



FORZADASH
The #1 way to develop your MSP Channel



2021

ForzaDash State of the MSP and IT Vendor Communities

By the Numbers:
The Top Eleven MSP Traits

①
- Introduction:



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What is a Managed Service Provider or MSP?

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 7,000 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.



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OUR MISSION

Help MSPs Grow



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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.cw-dash.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 a 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:

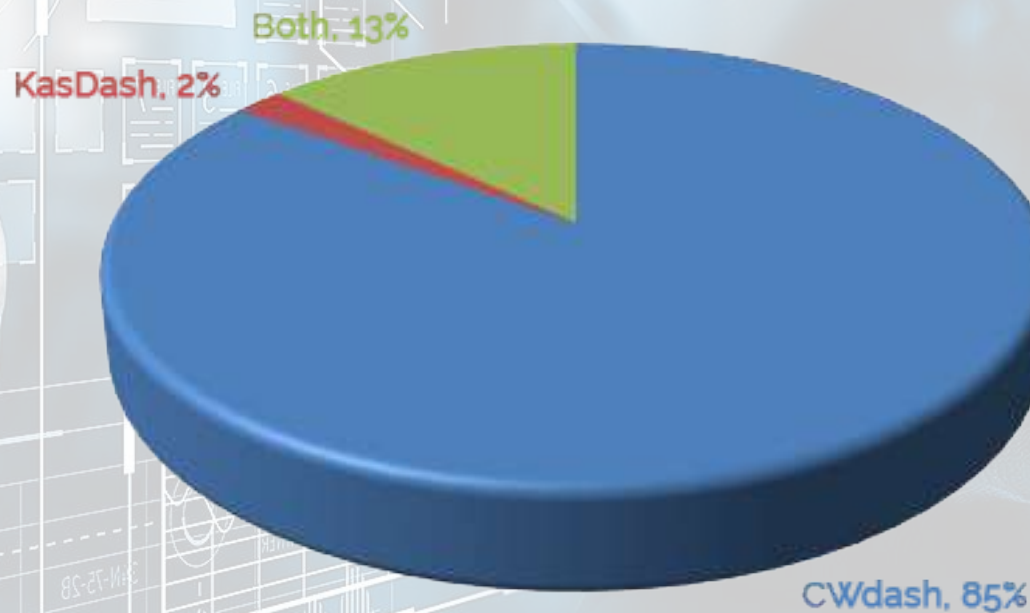
- 👍 **Collaborate with peers** about solutions & vendors
- 👍 Continue to **innovate** and add **new features** to apps
- 👍 **Attend** workshops to discuss updates and roadmaps
- 👍 Receive the eNewsletter to **stay “top of mind”** with updates and tips & tricks

² Technology vendors sponsor lead producing ads to the MSPs within CWDash and KasDash.

³ **ConnectWise 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 7,000+ MSPs in the ForzaDash Community,
how many use CWDash, KasDash, or both?**





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Get to Know the 2021 ForzaDash Community Top Eleven MSP Traits*



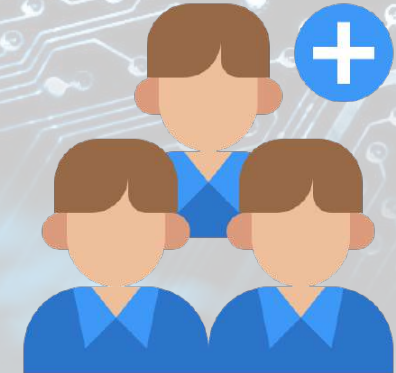
+7,000

MSPs in our community
using our (sponsored) ad
based app(s)



+40,000

MSP prospects we
continually market to



+100

New MSPs added
per month

*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 2020 ForzaDash MSP Community.



