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The promise of managed services is alive and well in the European channel. Over the past decade, value-added resellers (VARs) transformed their businesses by adding remotely delivered services to their portfolios and adopting a recurring revenue model that provides consistent and predictable revenue and profits. Managed services aren’t a staple of the channel business model; they, and the associated recurring revenue model, are the drivers of channel partner growth and profitability.

The first 2112-Barracuda State of Managed Services study, a special research project by Barracuda MSP and The 2112 Group, reveals first and foremost that managed services are driving growth and profitability in the channel. Specifically, security services are driving customers to seek support from providers of managed services.

The key findings of the research include:

- 11% - 20% is the average percentage of channel partner gross revenue derived from managed services.
- 11% - 21% is the average percentage of channel partners’ profits earned through managed services.
- 76% of channel partners say services sold on a recurring revenue basis are their best growth drivers.
- 9.96 is the average number of new customers added each month by managed service providers (MSPs).
- 60% of channel partners say managed services prices are increasing.
- 50% of channel partners say managed services margins are increasing.
As the data reflects, managed services are the basis of the channel's underlying business model. Moreover, channel companies that identify as MSPs exhibit the best recurring revenue and profitability performance. Regardless, the 2112-Barracuda State of Managed Services study finds that nearly all channel partner types offer some form of managed services and earn at least 10 percent of their revenue from recurring revenue engagements. In fact, managed services engagements are likely opening more professional services opportunities that result in new growth, as they're the second-highest profit and growth driver.

**The lesson:** Companies with a greater focus on building and sustaining recurring revenue tend to have greater success than those simply reselling product and inconsistent services.

Clearly, the 2112-Barracuda State of Managed Services study is more about the state of recurring revenue in the channel than it is about the state of managed services. The future of the technology industry rests on recurring revenue, and, as this study finds, recurring revenue is the catalyst for market relevance, business viability, and growth. This report shows that channel businesses — regardless of what they call themselves — need to think more about adopting and expanding recurring revenue models and engaging with customers deeply. **Companies that don't have solid recurring revenue models will find themselves at a competitive disadvantage, playing catch-up with everyone else— at best.**
Journalists might be tempted to write this headline about the state of security purchasing in Europe, “Fear Grips Continent.” And it wouldn’t be an unreasonable assessment. Enterprises are seeking security services out of fear that security breaches could disrupt or shut down their businesses (see Figure 1: Security Services Purchase Triggers). Business leaders are seeing the consequences of breaches that befall their peers, and it’s prompting them to reach outside their organizations for help.

The second biggest trigger of security service purchases is recovery from security breaches. This is not atypical, as many organizations would only deign to invest in security services or technologies after suffering the effects of a breach. While it’s a prevalent reason for seeking third-party security help, providers of managed services see more proactive outreach. That’s a positive sign, as it shows businesses are getting smart about prevention rather than remediation.

Regulatory compliance is another significant driver of security services spending and adoption. The GDPR carries significant fines and criminal penalties for organizations and their executives that fail to safeguard their infrastructure and data adequately. By some estimates, the GDPR alone will cause pan-Europe security spending to increase by as much as 2.8 billion euros annually.

Figure 1: Security Services Purchase Triggers
Fear and regulatory compliance are creating tremendous opportunities for security services across Europe. Already, 20 percent of European solution providers offer some form of managed security services. More significantly, another quarter are planning to add security services within the next 12 months, and 37 percent are exploring security as an expansion option. Less than one in five solution providers have no plans to offer security services (see Figure 2: Security Services in the Channel).

The European managed security services market is best described as moderately capable and evolving. Most providers of managed services with security in their portfolio are offering firewall management, data loss prevention (DLP), and endpoint security services (see Figure 3: Security Services Currently Offered). These align to basic needs for Europe's staunch data protection regulations. Fewer companies are offering more advanced technologies such as vulnerability management, encryption, and security information and event management (SIEM) services. In other words, few service providers are offering comprehensive suites of security technologies; most appear to provide point solutions that are tangential to their core managed services or product offerings.

Figure 2: Security Services in the Channel

Figure 3: Security Services Currently Offered
The influence of security regulations such as the GDPR and the growing use of cloud-computing infrastructures and applications are evident in the security services under consideration by solution providers: encryption, identity management, and cloud access (see Figure 4: Security Services Under Consideration).

