

Acronis
TRU Security Day
Italy 2025

Performance and MSP benchmarks for Italy



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**The opportunity is just
getting started.**



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A New Industrial Age of Technology

Digital trans by 2030

3x

Robots by 2030

5.5x

AI use by 2030

6.4x

SaaS applications by 2030

2.5x



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**The world needs more
service providers.**

Who will manage and support this growth?

Server market by 2030

+75%

Endpoints by 2030

+119%

Much more than this.

Power consumption by 2030

10x

Data centers by 2030

+48%

Global economy by 2030

+21%



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**The Italy SP market
is growing fast.**



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State of the market for MSPs in Western Europe

Managed Services Revenue

\$116.8 billion

+\$13.2 billion y/y

Growing

+12.7% y/y

The state of the market for MSPs in Italy

Managed Services Revenue

\$6.6 billion

+\$870 million y/y

Growing

+15.2% y/y

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**Opportunities for increasing
revenue are accelerating.**

The potential MSP seat/device revenue for Italy

Driven by:

- Adding security layers
- The rise of M365
- Expanding SP trust
- Increasing demand

2024

\$90 per seat/device/mo.

2025

+10%-12%

~\$99 per seat/device/mo.

Managed services revenue

78%

Avg. share of MSP annual revenue
from managed services

Security services are the largest
contributor to managed service
revenue growth.



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Italy

May 22, Milan



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