01

How much do they make? Annual Revenue



23%	0 to 1 Million	
57%	1 to 3 Million	
13%	3 to 7 Million	
3%	7 to 14 Million	
4%	14 Million +	

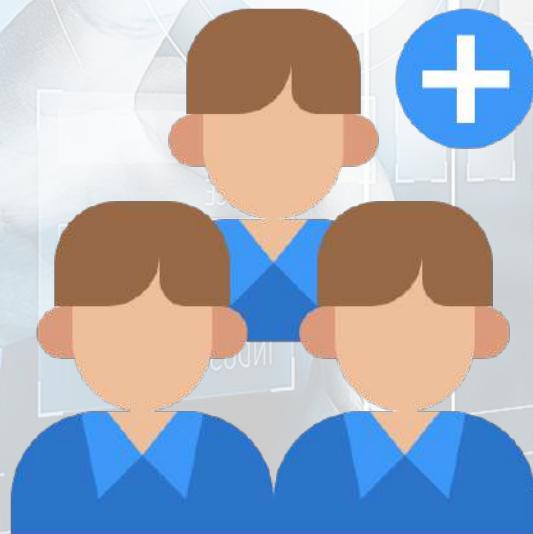
Nearly 5,500 MSPs earned three million or less.



02

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

AVG Client Engagement



40% have maintained a relationship with their clients for four years or more.



03

How many clients/businesses do they support/manage?



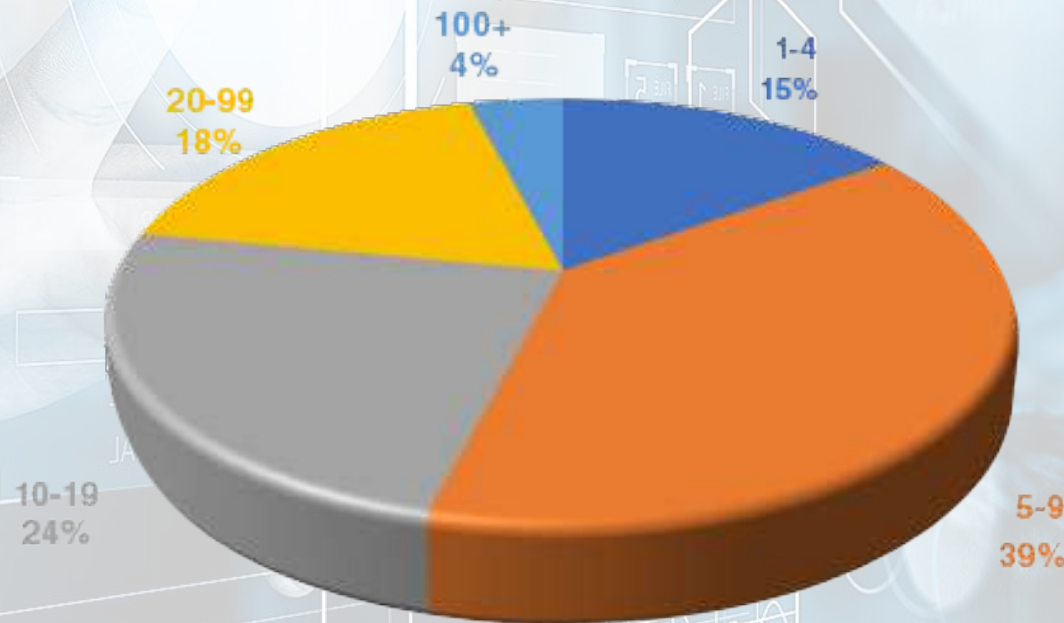
Over 3,000 of the ForzaDash MSPs manage +50 clients.



04

How many employees do they have?

MSP BY EMPLOYEE SIZE



96% of MSPs employ less than 100 people but as a group they have close to 164K employees. And 216K work for all ForzaDash MSPs.



05

What year was their organization established?