The security services being considered by service providers reflect the growing demand for more sophisticated and comprehensive security technologies. Encryption, identity management, cloud access and vulnerability management – the top security technologies under consideration – reflect the European regulatory environment and the technology needs associated with GDPR. This list shows how European solution providers recognize that baseline security technology won't address threats or regulatory demands.

Figure 4: Security Services Under Consideration

While it appears European solution providers are eager to expand their security services capabilities, they remain largely focused on addressing immediate needs, such as regulatory compliance. The services under consideration will solve parts of the regulatory burden and provide greater capabilities for their customers. However, solution providers don't appear eager to create end-to-end security services that address a multitude of technologies and threat mitigation needs.
MANAGED SERVICES REVENUE & PROFIT CONTRIBUTION

Managed services are endemic to the contemporary channel business model. Whether a channel partner calls itself a VAR or MSP, the managed services model permeates nearly every channel business. Only 9 percent of the European channel reports no revenue from managed services.

While nearly every European channel business earns some percentage of its gross revenue from managed services, the model is not a significant contributor to overall sales. The average European solution provider earns up to 20 percent of its revenue through managed services. Only one-quarter of the solution providers surveyed earn more than 40 percent of their revenue from managed services. That means only one-quarter of solution providers are predominantly MSPs (see Figure 5: Managed Services as a Percentage of Gross Revenue).

As one would expect, companies that identify primarily as MSPs derive the majority of their earnings from recurring revenue services. The average MSP earns between 51 percent and 60 percent of its gross revenue from managed services (see Figure 6: Managed Services Revenue Contribution by Business Model). Comparatively, the average VAR, solution provider, and systems integrator earns 20 percent or less of gross revenue through managed services. And professional services consultants earn 10 percent or less of gross revenue through managed services.
On the average, recurring revenue is a moderate contributor to channel partner profitability. The average channel partner earns 20 percent or less of its profits from recurring revenue services (see Figure 7: Managed Services Profit Contributions). Supplementary research by 2112 shows that the average channel partner earns the bulk of its profits from professional services, followed by a combination of managed and cloud services.

While managed services are a significant contributor to MSPs’ gross revenue, they’re not a significant differentiator in terms of profitability. The average MSP earns as much as 30 percent of its profit through the delivery of managed services. Comparatively, all other business models earn as much as 20 percent of their profits through managed services (see Figure 8: Managed Services Profit Contribution by Business Model). The exception is professional services organizations, which earn up to 10 percent through managed services, on average.
Several factors could contribute to such a disparate difference in managed services profitability compared to gross revenue, including the cost of business development, expansion of infrastructure capacity, and general market pricing pressures.
Security is the foundation of the European managed services segment. More than one-half of solution providers offer some form of network and endpoint security as part of their portfolio of services. Exactly one-half of solution providers are offering network monitoring and management, the cornerstone of most managed services models, and cloud-based applications (software-as-a-service, or SaaS), mostly in the domain of Microsoft’s Office 365 (see Figure 9: Managed Services Offered).

Surprisingly, many solution providers aren’t offering services that are related to security and network management and could prove lucrative. These services include management of on-premises storage, endpoint monitoring and management, mobile device management (MDM), and backup and disaster recovery services. Each of these services constitutes less than 30 percent of the average solution provider’s managed services offerings.
MSPs are steeped in their network management roots, unlike channel companies with other business models. Nine out of 10 MSPs (88 percent) report offering remote network monitoring and management services – a mainstay of the managed services model. MSPs are highly focused on server management, as well as endpoint security (see Figure 10: Top Services by Business Model).

While VARs and traditional resellers have network monitoring and endpoint security among their top services, they’re also focused on cloud-based applications and infrastructure. They’re likely earning recurring revenue through the resale or referral of accounts to cloud providers. And, in some cases, they’re likely providing managed services to support cloud applications and infrastructure.

Solution providers, businesses with a mixture of product and services sales, are clearly leading with cloud-based applications in their services foray. Unlike VARs, solution providers seem more focused on enabling cloud connections with mobility. In addition to offering cloud applications, they’re also focused on network security and MDM.

