Bidding against MSPs on their clients
- Treating MSPs like a sales team and not a partner
- Marketing material that is too technical or too complicated for the MSP clients
- Treating the MSP like a VAR, many are offended at the comparison

To be successful in the MSP channel, the vendor must understand how MSPs operate. Our ForzaDash community now has more than 6,000 MSPs that want to partner with vendors that meet specific criteria.

¹For the purposes of this annual report, we highlighted regional Managed Services Providers since they comprise the majority of the ForzaDash MSP community. These MSPs differ from global service providers as their focus is on particular geographies where they have a meaningful presence, area knowledge, expertise, and history. Global Service Providers work on a macro/enterprise level and may not have or want the resources necessary to manage local or regional SMB customers.



OUR
MISSION



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MISSION

*Help MSPs Grow:
By providing tools and quality partners*

MSPs Grow with ForzaDash



We help MSPs grow their business by providing tools that make managing their customers' IT easier and cost effective. We do this through two free apps:

CWDash – The **ConnectWise® Manage**: Business Intelligence Platform - <https://www.cwdash.com/>

KasDash – The **Simple and Light Dashboard** for Kaseya® RMM - <https://www.kasdash.com/>

CWDash and KasDash are FREE to the MSP because they are **sponsored-based²** business intelligence applications that work out of the box with ConnectWise Manage On-Premises or In-the-Cloud and Kaseya³. These apps furnish customized and real-time dashboards that eliminate time-consuming queries. CWDash is utilized by 83% of the Managed Service Providers, 4% use KasDash, and 13% work with both. To receive access and continuous use of these tools, the service provider must annually complete our fifty-question survey on company profile, management tools they use, sales and marketing, and business operations.

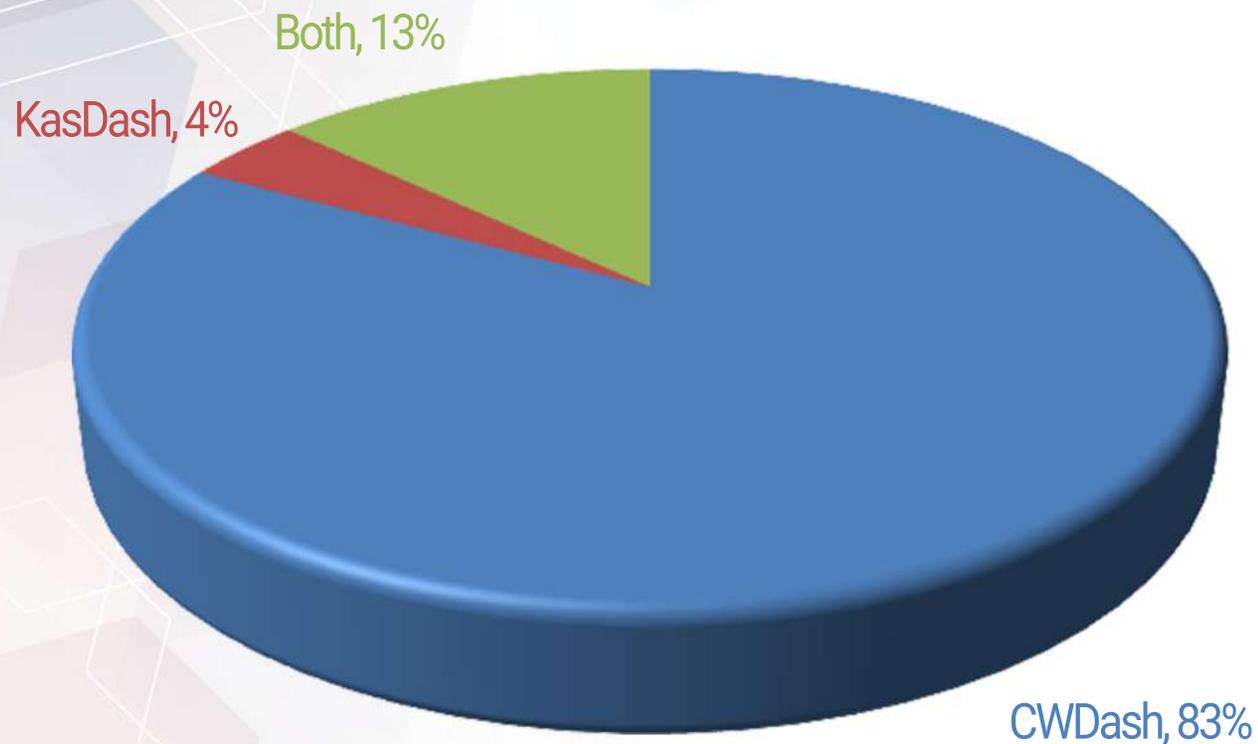
MSP members of the ForzaDash Community also benefit from the opportunity to:

