

# 2022

## ForzaDash State of the MSP and IT Vendor Communities



**FORZADASH**  
The #1 way to develop your MSP Channel



By the Numbers:  
The Top Eleven MSP Traits



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# Introduction



Gold	A	Manganese	P
Platinum	B	Aluminum	E
Silver	A	Chromium	GT
Copper	A	Nickel	A
Steel	D	Bauxite	AX
Beryllium	A	Cotton	F
Flax	WAX	Wool	

- Gold
- Platinum
- Silver
- Copper
- Steel
- Beryllium
- Manganese
- Aluminum
- Chromium
- Nickel
- Bauxite
- Cotton
- Flax
- Textiles
- Wool

E
GT
A
AX
F

# What is a Managed Service Provider or MSP?<sup>1</sup>



A **Managed Service Provider** or **MSP** is a technology solution provider (TSP) who not only sells software and hardware to their end customers but who also uses these products to manage those customers' 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 several reasons:

Selling directly to the MSP clients

Bidding against MSPs **to** 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 **by** the comparison

To be successful in the MSP channel, the vendor must understand how MSPs operate. Our **ForzaDash** Community now has more than **7,500 MSPs** that want to partner with vendors that meet specific criteria.

<sup>1</sup> For 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.

OUR MISSION

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# Help MSPs Grow

# MSPs Grow with ForzaDash



**ForzaDash** helps **MSPs** grow their business by providing tools to manage their customers' IT more effortlessly and cost-effectively. One of these tools are offered through our free app:

- CWDash – The **ConnectWise® Manage: Business Intelligence Platform** - <https://www.cwdash.com/>

CWDash is FREE to the MSP because it is a **sponsored-based**<sup>2</sup> business intelligence application that works out of the box with ConnectWise Manage On-Premises and ConnectWise Cloud. CWDash furnishes customized and real-time dashboards that eliminate time-consuming queries. CWDash is utilized by 85% of the Managed Service Providers. To receive access and continued use of this tool, the service provider must annually complete a fifty-question survey on the 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

<sup>2</sup> Technology vendors sponsor lead producing ads to the MSPs within CWDash



# Get to Know the 2022 ForzaDash Community Top Eleven MSP Traits\*



**+7,700**

MSPs in our Community using  
our (sponsored) ad based app



**+50,000**

MSP prospects we continually  
market to



**+175**

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 2021 ForzaDash MSP Community.

1

How much sales do they make?