Systems integrators are the only group of channel companies with a high concentration of backup and disaster recovery services. Their broad base of top services reflects their core of integrating products and services across different technologies, as seen in their focus on cloud applications, endpoint management, network monitoring and management, cloud infrastructure, and MDM – all ingredients of the modern enterprise.

Meanwhile, professional services organizations are leading with applications, business management, and productivity applications. Consulting-based organizations specialize in helping enterprises select and implement complex software, so it makes sense that these same organizations would provide managed services to support such implementations.
Figure 10: Top Services by Business Model

MSPs

- Network Monitoring and Management: 90%
- On-Premises Servers: 85%
- Endpoint Security: 65%

VARs

- Endpoint Security: 60%
- Cloud-Based Applications (SaaS): 50%
- Network Security and Network Monitoring and Management: 40%
- Mobile Device Management (MDM): 30%
- Cloud-Based Infrastructure (IaaS): 20%

Solution Providers

- Cloud-Based Applications (SaaS): 70%
- Network Security: 60%
- Network Monitoring and Management: 50%
- Mobile Device Management (MDM): 40%

Systems Integrators

- Cloud-Based Applications (SaaS): 60%
- Endpoints (PCs, notebooks): 50%
- Cloud-Based Infrastructure (IaaS): 40%
- Network Monitoring and Management: 30%
- Mobile Device Management (MDM): 20%
- Backup Business Continuity, and Disaster Recovery: 10%

Professional Services Organizations

- Business Applications: 90%
- Productivity Applications: 80%
- Endpoint Security: 70%
GROWTH FACTORS

Over the past several years, 2112 has noted that the average channel company grows at a rate of 11 percent to 20 percent annually. The businesses in our survey grew, on average, 17.5 percent in 2016, which is above the historical channel baseline.

Behind the raw growth number is a data point of greater significance: the impact of recurring revenue on growth and business health. As noted in the previous section, nearly every channel business earns a portion of its revenue from services sold on a recurring revenue basis. While managed services aren’t always a major contributor to revenue and profit, as that varies by business model, they are the leading driver of overall business growth.

More than three-quarters (76 percent) of the surveyed channel partners said recurring revenue services (noted as managed services) were the top contributor to their growth in 2016 (see Figure 11: Top Drivers of 2016 Growth). Professional services are the second-highest growth contributor, but the percentage of partners citing this factor is nearly half those citing managed services. Less than one-third of solution providers cited hardware or software as a growth contributor. Surprisingly, less than one-fifth cited cloud computing as a growth factor.

The importance of recurring revenue as a growth catalyst crosses all channel business models. Not surprisingly, 85 percent of companies that identify primarily as MSPs say managed services are their chief growth driver. However, a majority of other business models – even those with a low penetration of managed services as part of their portfolios – cite recurring revenue services as either the highest or second-highest contributor to their growth (see Figure 12: Managed Services as a Growth Catalyst by Business Model).
The only business model that doesn't see managed services as the leading growth driver is systems integrator. While 44 percent of systems integrators see managed services as the leading growth catalyst, 63 percent of them say professional services is having a larger impact. While this may be true today, the continued expansion of managed services and the convergence of managed and cloud services will likely change this equation.
Sales is the lifeblood of every organization, as it’s the means by which businesses – particularly those in managed services – generate and maintain revenue.

Solution providers take sales seriously. The average number of salespeople per organization surveyed is 19.4. Larger organizations with expansive inside and outside sales forces skew the average higher. Even accounting for the outliers, the average is still 7.56 salespeople per organization (see Figure 13: Sales Capacity).

Figure 13: Sales Capacity

Sales capacity follows the size of the organization by revenue. Larger organizations tend to have more salespeople than smaller organizations. Only a handful (5 percent) of resellers and service providers in our sample reported having no dedicated salespeople. However, smaller organizations appear to hustle more for sales than larger organizations.

