

Managed Services Topics

February 2014

About this Research

The main purpose of this survey is to identify the topics of most interest to managed service providers (MSPs). This information will help guide the efforts of the CompTIA Managed Services Community in 2014, aiming to build value for the industry. Additionally, the "hottest" topics identified will be discussed further at the Annual Member Meeting (AMM) in April.


The survey was administered online during the period February 12, 2014 – February 21, 2014 and was sent to 357 current and former members of the CompTIA Managed Services Community in the US and Canada. A total of **44** members completed the survey for a response rate of 12%.


CompTIA is responsible for all content contained in this series. Any questions regarding the study should be directed to CompTIA Market Research staff at research@comptia.org.


CompTIA is a member of the Marketing Research Association (MRA) and adheres to the MRA's Code of Marketing Research Standards.


Note of caution: These survey results should be viewed as more directional rather than conclusive due to the small respondent base sizes for many of the questions.


Key Points

 The top two general areas of most importance to firms providing managed services are Executive Management and Operational Management.

 The type of Executive Management information that MSPs would find most valuable are Critical revenue points, P&L, and Acquisition planning & Income expectations tie for third.

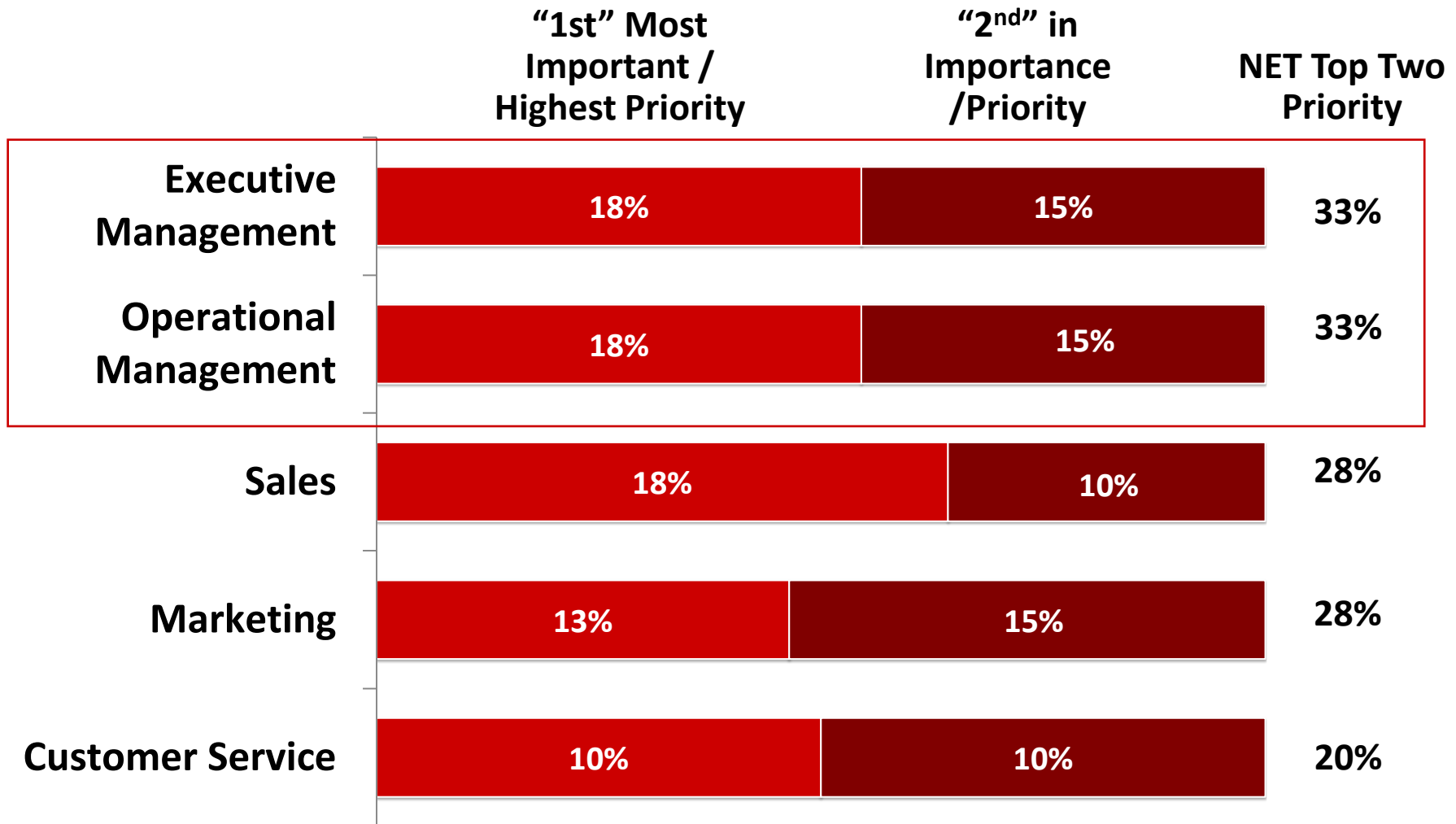
 The type of Operational Management information that MSP indicate would be most valuable are RMM, Service agreement, and Pricing models.*