- **Collaborate with peers** about solutions & vendors
- Continue to **innovate** and add **new features** to apps
- **Attend workshops** to discuss updates and roadmaps
- Receive the eNewsletter to **stay “top of mind”** with updates and tips & tricks

¹Technology vendors sponsor lead producing ads to the MSPs within CWDash and KasDash.

²ConnectWise Manage and Kaseya are business process automation and IT management platforms that allow MSPs to efficiently sell, service, and support technology through tools such as remote monitoring, help desk, and network security as well as other applications that assist them in managing their customers and running their businesses.

*Of the 6,000+ MSPs in the ForzaDash Community,
how many use CWDash, KasDash, or both?*



Get to Know the 2020 ForzaDash Community Top Eleven MSP Traits*



6,000

WW MSPs



20,000

MSP Prospects



100+

New MSPs / Mo

**For the MSP member profile portion of the report, we chose the following eleven survey questions and responses - out of fifty - that best represent the 2019 ForzaDash MSP Community.*



How much do they make?



Annual Revenue



Nearly **5,000** MSPs earned three million or less.



What is their average client engagement length in number of years?

40% HAVE MAINTAINED A
RELATIONSHIP WITH THEIR
CLIENTS FOR FOUR YEARS
OR MORE.

AVG CLIENT ENGAGEMENT

22% 
< 1 Year

19% 
1 to 2 Years

18% 
2 to 3 Years

17% 
4 to 5 Years

13% 
6 to 7 Years

10% 
+7 Years



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How many clients/businesses do they support/manage?

HOW MANY CLIENTS SUPPORTED?



**OVER 3,000 OF THE FORZADASH MSPs
MANAGE 21 OR MORE CLIENTS.**

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How many employees do they have ?

#OF EMPLOYEES



96% of MSPs employ less than 100 people but as a group they have close to 159,000 employees. And 196K work for all ForzaDash MSPs.

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What year was their organization established?

YEAR ESTABLISHED



Close to 90% of the MSPs have been in business for 10 years or more. 61% opened their doors between 2000 and 2010 with almost 1900 in 2009 alone.

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Where are their businesses located?

GEOGRAPHY



Three fourths of the MSPs operate out of North America.