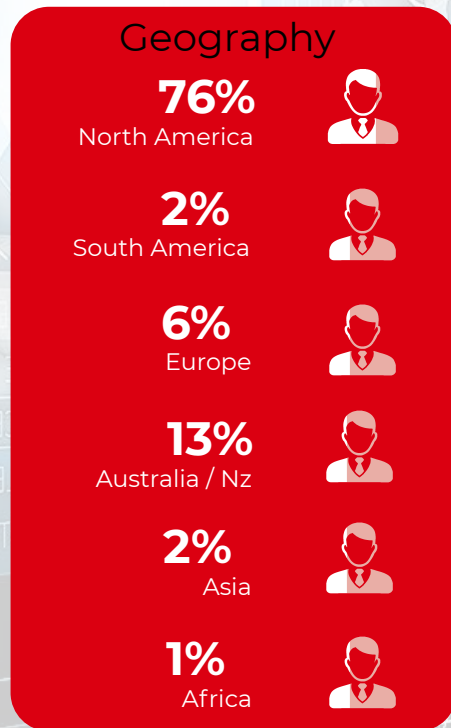
Close to 90% of the MSPs have been in business for 10 years or more. 61% opened their doors between 2000 and 2010 with almost 1900 in 2009 alone.





06

Where are their businesses located?

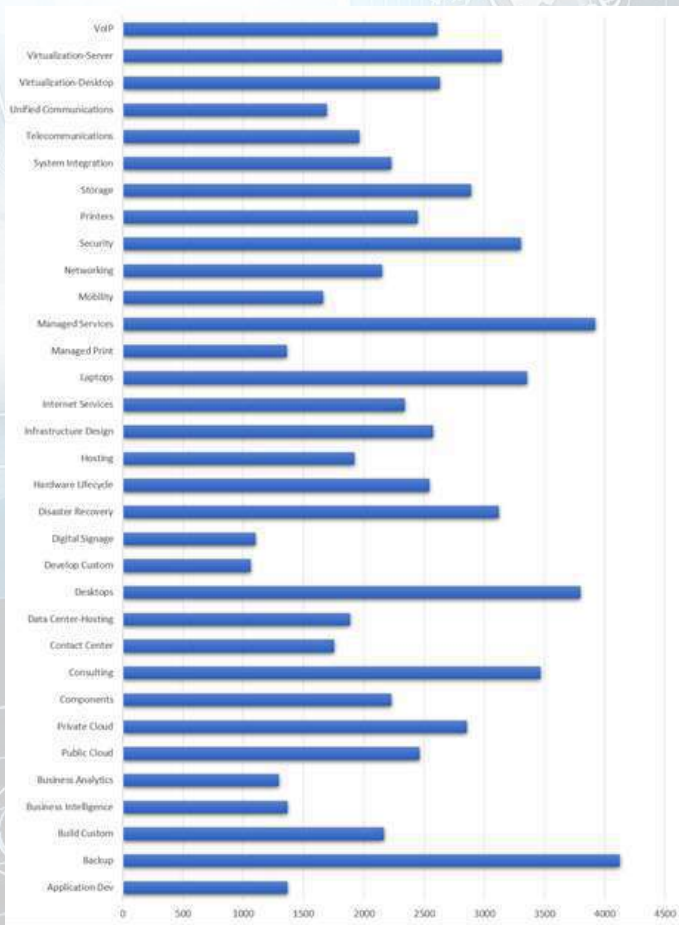


Three fourths of the MSPs operate out of North America.



07

What technologies do they offer their clients?