The revenue productivity of companies with $2.49 million or less in revenue, which also tend to have fewer salespeople, is higher than the productivity of companies with $2.5 million to $14.99 million (see Figure 14: Revenue per Salesperson). Only companies with $15 million or more in revenue have higher sales productivity per salesperson, mostly because larger solution providers tend to sell to larger accounts and capture engagements with a larger value.
Sales capacity doesn’t necessarily correlate with growth. The average number of salespeople in organizations with growth rates of 10 percent or less is 8 to 10. The average number of salespeople in organizations with growth rates of 11 percent or more is 8 to 14 (see Figure 15: Sales Capacity & Growth). While there’s a direct link between the number of salespeople and higher levels of growth, the data also suggests that quality of sales is equally important to achieving expansion. According to other research conducted by 2112, the average channel partner doesn’t have a sales plan or sales goal. Adding more salespeople without strategy or governance won’t produce positive results.
**CUSTOMER ENGAGEMENT**

The recurring revenue model is contingent on **two factors**: adding customers and retaining accounts. If a provider of managed services can accomplish those two tasks, it will have consistent and predictable recurring revenue. Of the two factors, account retention is most important, as customer attrition will lead to recurring revenue disruptions.

Sales capacity, as noted in the previous section, isn’t just a means of generating revenue; it’s also the mechanism for customer engagement. Salespeople are how service providers interact with, communicate with, and relate to customers. This leads to the acquisition of new accounts and the retention and expansion of existing accounts.

The average solution provider services 134 active accounts. Companies that identify as MSPs have two-thirds as many active accounts as any other channel business model (see Figure 16: Average Number of Active Customers). MSPs know their viability and success is contingent on scaling their infrastructure and resources to maximize returns. Companies with other business models, such as VARs and systems integrators, may touch more customers over the course of a year, but the types of interactions are different – selling hardware or a software license is a point-in-time transaction.

![Figure 16: Average Number of Active Customers](image-url)
The average MSP adds, on average, 10 new customers per month (see Figure 17: New Customers Per Month). MSPs add slightly more customers per month than other channel business models. While VARs and solution providers are adding more than nine new customers a month, the rate of growth on their comparatively smaller recurring services model base means they’re not accreting managed services revenue at the same rate as MSPs.

The real test of a services organization’s viability is customer retention. Adding new customers contributes to growth if existing accounts remain in the spending fold. The average European channel company loses about two accounts per month (see Figure 18: Account Losses Per Month). MSPs have the second-lowest customer loss rate, 1.88 per month. Only systems integrators are retaining customers at a better rate. VARs, solution providers, and professional services organizations lose more than two customers per month.

Figure 17: New Customers Per Month

Figure 18: Account Losses Per Month
The final analysis shows the importance and benefit of customer engagement, as seen through the net change in accounts. Overall, channel companies of all types reported adding more accounts than they lost, resulting in an 18 percent net attrition rate and a 58 percent gain in the number of customers. Given their dependence on stable recurring revenue, MSPs parlay their high customer acquisition rate and low customer loss rate to post the best overall account attrition rate. (see Figure 19: Account Gains & Losses).

Figure 19: Account Gains & Losses
The channel community is bullish not only on managed services growing, but also on prices and profits rising from remotely delivered services. Providers of managed services see customers increasingly willing to accept higher prices for their services, relieving pressure on their margins. Consequently, 60 percent of European channel companies believe managed services pricing will increase for the foreseeable future (see Figure 20: Managed Services Pricing Trends).

When it comes to profits, providers of managed services are equally optimistic. Their ability to maintain or raise prices means they have greater control over profit margin integrity. One-half of respondents believe their margins will increase for the foreseeable future. Another 42 percent expect managed services margins to remain unchanged and stable (see Figure 21: Managed Services Profit Trends).
Experience counts when it comes to understanding and managing recurring revenue business models, and that can be seen in the pricing and profit trends. MSPs, which earn more than 40 percent of their gross revenue from managed services, are far more optimistic about managed services pricing increasing or remaining stable than other business models (see Figure 22: Pricing Trends by Business Model).

While MSPs have high confidence in increasing prices for their services, their optimism isn’t exclusive. The other business models, particularly systems integrators and professional services organizations, exhibit strong pricing confidence levels. A large part of the increasing confidence in managed services pricing and profits is the increasing demand. Businesses are growing more accustomed to services as a delivery mechanism. Further, the ongoing IT talent shortage is compelling businesses to address their technology needs through services.
The top- and fastest-selling products in the European managed services channel are best described as a mix of the old and new. Many of the legacy technologies that make up the foundation of the managed services model, such as network security and network monitoring and management, continue to sell well. But new technologies, such as cloud-based applications, are top sellers as well.