 Healthcare, Financial, and Education are the top three verticals of interest to MSPs (whether it be for new market entry information or best practices).

 The majority of respondents (82%) have participated in the CompTIA Managed Services Community for one year or longer.

*Meanwhile, there may be useful information in the *CompTIA Trends in Managed Services Operations* study.

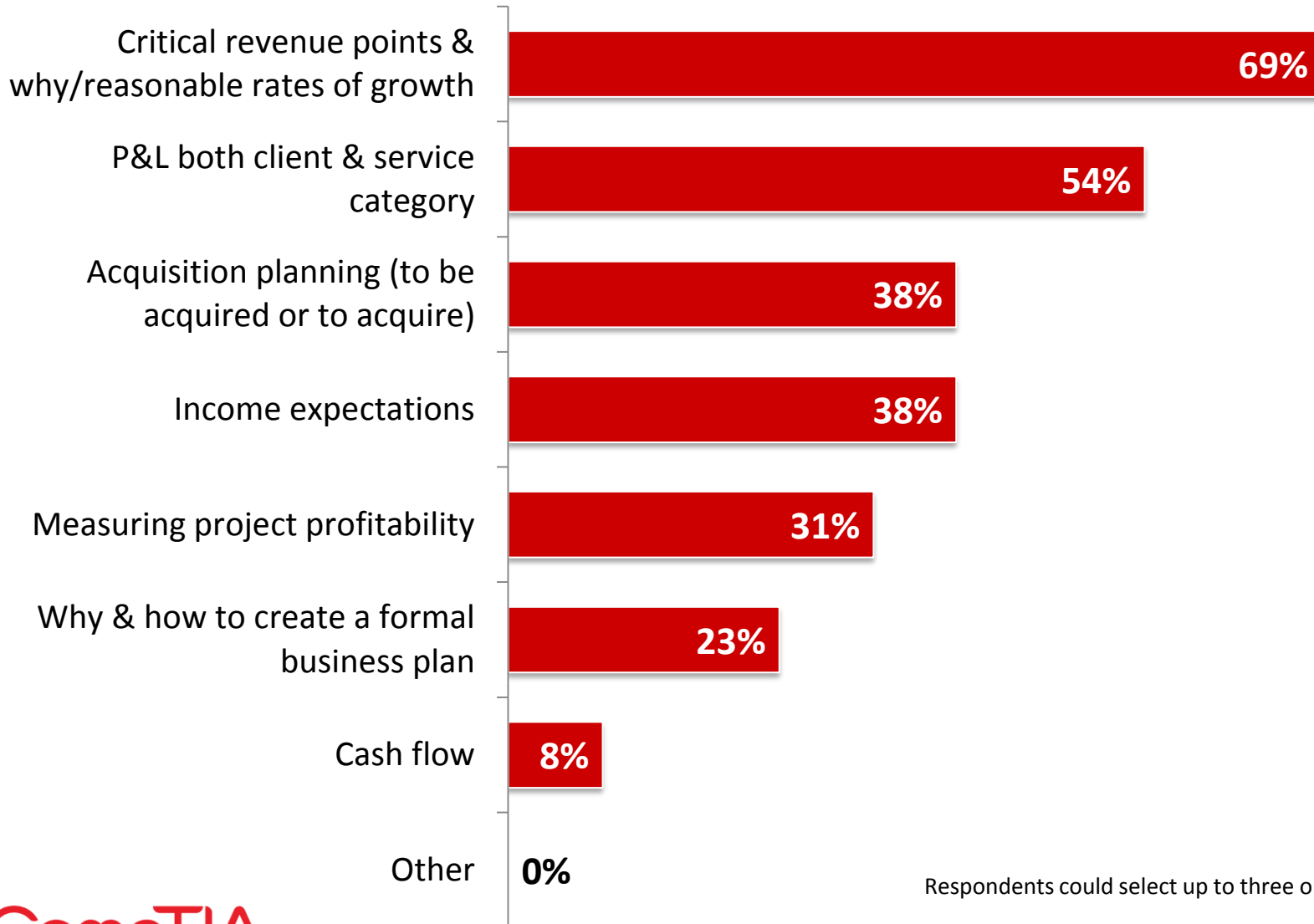
Top General Managed Services Topics of Importance



