



MSP made easy

**Three great reasons to add
security to your MSP portfolio**

Kaspersky
United



With multiple reports highlighting the global managed IT services market's rapid double-digit growth, and security its fastest growing segment, the answer to the question of why to add security to your MSP portfolio might seem pretty clear. But despite this, not every MSP offers security. So if you're one of them, what can you learn from the experiences of those that do?

1. MSP security market opportunity

According to research published by [Research and Markets](#), the global managed services market is expected to grow to US\$731 billion by 2030 with a CAGR of 13.4%.

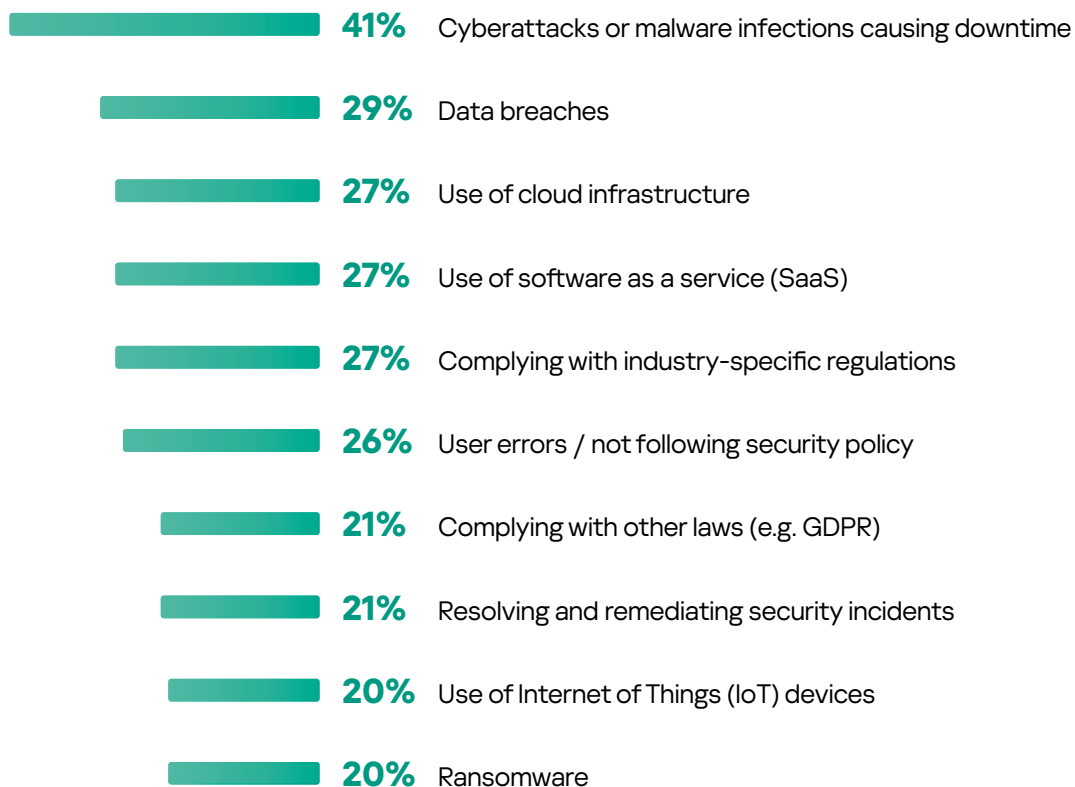
In particular, the managed security segment is expected to register the highest CAGR over the forecast period, owing to the adoption of managed security services in end-use industries due to benefits such as security monitoring and management, email threat management, restoral management and backups, and support and maintenance management.

These findings are amplified by Kaspersky's own research¹, which found that the top reasons to use MSPs / managed security service providers (MSSPs) are requirements for specialist expertise (52%), financial effectiveness (50%), meeting compliance requirements (49%), efficiency in delivering cybersecurity solutions (45%) and scalability (44%).

2. What customers are looking for

In the same Kaspersky report², [MSP market focus in 2021](#), we talked to a variety of MSPs ranging from traditional IT service providers and large IT services companies to highly automated MSPs and MSSPs.

When we asked them about the Top 3 unsolved IT security challenges faced by their customers, the most often mentioned responses were:



That's a lot of opportunities for MSPs offering security to address their customers' most challenging pain points. And, if you thought selling security was only about preventing cybercrime, think again. It's also a great door-opener for a bunch of other capabilities you're already set up to deliver.

As a result, it's hardly surprising that 93% of MSPs are looking to expand their IT security offering³.

3. What MSPs want from security vendors

Also in the same report, when asked about the Top 3 things MSPs look for from IT security software vendors, those mentioned most often were competitive pricing (45%), quality of protection in tests (41%), the ability to offer additional services (e.g. cybersecurity awareness training, malware analysis) (36%), vendor reputation (34%), and additional functions / products for different needs (e.g. encryption, patch management) (33%).

So partner with a vendor who delivers all this and more, and you'll have an extremely attractive means of expanding your service portfolio.

How Kaspersky can help

Despite what you might read or hear, adding security to your portfolio doesn't have to be difficult. Nor (unless you want it to) does it have to require you to immerse yourself in the detailed security needs of your customers, join an academy, or spend time you don't have getting up-to-speed with the intricacies of a vendor's product portfolio.

That's because any partner who provides managed services and first-line customer support can become a Kaspersky MSP partner. So with our MSP-ready security, you're already good to go.

^{1,2,3} Source: MSP market focus in 2021



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