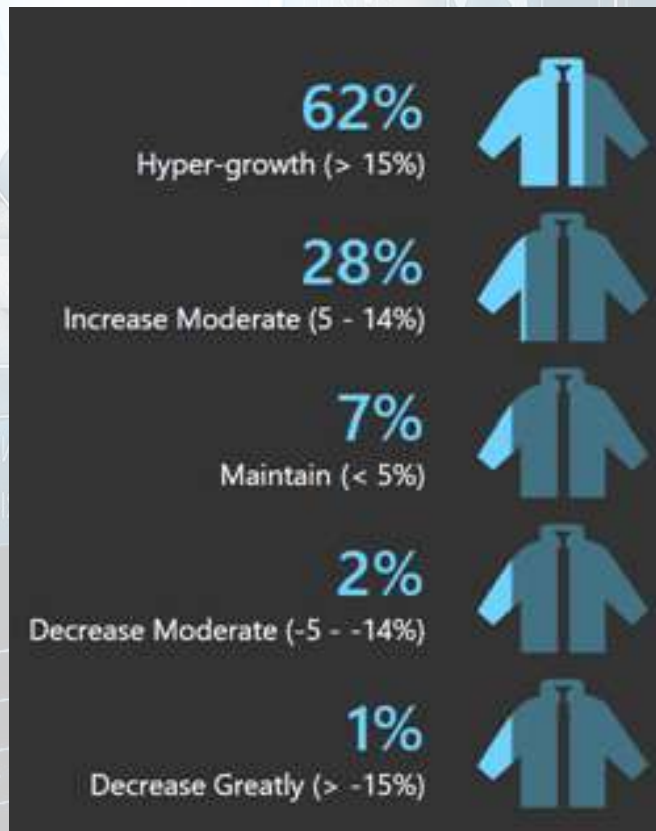


More than half of the MSPs offer backup, consulting, desktop & laptop support, disaster recovery, managed services, and security.



08

What is their anticipated growth rate in 2021?



* Percentage growth rate in ()



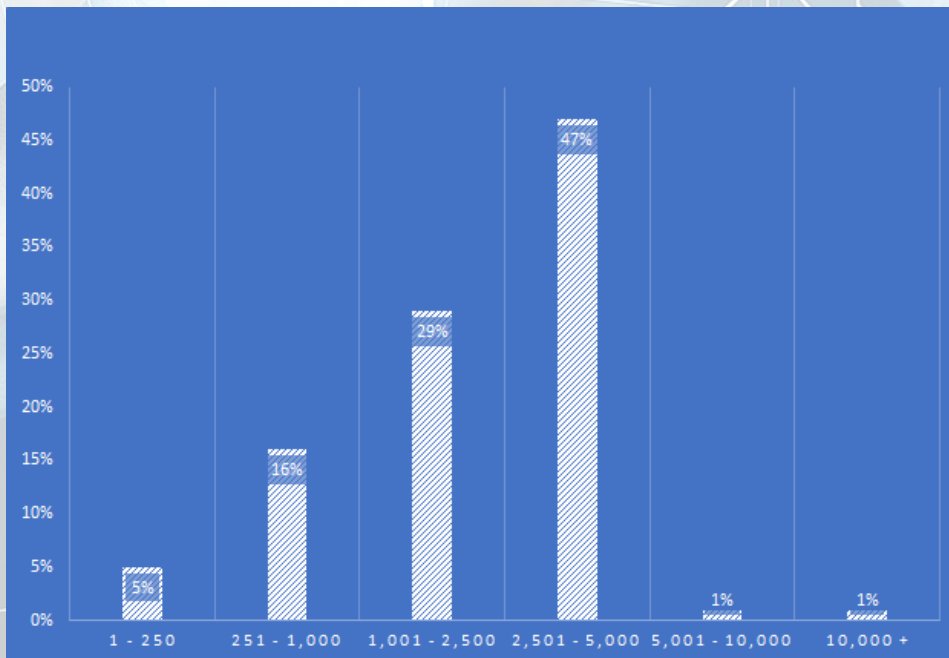
90% (>5700) of the MSPs will experience moderate or better growth.



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09

How many End Points do they manage?