General Managed Services Topics Rankings

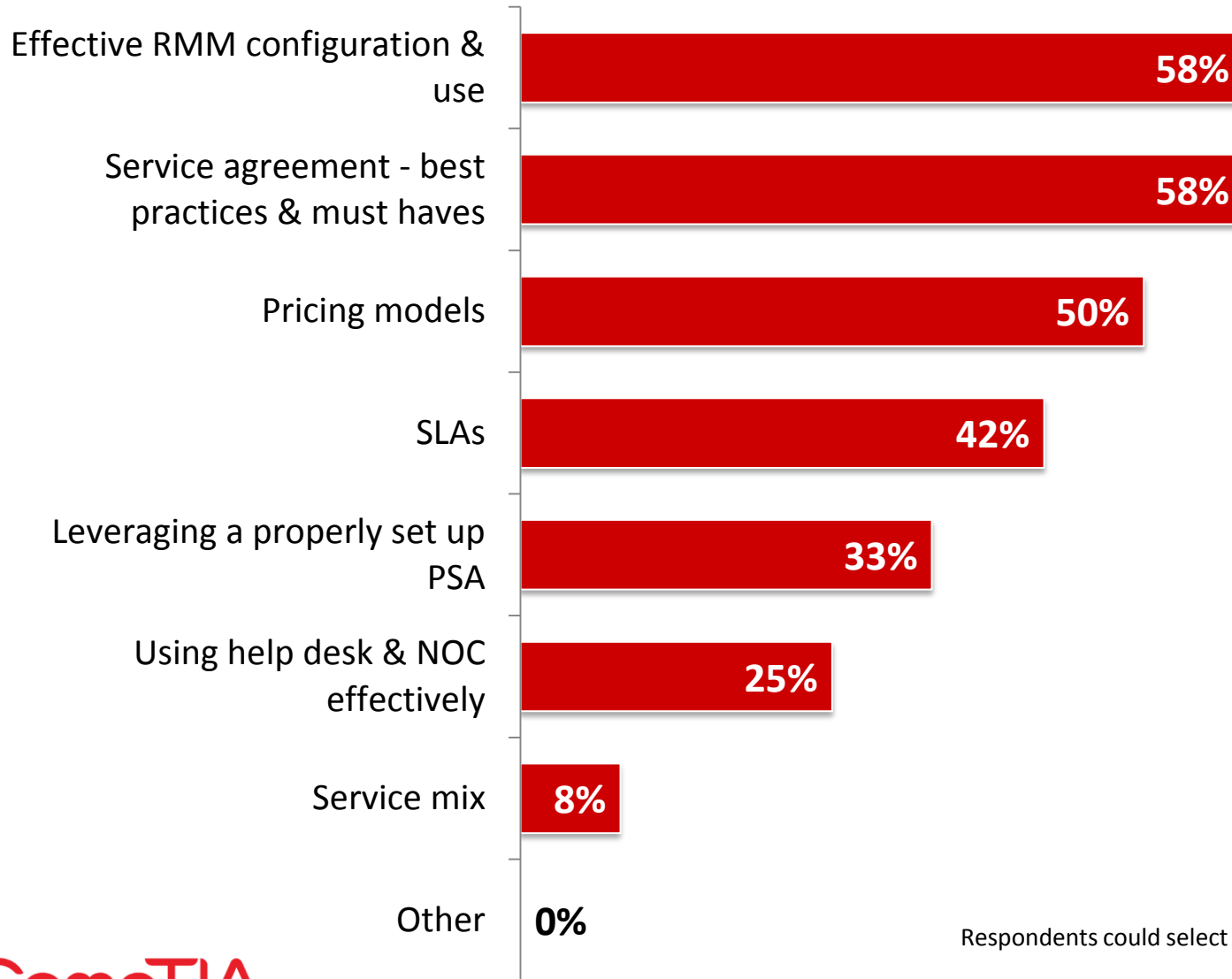
General Managed Services Topic to Rank in Order of Importance / Priority – Results for 1 st , 2 nd & 3 rd Rankings	“1 st ” Most Important / Highest Priority	2 nd in Importance / Priority	NET Top Two in Importance / Priority	3 rd in Importance / Priority	NET Top Three in Importance / Priority
Executive Management (i.e. formal business plan, cash flow, P&L both client & service category, acquisition planning, etc.)	18%	15%	33%	15%	49%
Operational Management (i.e. using help desk & NOC effectively, effective RMM configuration & use, leveraging a properly set up PSA, etc.)	18%	15%	33%	13%	46%
Sales (i.e. growing in existing customers, effective sales appointments, pricing on value, etc.)	18%	10%	28%	18%	46%
Marketing (i.e. direct sales vs. telesales, local marketing, best practices on websites, etc.)	13%	15%	28%	5%	33%
Customer Service (i.e. new client onboarding, building a culture of customer service, how to spot customers at risk, etc.)	10%	10%	21%	18%	38%
Technical Operations (i.e. service desk metrics, supporting client BYOD/Mobility, technical staffing/scheduling, etc.)	5%	13%	18%	18%	36%
Human Resources (i.e. hiring and firing, employee policies, PTO, bonuses, etc.)	5%	8%	13%	0%	13%
Vertical Market - best practices (to learn about BPs for a market)	8%	3%	10%	5%	15%
Vendor Management (i.e. best practices to create a win/win partnership, co-marketing, training, etc.)	3%	5%	8%	8%	15%
Vertical Market - information (to help decide if you should enter a new market)	3%	5%	8%	0%	8%