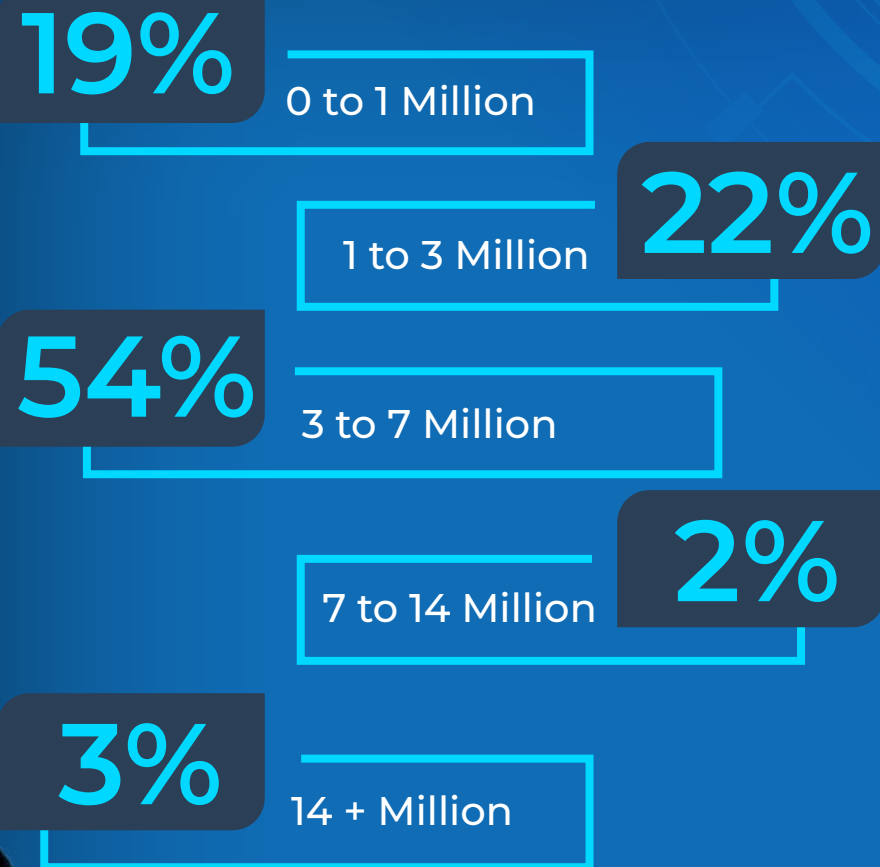


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Nearly **3,500** MSPs  
earned three million or more.

**7,700**  
Over **4,500** MSPs  
earned three million or more.

## ANNUAL REVENUE



2

What is their average client engagement length (in years)?



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**+60%**

