STATS TO THE FUTURE

Insights your MSP can use now to succeed later

N-ABLE

MSPs in 2025 expect to see success

Projected managed services revenue for MSPs in 2025

the percentage of partners expecting cybersecurity managed services sales growth.

Up from 80% in our **previous report.**

Here's how they're doing it:

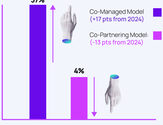
90% of MSPs are showing an **interest in M&A**. This is significantly up from last year (44%).

of MSPs expect **in excess of 20% overall revenue** growth in 2025.

of MSPs expect **in excess of 20% IT managed services** revenue growth in 2025.

KEY DRIVER

Increased IT outsourcing and businesses seeking cost efficiencies and scalability

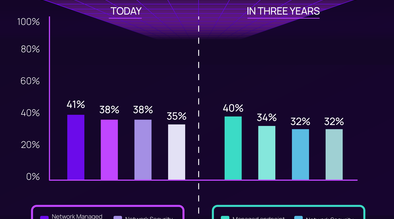


37% of partners expect to use a co-managed go-to-market model. This is up 17 points from 2024.

Meanwhile, less partners expect to use a co-partnering model in 2025. This is down 13 pts to just **4%**.

Is your tech poised for the future, or will it leave you in the dust?

Network Managed services is the number one choice for revenue today but will be replaced by endpoint services in the next three years.

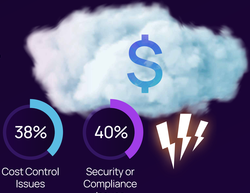


KEY DRIVER

The proliferation of connected devices and rising endpoint cybersecurity threats as regulatory requirements harden on data generated at endpoints.

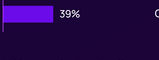
Cloud chaos?

Partners face significant challenges around cost control and security/compliance for cloud services.



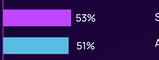
The future rules

MSPs are helping their customers manage compliance differently



MSPs are going hands-off

MSPs are mainly looking to add these future managed BDR services



KEY DRIVER

Enhanced capabilities like SaaS agility, plus predictive analytics and recovery automation through AI.

This infographic provides a **sample of insights** from the MSP Horizons Report conducted by Canalys and N-able.

Download Full Report *Currently only available in English

n-able.com/resources/the-msp-horizons-report-2025

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