Types of Executive Management Information of Value



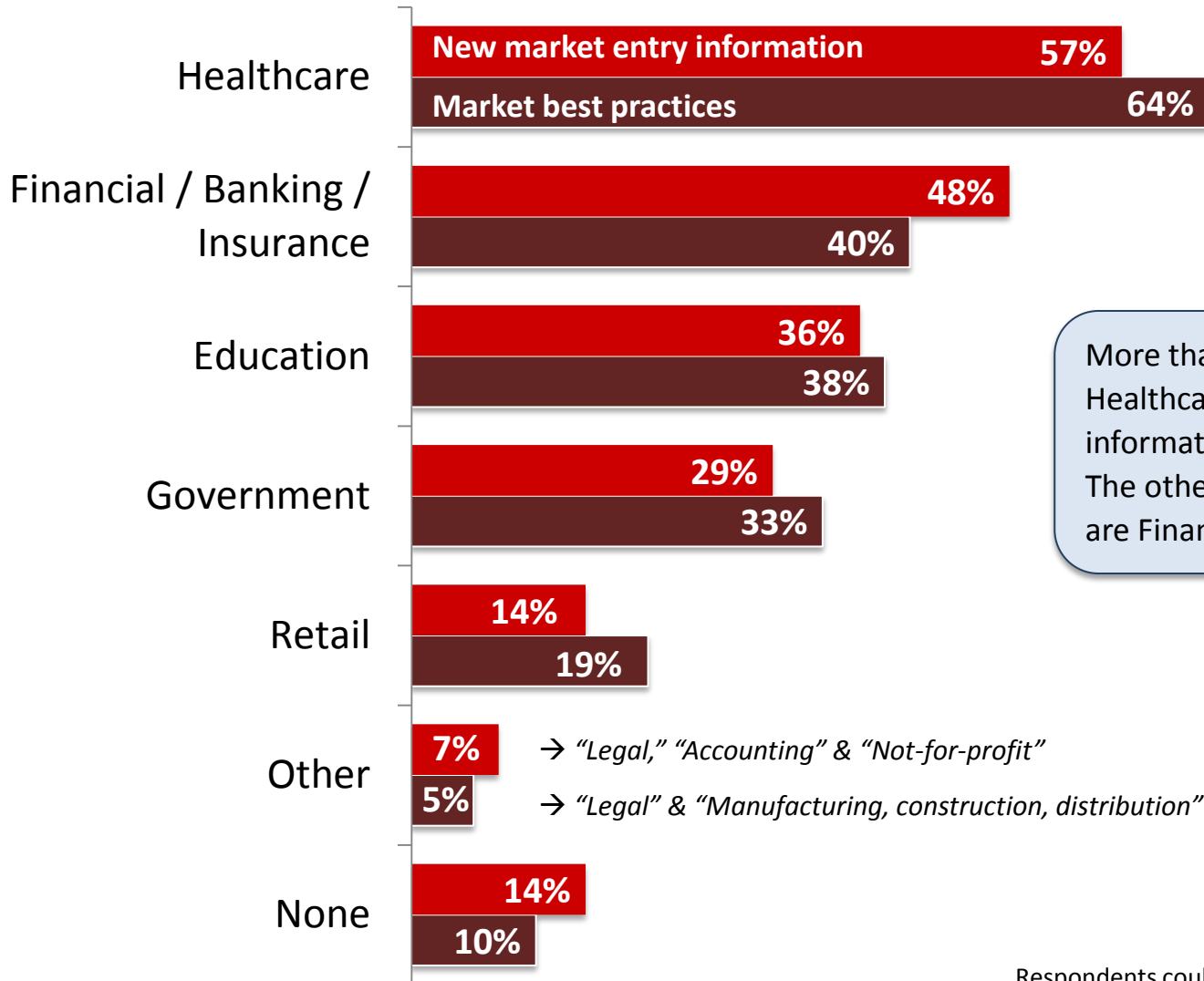
Respondents could select up to three options.

Types of Operational Management Information of Value



Respondents could select up to three options.

Vertical Market Information of Interest



More than half are interested in Healthcare market information/BPs. The other top verticals of interest are Finance and Education.

Respondents could select up to three options.