have maintained a relationship with their clients for two years or more.



**17%**

< 1 Year

**21%**

1 to 2 Years

**21%**

2 to 3 Years

**19%**

4 to 5 years

**14%**

6 to 7 years

**8%**

+ 7 years



3

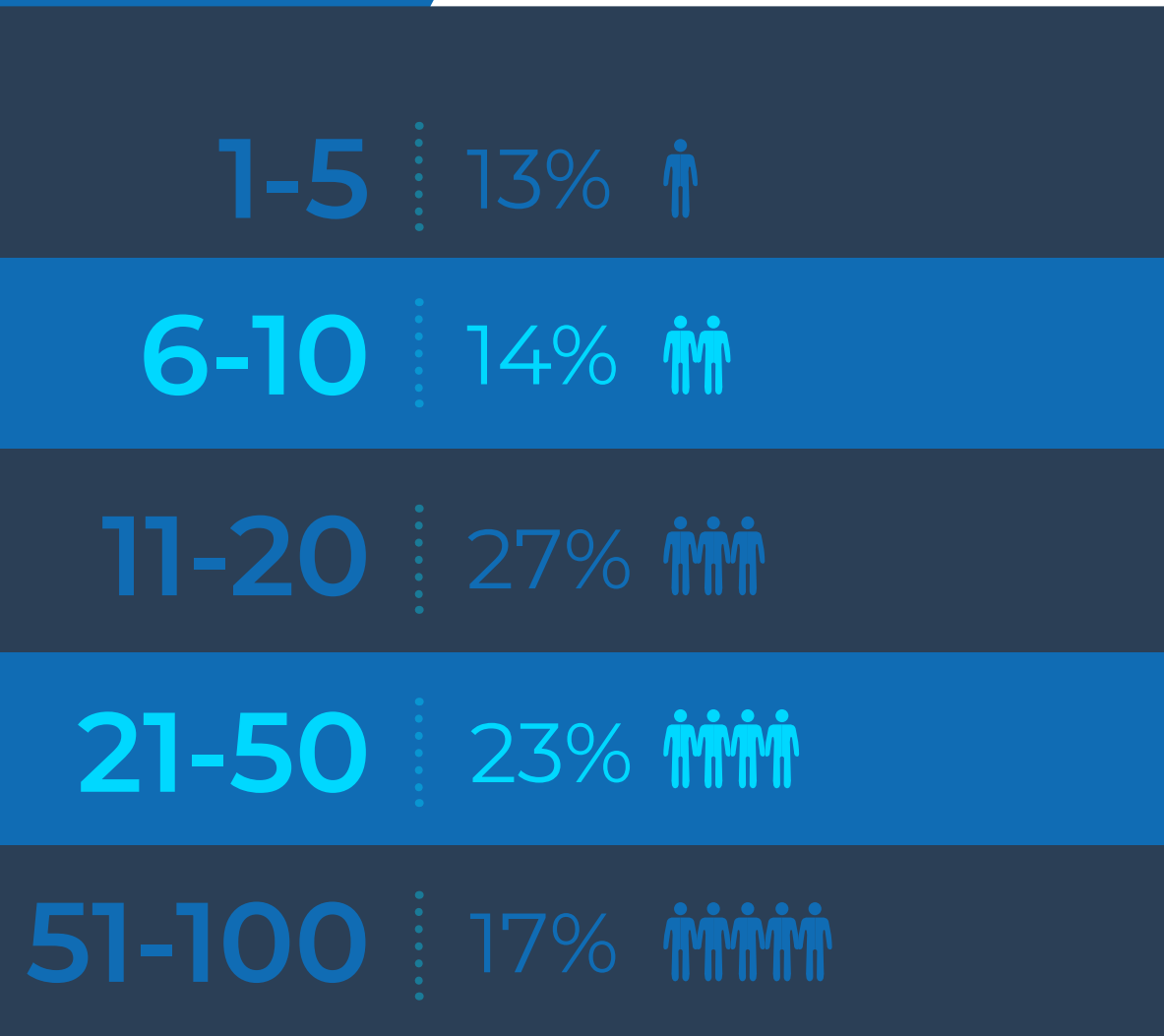
How many clients/businesses do they support/manage?