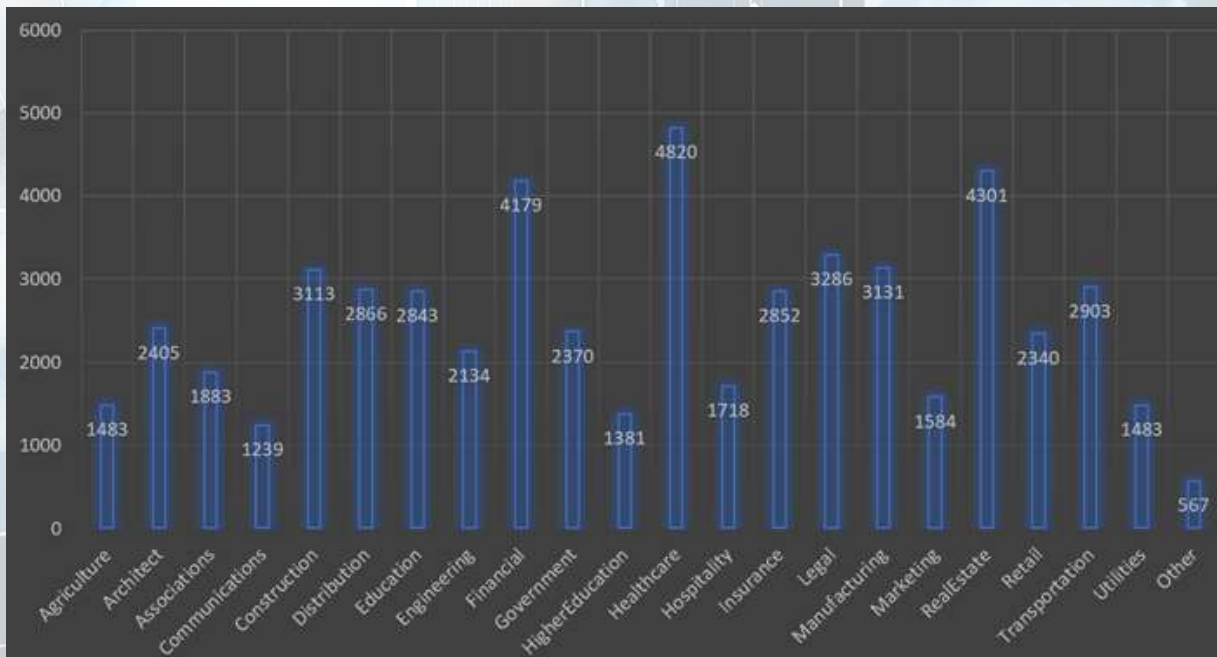


Half (3,500) of the ForzaDash MSPs manage between 750k and 3M end points.



10

What vertical markets do they serve?



62% 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.



11

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

MARKETS SOLD TO

46% ★
Small Market (0-99 seats)

32% ★
Low Mid Market (100-499)

13% ★
High Mid Market (500-999)

9% ★
Large Market (>1000)



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



Spending Impact of the ForzaDash Community





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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.



CWDash
VERSION 10

The ConnectWise Manage: Business Intelligence Platform
www.cwdash.com



*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>.

Real ROI

+62%

Close Rates

-50%

Sales Cycle

+33%

Deal Size

-33%

Ramp Time

Vendors use highly curated data from the 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.

2021 Vendor Sponsors → By the Numbers

Partner Sponsors

50+



Sponsor not displayed

10+



Revenue Generated (Jan 2021)

>\$3.4m






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ForzaDash MSP Community Key Takeaways

- The majority of the MSPs and their customers are SMBs.
- Over half manage 50 or more clients.
- 96% employ less than 100 people but as a group, they have close to 164K employees.
- More than half offer backup, consulting, desktop & laptop support, disaster recovery, managed services, and security.
- 90% (>5,700) will experience moderate or better growth in the coming year.
- Half (3,500) manage between 750k and 3M end points.
- The most popular verticals are healthcare, finance, and real estate.
- 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 \$3.4 million in revenue the first month of 2021.



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