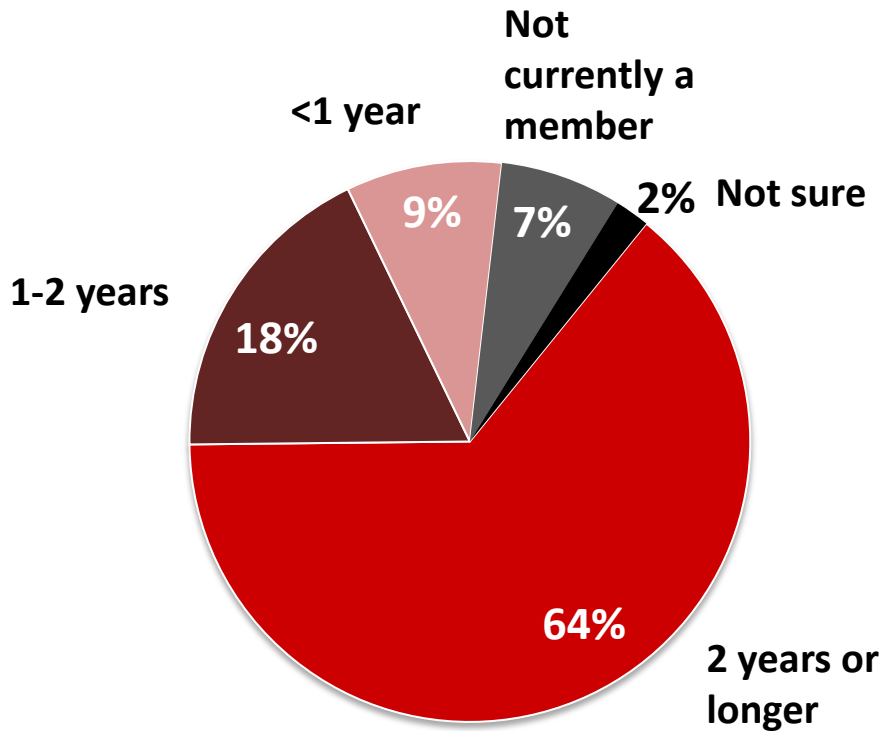
Additional Comments / Suggestions

Other Specific Topics Suggested

- *“Under human resources I would like to see discussion around communicating leadership and developing leaders internally.”*
- *“Hybrid cloud concepts, esp. for german market.”*
- *“Best practices for maximizing MSP Profitability. Best practices for hiring new technicians.”*
- *“Overcoming challenges when transitioning from IT Technical Support (Break/fix) to Managed Services.”*
- *“Is MPS important toy MS strategy, or not?”*

About the Survey Respondents

Length of Membership in CompTIA Managed Services Community



Organization's **Primary** Type of Business

Primary Business Type	
Managed IT services provider (MSP)	45%
Reseller/VAR	12%
Vendor (OEM, software platforms)	12%
Business consultant	10%
Software / ISV	7%
IT Solution Provider	5%
Managed print services provider (MPS)	5%
IT services, support or repair provider	5%

Appendix

General Managed Services Topics Rankings

General Managed Services Topic to Rank in Order of Importance / Priority – Detailed Results	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th
Sales (i.e. growing in existing customers, effective sales appointments, pricing on value, etc.)	18%	10%	18%	13%	5%	10%	8%	13%	3%	3%
Marketing (i.e. direct sales vs. telesales, local marketing, best practices on websites, etc.)	13%	15%	5%	8%	21%	13%	8%	8%	8%	3%
Human Resources (i.e. hiring and firing, employee policies, PTO, bonuses, etc.)	5%	8%	0%	5%	18%	3%	21%	10%	13%	18%
Operational Management (i.e. using help desk & NOC effectively, effective RMM configuration & use, leveraging a properly set up PSA, etc.)	18%	15%	13%	10%	13%	10%	8%	8%	5%	0%
Customer Service (i.e. new client onboarding, building a culture of customer service, how to spot customers at risk, etc.)	10%	10%	18%	21%	0%	10%	8%	13%	8%	3%
Vendor Management (i.e. best practices to create a win/win partnership, co-marketing, training, etc.)	3%	5%	8%	3%	3%	21%	10%	10%	18%	21%
Technical Operations (i.e. service desk metrics, supporting client BYOD/Mobility, technical staffing/scheduling, etc.)	5%	13%	18%	15%	8%	13%	5%	10%	5%	8%
Executive Management (i.e. formal business plan, cash flow, P&L both client & service category, acquisition planning, etc.)	18%	15%	15%	10%	13%	3%	10%	8%	3%	5%
Vertical Market - information (to help decide if you should enter a new market)	3%	5%	0%	10%	5%	8%	18%	8%	21%	23%
Vertical Market - best practices (to learn about BPs for a market)	8%	3%	5%	5%	15%	10%	5%	13%	18%	18%