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



4

How many employees do they have?



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11%

1-4

32%

5-9

10-19

31%

20-99

21%

100+

5%

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

# 5

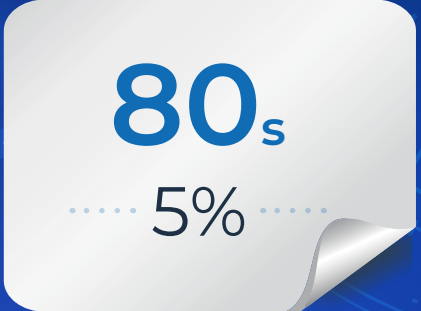
## What year was their organization established?



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Close to **90%** of the MSPs have been in business for 10 years or more.

**61%** opened their doors between 2000 and 2010.



6

Where are their businesses located?



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## Three-fourths

of the MSPs operate throughout  
**North America.**

**76%**

North America

**2%**

South America

**9%**

Europe

**10%**

Australia/NZ

**2%**

Asia

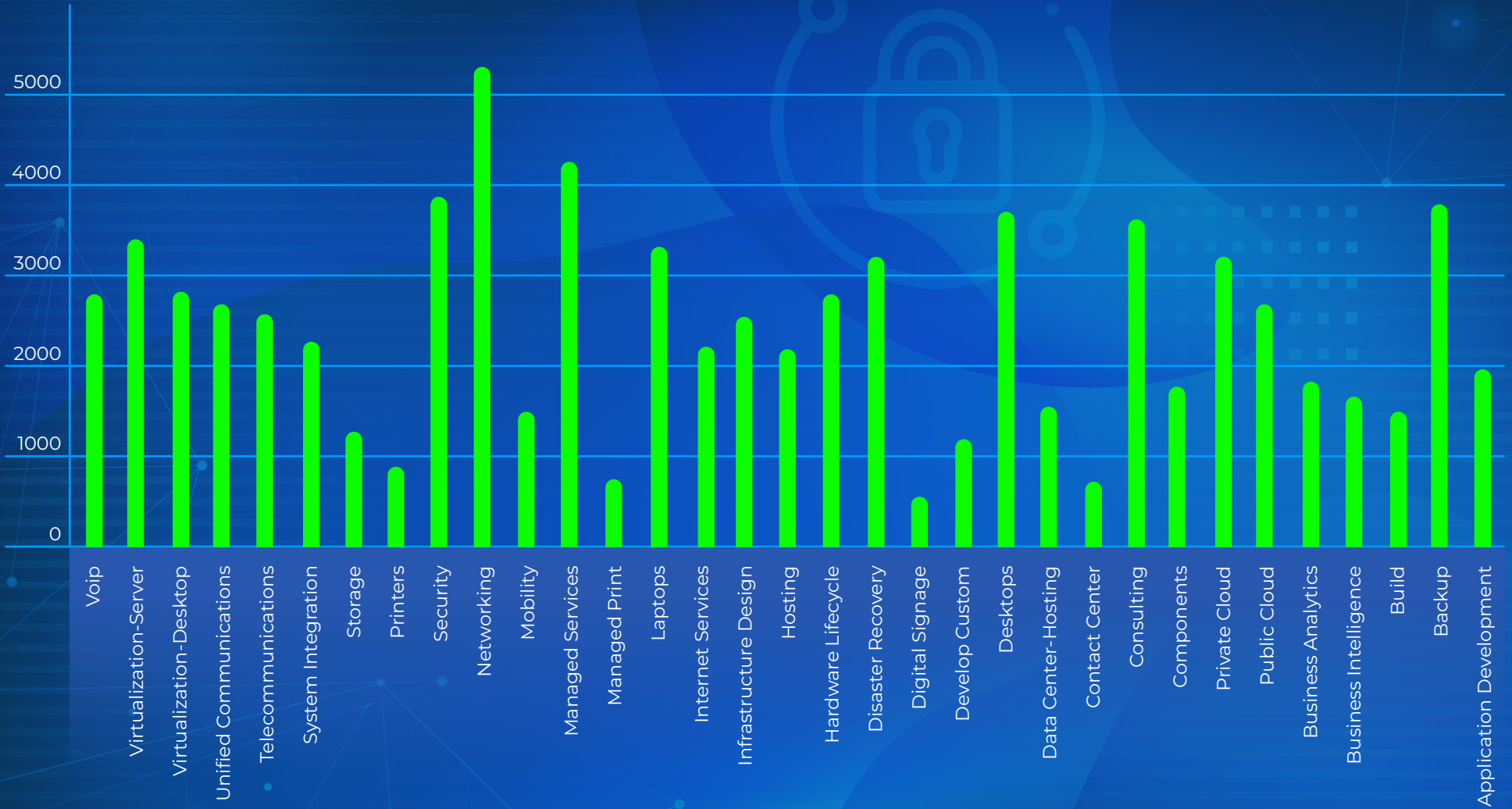
**1%**

Africa

# 7

## What technologies do they offer their clients?

As expected, security excelled in 2021.



