



one page summary



speaker

Joe Panettieri

title

Top 10 MSP trends for 2022

Who's the speaker?

Joe Panettieri needs no introduction to the MSP industry. Joe is a blogger, investor, and leader, and runs Channele2E and MSSP Alert, sharing invaluable insights to help MSPs with cybersecurity, and constantly push their business forward.

The core idea

The core takeaway from this keynote session is a list of trends to capitalize on, and obstacles for MSPs to avoid in 2022.

The breakdown

Now, let's take a look at some of the trends and obstacles you're likely to face in 2022:

- MSP mergers and acquisitions are set to rapidly increase in 2022, right along with MSP valuations. Take note of customer churn, valuation, exit numbers, and accounting if you're considering them.
- MSP profitability: high performance MSPs unlock high profit margins, closing almost 20% in profits each year.
- AI is here! Working behind the scenes, features like intelligent alerting and automation can add clear value over time.
- Security and data protection will converge even further. SaaS and cloud management are booming, but multi-cloud management can be complex.
- Everything as a Service is accelerating; Hardware models are high on hype, but you're running the risk of spreading yourself too thin.
- Self-service for MSP end-customers is picking up, but internal ownership of the whole system can get complicated.

Action points:

- Outrun commoditization. Keep your service catalogs diverse and focus on the user experience, and you'll do great!
- Talk to your clients. Ask them about their vision. Go to the conversation with specific questions that can bring clarity and alignment on future projects.
- Understand your clients' business bottomline. Understand what problems you're solving for them by leveraging casual conversations with clients, and share ideas to further add value.
- An easier way to create strategies is to take your client's vision and build backwards. With clearly defined steps to move forward, you can start executing and creating value.
- MSPs need to start doing QBRs to talk strategy effectively with clients.



The sun is still rising on the MSP market. If MSPs are able to document and automate their existing processes, they're going to add money to their bottomline.