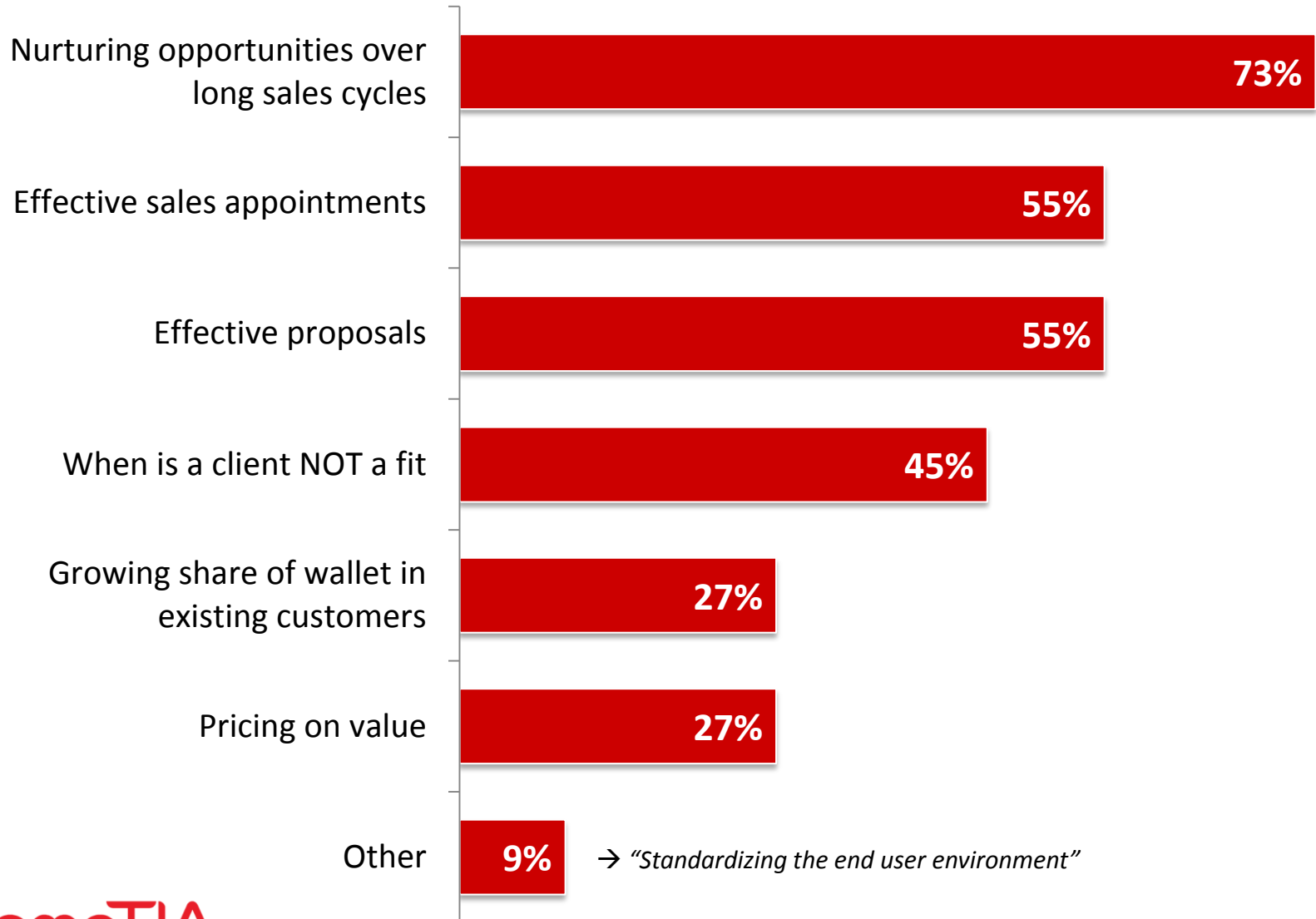


Respondents ranked ten topics in order of importance from 1 (Most Important/Highest Priority) to 10 (Last in Importance/Lowest Priority).

These topics are not displayed in any particular order.

Advancing the Global IT Industry
Base: 39 MSPs

Types of Sales Information of Value



Types of Marketing Information of Value



See the Toplines file for specific topics of value for the remaining four general topics (very small base sizes): <https://comptia.box.com/s/fpcgxxsvovj8fjmnh5>