The top-selling products among providers of managed services are network security, network monitoring and management, and endpoint security (see Figure 23: Top-Selling Managed Services). The fact that these three services are top sellers should come as no surprise, as they are in the highest demand; network monitoring, in particular, is also the oldest service offering.

Strong sellers, though, are cloud-based applications, particularly productivity suites such as Microsoft’s Office 365, reflecting how managed services are morphing into managed cloud services. While cloud services are among the top sellers, not all cloud offerings are selling well; laggards include file synchronization and infrastructure services.

Figure 23: Top-Selling Managed Services

While legacy technologies are the top sellers today, cloud technologies are the fastest-growing. Cloud applications are the fastest-growing technology among solution providers. Also rising in the sales ratings are...
productivity applications, cloud infrastructure, and cloud-based business applications. Network monitoring and management, the mainstay of managed services, falls to the middle of the pack of fast-growing technologies (see Figure 24: Top Sellers and Fastest-Growing Services).

Figure 24: Top Sellers and Fastest-Growing Services

<table>
<thead>
<tr>
<th>Rank</th>
<th>Best-Selling Services</th>
<th>Fastest-Growing Services</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29% Network Security</td>
<td>Cloud-Based Applications (SaaS) 26%</td>
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</tr>
<tr>
<td>2</td>
<td>22% Network Management</td>
<td>Network Security 25%</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>22% Endpoint Security</td>
<td>Endpoint Security 21%</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>21% Cloud-Based Applications (SaaS)</td>
<td>Productivity Applications 16%</td>
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<td>5</td>
<td>16% Productivity Applications</td>
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<tr>
<td>6</td>
<td>14% On-Premises Servers</td>
<td>On-Premises Servers 14%</td>
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</tr>
<tr>
<td>7</td>
<td>14% Backup</td>
<td>On-Premises Storage 12%</td>
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<td>8</td>
<td>13% On-Premises Storage</td>
<td>Backup 12%</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>12% Cloud-Based Infrastructure (IaaS)</td>
<td>Network Management 11%</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>9% Endpoints (PCs, notebooks)</td>
<td>Endpoints (PCs, notebooks) 11%</td>
<td>10</td>
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<td>11</td>
<td>8% VoIP/Telephony</td>
<td>Business Applications 11%</td>
<td>11</td>
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<td>12</td>
<td>7% Mobile Device Management (MDM)</td>
<td>Mobile Device Management (MDM) 10%</td>
<td>12</td>
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<tr>
<td>13</td>
<td>7% Business Applications</td>
<td>VoIP/Telephony 8%</td>
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<td>15</td>
<td>2% Other</td>
<td>File Synchronization 2%</td>
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<td>16</td>
<td>1% File Synchronization</td>
<td>Other 2%</td>
<td>16</td>
</tr>
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</table>

The cloud is having less of an impact on sales for MSPs than other cloud businesses. While other channel businesses are selling increasing volumes of cloud-based infrastructure, MSPs report that remote management of on-premises services and data centers is their fastest-growing service (see Figure 25: Best Sellers and Fastest-Growing MSP Services). Cloud-based applications rank fourth on the list of fastest-growing services. And while cloud products are growing quickly, so, too, are many legacy technologies, such as VoIP services and endpoint management.
Figure 25: Best Sellers and Fastest-Growing MSP Services

<table>
<thead>
<tr>
<th>Rank</th>
<th>Best-Selling</th>
<th>Fastest-Growing</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Network Management 29%</td>
<td>38% On-Premises Servers</td>
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<td>3</td>
<td>Endpoint Security 29%</td>
<td>25% Endpoint Security</td>
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</tr>
<tr>
<td>4</td>
<td>Network Security 29%</td>
<td>25% Cloud-Based Applications (SaaS)</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>VoIP/Telephony 17%</td>
<td>17% VoIP/Telephony</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Backup 13%</td>
<td>13% Endpoints</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Cloud-Based Applications (SaaS) 13%</td>
<td>13% Cloud-Based Infrastructure (IaaS)</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>On-Premises Storage 8%</td>
<td>13% Productivity Applications</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Endpoints 8%</td>
<td>8% Backup</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Cloud-Based Infrastructure (IaaS) 8%</td>
<td>8% Business Applications</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Productivity Applications 8%</td>
<td>4% Network Management</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>Mobile Device Management 4%</td>
<td>4% On-Premises Storage</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>Business Applications 4%</td>
<td>4% Mobile Device Management</td>
<td>13</td>
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<tr>
<td>14</td>
<td>E-mail (hosted) 0%</td>
<td>0% E-mail (hosted)</td>
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<tr>
<td>15</td>
<td>File Synchronization 0%</td>
<td>0% File Synchronization</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>Other 0%</td>
<td>0% Other</td>
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</tr>
</tbody>
</table>
Based on the responses from survey participants, the recurring revenue model will eventually dominate all aspects of the European channel. The catalyst for that growth is security and cloud services. 2112 believes the mounting security threats, increased European Union security regulations, and the ongoing skills shortage will prompt businesses to turn to managed service providers to close the gap in their security needs.