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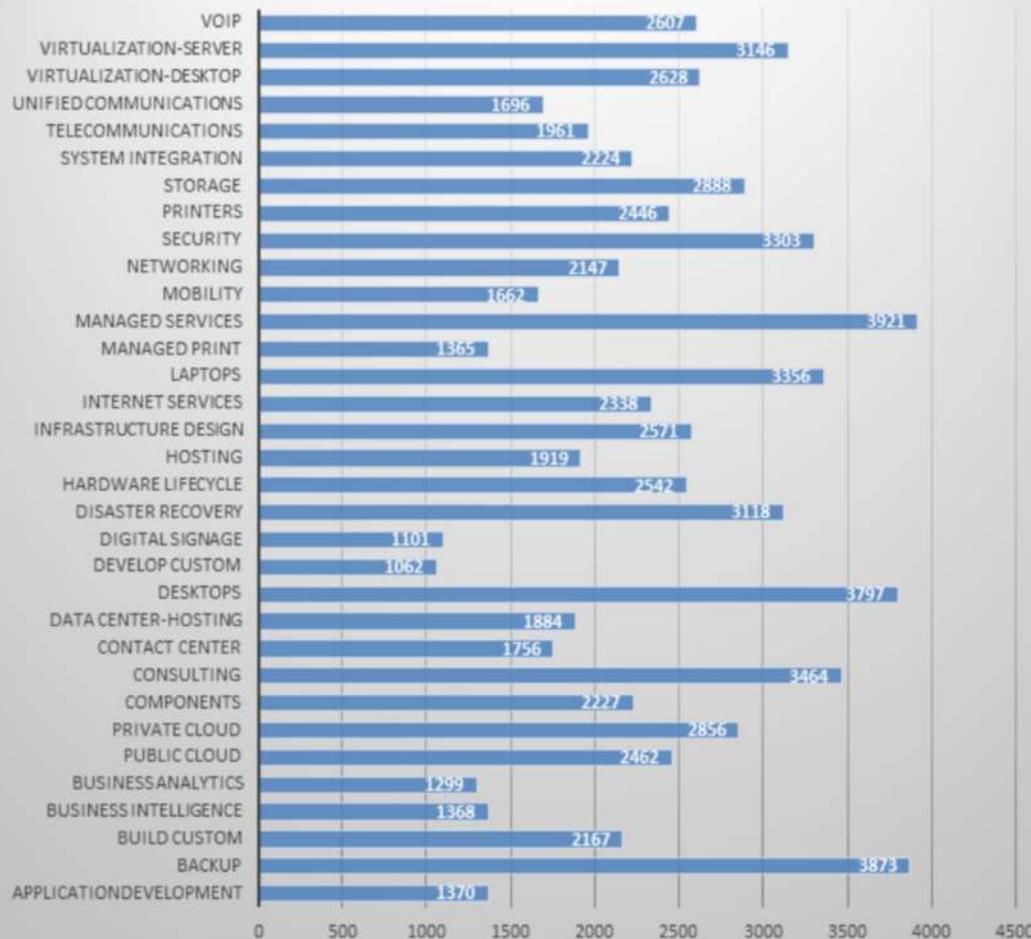
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What technologies do they offer their clients?

Technology Offering



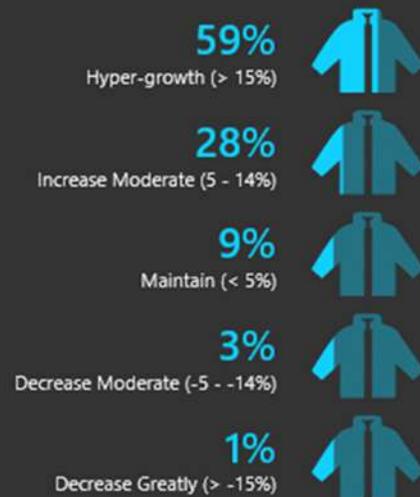
More than half of the MSPs offer backup, consulting, desktop & laptop support, disaster recovery, managed services, and security.

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What is their anticipated growth rate in 2020?

Anticipated Growth in 2020



* Percentage growth rate in ()



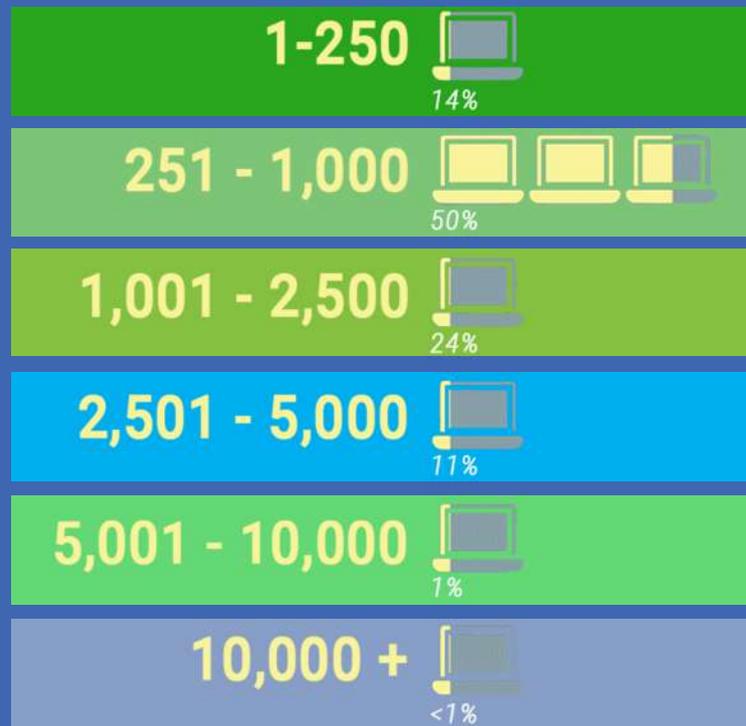
87% (>5200) of the MSPs will experience moderate or better growth.

