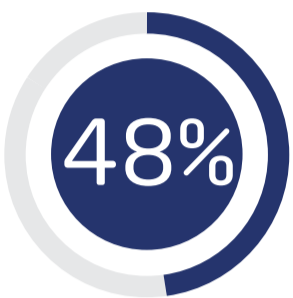


# Untapped Potential: MSPs and the SMB Market 2026 Outlook

## The SMB Opportunity for MSPs: 2021-2026

As IT usage grows in scope and complexity, small and medium-sized businesses (SMBs) are turning to managed services providers (MSPs) to help architect, secure, monitor, remediate, and refresh their mission-critical technology solutions so that they can deliver optimal customer experiences. SMBs will channel more than **\$90 billion in new spending into managed IT services** through 2026.

### The Biggest Areas for Opportunity:



48% (nearly half) of SMBs plan to prioritize IT modernization as a key business goal. The demand outlook for MSPs is very strong.



51% (more than half) of businesses plan to implement hybrid workstyles, further boosting IT investments across multiple technology areas. On average, SMBs expect 25-30% growth in endpoints installed over the next three years—a mix of personal, cloud, IoT, and video devices and screens. Post-COVID-19 work styles will fuel IT budgets.



52% of SMBs intend to enhance cybersecurity, but over 40% have difficulty understanding cybersecurity and know what/how to implement it.

32% (about one-third) of businesses will invest in cybersecurity solutions to cover regulatory and compliance risks.



### What Other MSPs Are Doing

#### Expanding services to meet customers' needs

The number of MSPs offering cybersecurity and compliance solutions is expected to grow 70-80% in the next three years. The number of MSPs offering cloud and collaboration solutions is expected to increase by 40-60%.

#### Expanding automation use

Over the next three years, about 100% growth is expected in the number of MSPs using fully integrated professional service automation (PSA) and remote monitoring and management (RMM) software.

#### Supplementing tech teams via SOCs and NOCs

The number of MSPs using security operations centers (SOCs) and network operations centers (NOCs)/ outsourced help desks is expected to grow by about 80% and 30-50%, respectively. 40% of MSPs attribute their cybersecurity success to the certifications earned by their SOC and NOC staff.

Take a closer look at the SMB market opportunity for MSPs and how to stay relevant in a rapidly changing business landscape. >>

### How ConnectWise Can Help

#### ConnectWise Cybersecurity Management

Cybersecurity is a win-win for protecting your clients and growing your business. With ConnectWise as your partner, you don't have to reinvent the wheel. We've built resilient and flexible programs, products, and services to help you meet your cybersecurity goals that protect your customers and business.

[Learn more >](#)

#### ConnectWise Business Management

Using disjointed systems never leads to efficiency or connectivity. If you want everyone on the same page, you need the right tools. ConnectWise Business Management software uses insanely powerful automation to put your goals within reach.

[Learn more >](#)

#### ConnectWise RMM

The core difference of ConnectWise RMM is the combination of software and human elements. Human-led customization, automation, and NOC services together reinvent how you adopt, use, and manage your RMM moving forward.

[Learn more >](#)

#### ConnectWise Integrated Services

Growing your business doesn't demand a higher headcount. ConnectWise Integrated Services delivers a fully staffed help desk, NOC, SOC, and consultants to handle day-to-day support and labor extensive networking, technical, and cybersecurity issues.

[Learn more >](#)

#### The IT Nation

The IT Nation is a global community of peers, thought leaders, and experts dedicated to pushing you and the industry to new heights. Between conferences, in-depth product trainings, and community-based events, you'll never miss an opportunity to engage with your fellow IT Nation voyagers and help each other reach success.

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