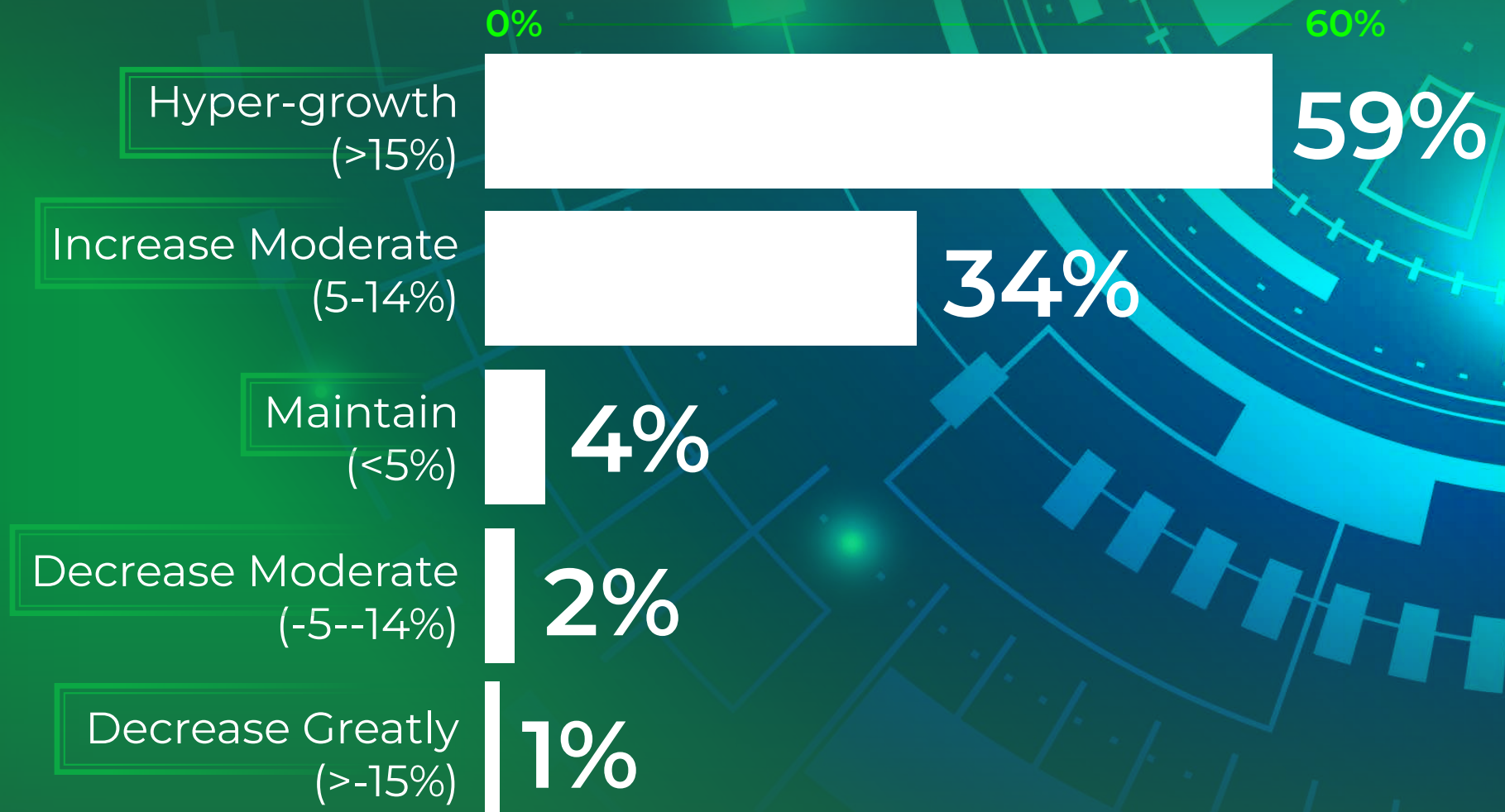
8

What is their anticipated growth rate in 2022?



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**+90% (>6,500)** of the MSPs will experience moderate or better growth.



9

How many End Points do they manage?



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**+85%** of the ForzaDash MSPs manage  
**more than 1,000** end points.

