WE ARE THE CompTIA® COMMUNITY

Leanne Johnson
CompTIA

Antitrust, Diversity, and Anti-Harassment

- Antitrust
  You must not engage in discussions that could result in an unreasonable restraint of trade.

https://connect.comptia.org/about-us/antitrust-statement

- Diversity
  We promote an inclusive environment that respects and values all individuals.

https://connect.comptia.org/about-us/dei-policy

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  This is a respectful and safe environment for all. Any verbal, physical, or psychological harassment will not be tolerated.

https://www.comptia.org/contact-us/harassment-complaint

- **Please report any violation of the above policies to CompTIA staff immediately.**
  - **Violators will be removed from the event or meeting.**

Agenda

- Compliance as a Service - the market opportunity for MSPs

- Benefits of offering compliance services & 6 ways to evolve your MSP business to include compliance services

- Key takeaways – how do we evolve

- CompTIA cybersecurity resources

- Q&A

Greg Jones
Kaseya / Datto - VP of Business Development EMEA

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COMMUNITY

Kyle Torres
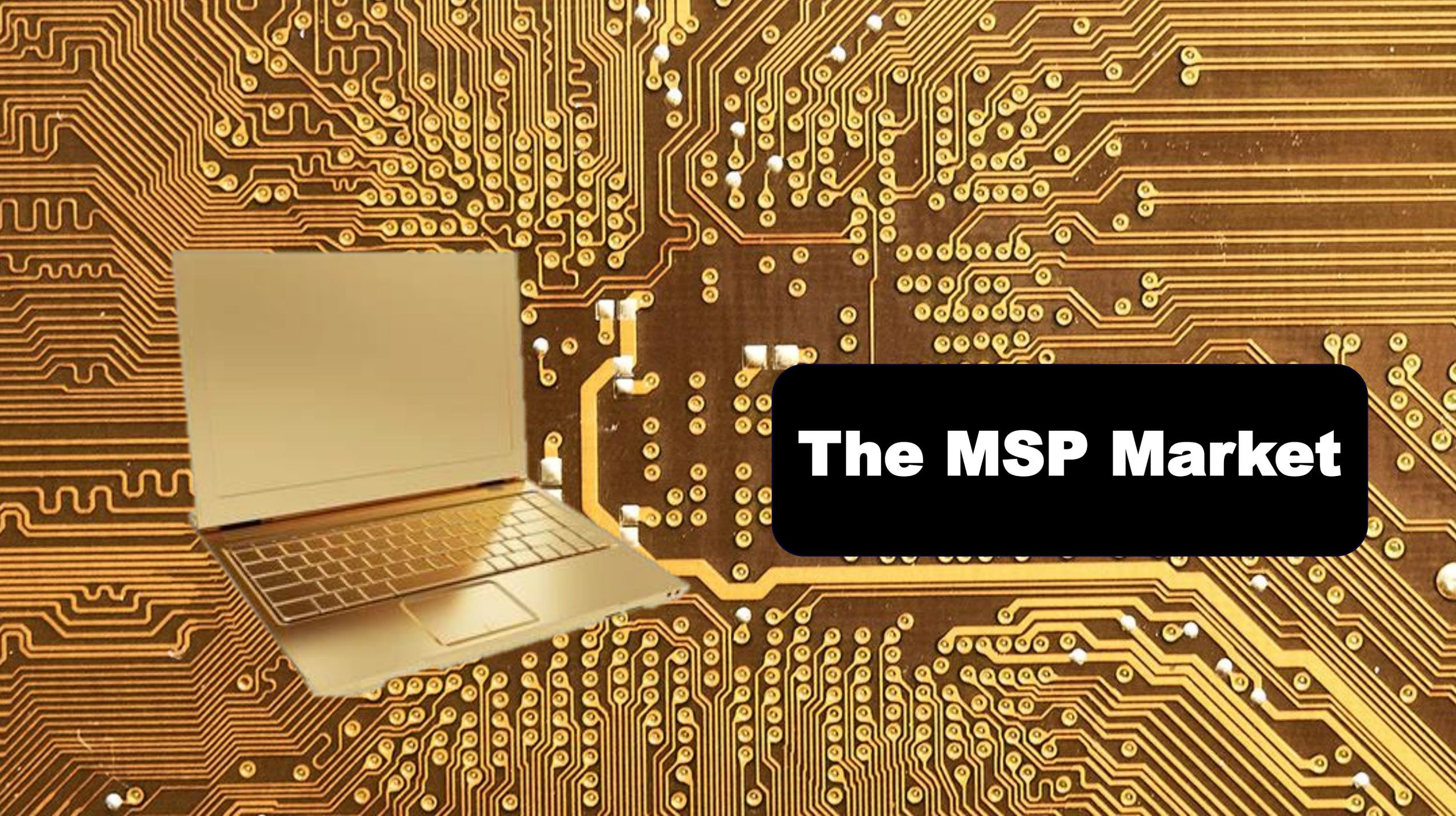
Sophos – Senior MSP Channel
Account Executive EMEA