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How many End Points do they manage?

END PONTS MANAGED



Half (3,000) of the ForzaDash MSPs manage between 750k and three million end points.

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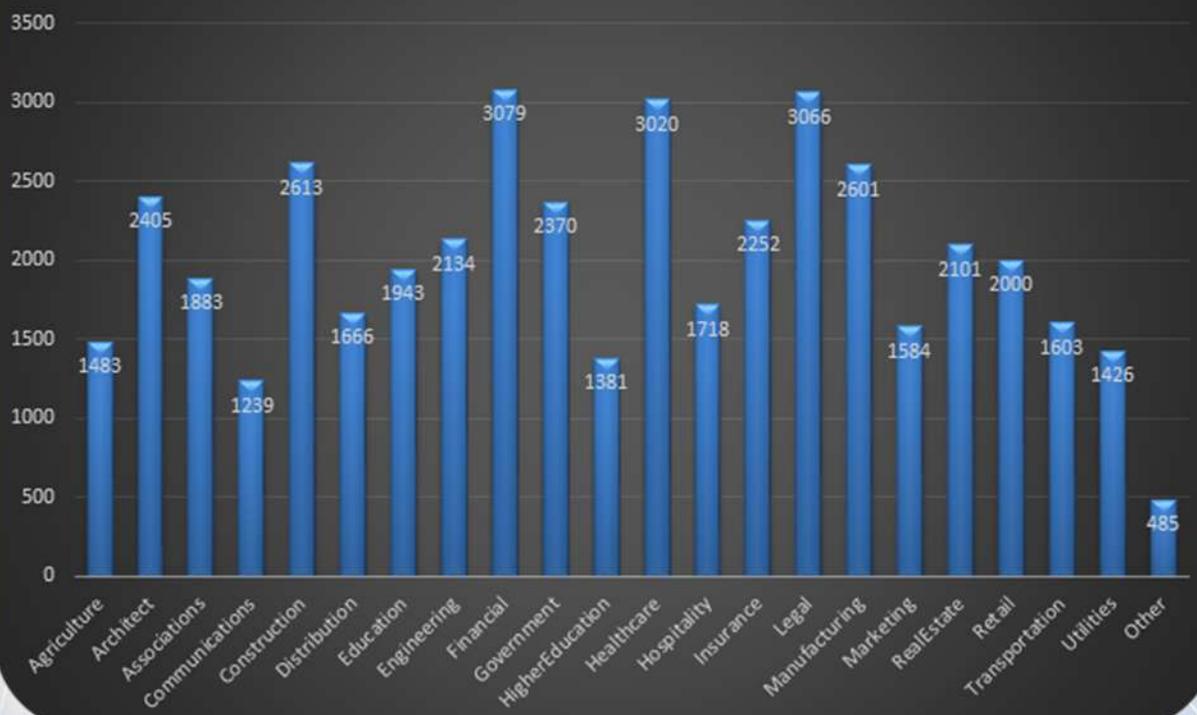
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What vertical markets do they serve?

MSP by Vertical



According to Datto's 2019 State of the MSP Report, 56% of global MSPs specialize in a specific vertical(s). Of this group, the most popular are healthcare, finance, and legal. The same holds true for half of the ForzaDash MSPs.

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What percent of their total revenue is derived selling into the following markets?

MARKETS SOLD TO

49% ★
Small Market (0-99 seats)

27% ★
Low Mid Market (100-499)

14% ★
High Mid Market (500-999)

10% ★
Large Market (>1000)



90% of the MSPs' revenue comes from Small Medium Businesses (SMB).

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Sponsors Help MSPs Grow with ForzaDash

We help MSPs grow their business by providing access to quality potential partners through vendor sponsored ads displayed in CWDash and KasDash.



*ForzaDash In-App Streamers.
"We Own the Desktop"*

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Vendors Build Their Sales Channel and Revenue with ForzaDash

ForzaDash is Marketing as a Service for the vendor to the MSP Channel Community.