**3%**

1-250

**11%**

251-1,000

**32%**

1,001-2,500

**52%**

2,501-5,000

**1%**

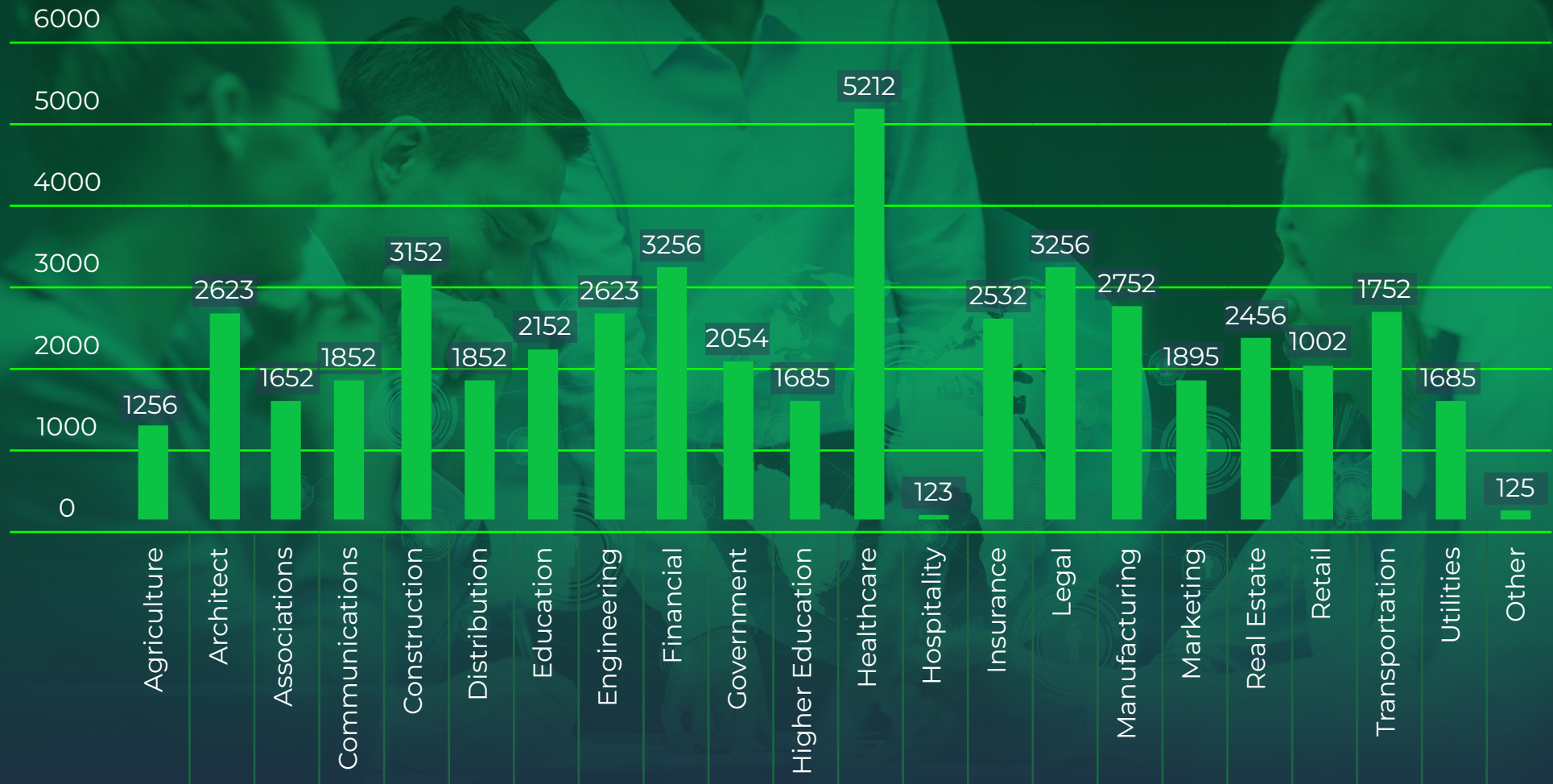
10,000+

**1%**

5,001-10,000



Healthcare had an expected high increase in 2021.





11

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



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**96%** of the MSPs' revenue comes from **1,000** seats or less.