Kris Nagamootoo
CompTIA

The market opportunity for MSPs

The MSP Market

The market opportunity for MSPs

The managed service provider (MSP) market is booming, with estimates it will grow from its current size of nearly £276 billion per year to more than £372 per year billion by 2028

Billion Reference points:
$1,000,000,000 (1000 x of a million)
McDonald's Revenue in 2023 – $25.49B
1 Million seconds = about 12 days
1 Billion seconds = about 32 years

IT spending to spike 8% in 2028 as Gen AI drives growth – Gartner

Managed IT services will see a compound annual growth rate of 8.1% through to 2026

Cloud based managed services are expected to grow at 15.4 % through to 2026

MSPs need to change as the market changes

Anyone any idea what MSP opportunity will be worth £75 billion by 2028?

CaaS
Compliance-as-a-Service

£75 Billion is a BIG pie
£75,000,000,000

Benefits of Offering Compliance Services & 6 Ways to evolve your MSP business to include compliance services

Benefits of Offering Compliance Services

Increased revenue opportunities:
Compliance services are a growing market. MSPs that offer these services will be well-positioned to capitalise on this momentum and generate more recurring revenue.

Margin expansion:
Cybersecurity and compliance services generally have higher margins than traditional IT-based MSP services. They're also, due to their nature, typically recurring.

Client retention:
More service offerings lead to happy clients who are more likely to expand existing relationships with an MSP.

Brand enhancement:
As a trusted provider of compliance services, MSPs can enhance their reputation, increase brand awareness, and attract new clients.

6 Ways to evolve your MSP business to include compliance services

1. Assess your current capabilities & look at outsourcing
2. Identify your target market
3. Develop a service portfolio
4. Build a competitive pricing model
5. Invest in training and certifications
6. Market and sell compliance services

Outsourcing

- Consider your communities - build on existing relationships

Compliance Resources

- Resources readily available: Security Scorecard, Vendor

Risk

- Talking cybersecurity vs. talking risk
- Marketing & selling

Takeaways – How do we evolve?

CompTIA ISAO
CYBERSECURITY
Information Sharing and Analysis Organization

- **Over 3,600 Threat Reports**
- **800 Cyber Forum Users**
- **CyberWeekly Podcast**
- **Monthly Unscripted Meetups**

CompTIA
CYBERSECURITY
Trustmark

- **Over 800 Organizations**
- **25 Countries**

CompTIA
CYBERSECURITY
Emergency Response Team

- **Guidance to help MSPs navigate a security incident**

Cybersecurity Programs

Q & A

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Please connect with me on LinkedIn:
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Thank you

https://forms.office.com/r/sMBmhTGBjn

Please Provide Your Feedback

CompTIA Community Benelux Regional Meeting - Utrecht

Wednesday 22 May

Meeting 9.30am – 5pm followed by networking drinks and dinner

CompTIA Community UK&I Regional Meeting and Spotlight Awards-Birmingham

Wednesday 26 June

Meeting 9am – 5.15pm

Awards 6pm – 10.30pm

Upcoming CompTIA Community Meetings