Providers of managed services — regardless of how they describe their business — are seeing increased demand from customers that need support of their on-premises and cloud-based resources. Through this increased demand, service providers are finding increased price and profit stability that will fuel their development. The one point of caution is for MSPs, which earn more than 40 percent of their gross revenue from managed services. They’re adopting cloud services at a slower rate than other business models; if this trend continues, they could find themselves at a competitive disadvantage.

The tendency is to focus on the technology as the source of value. Service providers are definitely expanding to meet and capture new opportunities in cloud computing, mobility, and security. However, the value to the customer is short-lived if the provider disengages from the relationship. The 2112-Barracuda State of Managed Services study reveals that service providers with a focus on sales and persistent customer engagement have more success in maximizing the returns of the recurring revenue model.
The European 2112-Barracuda State of Managed Services study was conducted via an aided-response survey conducted in April 2017. The study sampled 102 qualified providers of managed services in the United Kingdom, Ireland, France, Germany, the Netherlands, Belgium, Italy, Luxembourg, Denmark, Sweden, Norway, and Austria. The study results have a margin of error of +/- 6.5 percent, with a 95 percent confidence rating.

The study sample contained a balance of the different channel business models, consisting largely of MSPs and other companies that resell and deliver managed services (see Figure 26: Sample by Business Model). Participants hold roles at the vice president level or above, making them qualified to answer the survey questions (see Figure 27: Participants’ Titles). Most of the companies participating in the survey have gross revenue between $5 million and $15 million (see Figure 28: Participating Companies’ Revenue). The survey’s sample revenue distribution skews slightly higher than known channel demographics, but 2112 doesn’t believe this materially changes the results, meaning the data still reflects general channel trends.

Figure 26: Sample by Business Model
Figure 27: Participants' Titles

- CEO/President: 20%
- CFO/COO/CIO/CXO: 12%
- Owner/Operator: 11%
- Vice President: 19%
- Director: 18%
- Other: 20%

Figure 28: Participating Companies' Revenue

- $500,000 to $999,999: 28%
- $250,000 to $499,999: 12%
- $1 Million to $2.49 Million: 19%
- $2.5 Million to $4.99 Million: 20%
- $5 Million to $9.99 Million: 18%
- $10 Million to $14.99 Million: 11%
- $15 Million to $50 Million: 0%
ABOUT
THE 2112 GROUP

The 2112 Group is a business strategy firm focused on improving the performance of technology companies’ direct and indirect channels through our portfolio of market-leading products and services. We leverage proprietary intelligence with qualitative research, market analysis, tools, and enablement programs. Our industry experts approach each engagement by applying innovative solutions customized to meet the needs of our clients. By looking at the technology market from the viewpoint of vendors, partners, and end users, 2112 is uniquely positioned to develop go-to-market strategies that are beneficial to all parties from both a channel and enterprise perspective.

Contact 2112 at info@the2112group.com or visit our Website at www.the2112group.com.

ABOUT
BARRACUDA MSP

As the MSP-dedicated business unit of Barracuda Networks, Barracuda MSP enables IT managed service providers to offer multi-layered security and data protection services to their customers through our award-winning products and purpose-built MSP platform. Barracuda MSP’s partner-first approach focuses on providing enablement resources, channel expertise, and robust, scalable MSP solutions designed around the way managed service providers create solutions and do business. Visit barracudamsp.com for additional information.