## MARKET SOLD TO

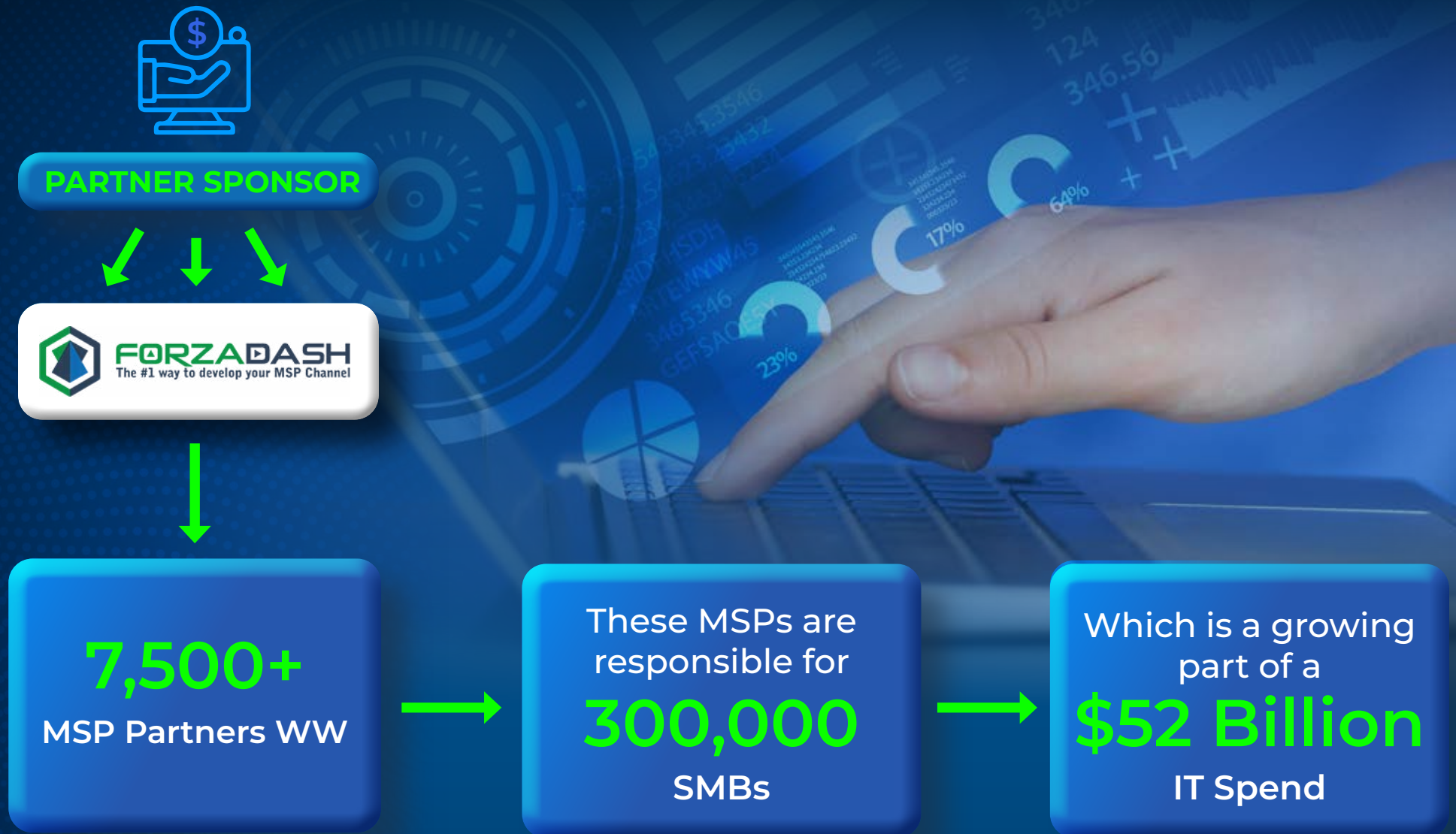
**53%** Small Market (0-99 seats)

**31%** Low Mid Market (100-499)

**12%** High Mid Market (500-999)

**4%** Large Market (>1000)

# Spending Impact of the ForzaDash Community



# 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



The ConnectWise Manage: Business Intelligence Platform

[www.cwdash.com](http://www.cwdash.com)

# 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

**+47%**

Close Rates

**-54%**

Sales Cycle

**+39%**

Deal Size

**-29%**

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.***

# 2022 Vendor Sponsors → By the Numbers



65+

Partner Sponsors

10+

Sponsor not displayed

>\$3.4m

Revenue Generated  
(Jan 2021)



# ForzaDash MSP Community Key Takeaways



- The majority of the MSPs and their customers are SMBs.
- Over half manage 21 to 50 or more clients.
- 95% employ less than 100 people, but they have close to 164K employees as a group. And 216K work for all ForzaDash MSPs.
- More than half offer backup, consulting, desktop & laptop support, disaster recovery, managed services, and security.
- 90% (>6,500) will experience moderate or better growth in the coming year.
- The most popular verticals are healthcare, finance, and real estate for half.
- The Community is an excellent one-stop partner for vendors planning to build a sales channel.
  - Vendors can use ForzaDash to recruit MSP partners.
  - Vendor Sponsors have generated \$2.9 million in revenue in the first month of 2021.

# Contact Information

## FOLLOW US ON:

-  <https://www.facebook.com/ForzaDash/>
-  <https://www.instagram.com/forzadash/>
-  <https://www.linkedin.com/company/forzadash>
-  <https://www.youtube.com/channel/UCjq896Vxr4jz4ZamUoZxHeg>
-  <https://twitter.com/forzadash>
-  [sales@forzadash.com](mailto:sales@forzadash.com)

## VISIT OUR BLOG:

-  <https://www.forzadash.com/blog-feeds/>

## FOR MORE INFORMATION ON THIS REPORT, PLEASE CONTACT:

-  [sales@forzadash.com](mailto:sales@forzadash.com)

## ABOUT THIS REPORT

This report uses 2021 data from the annual ForzaDash survey to its MSP Community.