<https://www.forzadash.com/#howitworks>



ForzaDash
6,000+ MSP
Community



50+ Point
Survey



20,000+
MSP Prospects



ForzaDash In-App Streamers.
"We Own the Desktop"



Email Campaigns



The most effective and
unique way to develop a
successful MSP channel

Vendors use highly curated data from our MSP survey to develop and segment lead producing campaigns.
MSPs are surveyed annually to keep their information accurate and up-to-date.

Don't under value the opportunities the MSP offers. Vendors are successful when they help their channel partners be successful.



2020 Vendor Sponsors → By the Numbers

Partner Sponsors

35+



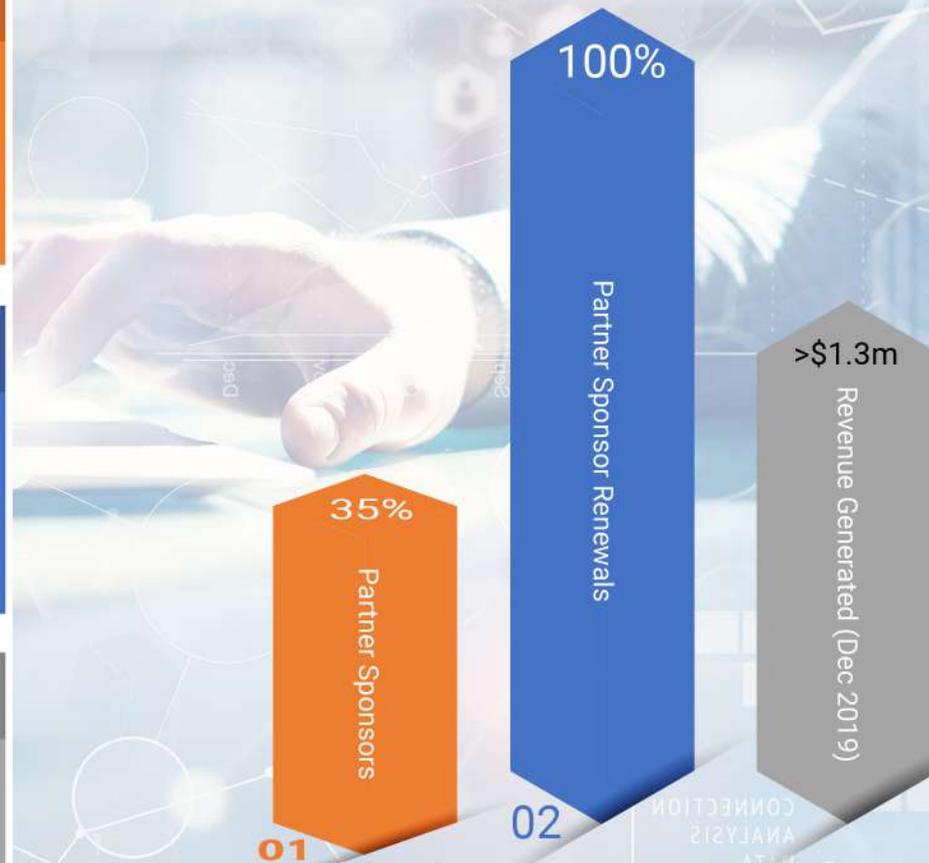
Partner Sponsor Renewals

100%



Revenue Generated (Dec 2019)

>\$1.3m





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ForzaDash MSP Community Key Takeaways

- The majority of the MSPs and their customers are SMBs.
- Over half manage 21 or more clients.
- 96% employ less than 100 people but as a group they have a close to 159,000 employees. And 196K work for all ForzaDash MSPs.
- More than half offer backup, consulting, desktop & laptop support, disaster recovery, managed services, and security.
- 87% (>5200) will experience moderate or better growth in the coming year.
- Half (3,000) manage between 750k and three million end points.
- The most popular verticals for half are healthcare, finance, and legal.
- The Community is a good one-stop partner source for vendors planning to build a sales channel.
- Vendors can use ForzaDash to recruit MSP partners.
- Vendor Sponsors have generated \$1.3 million in revenue the last month of 2019.

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