Canalys RMM and PSA Leadership Matrix 2024

Summary

Four vendors have been crowned Champions in the 2024 Canalys RMM and PSA Leadership Matrix: ConnectWise, HaloPSA, N-able and NinjaOne. Two of these vendors, ConnectWise and N-able, retained their Champion status from the previous edition of the Canalys RMM and PSA Leadership Matrix – an impressive achievement.

Champions demonstrated the highest levels of excellence in channel and technology capability over the last 12 months compared with their industry peers, as rated by channel partners and Canalys analysts. Other vendors are classified as **Contenders** (those with high ratings based on channel performance, but declining or flat on last year), **Scalers** (those making improvements in partner sentiment but yet to achieve the highest levels of consistency in channel excellence) or **Foundation** vendors, which have the lowest ratings and have also suffered a deterioration in partner sentiment over the last 12 months.

Global RMM and PSA Leadership Matrix 2024

This report defines RMM as software that provides remote monitoring and management for endpoints. Professional Services Automation (PSA) is defined as software that allows a company to manage projects, billing, provisioning and other services related to a customer's IT estate.

The growth and importance of these two technologies to the expanding landscape of managed service providers (MSPs) in the channel in recent years means it is vital for these providers to be able to assess RMM and PSA vendors' strengths and weaknesses. As more data and workloads move to the cloud, and software moves to recurring revenue models, licensing, billing, patch management, feature integration and security are needed, but are increasingly onerous for customers investing in the digitalization of their businesses that do not have the capabilities and resources to manage the technological portion of that transformation.
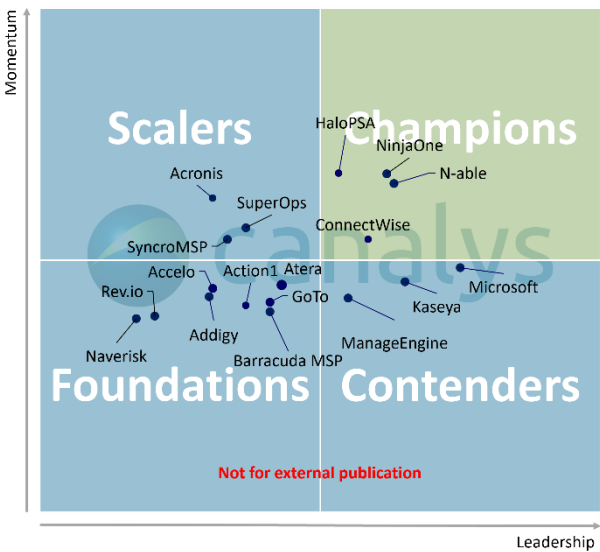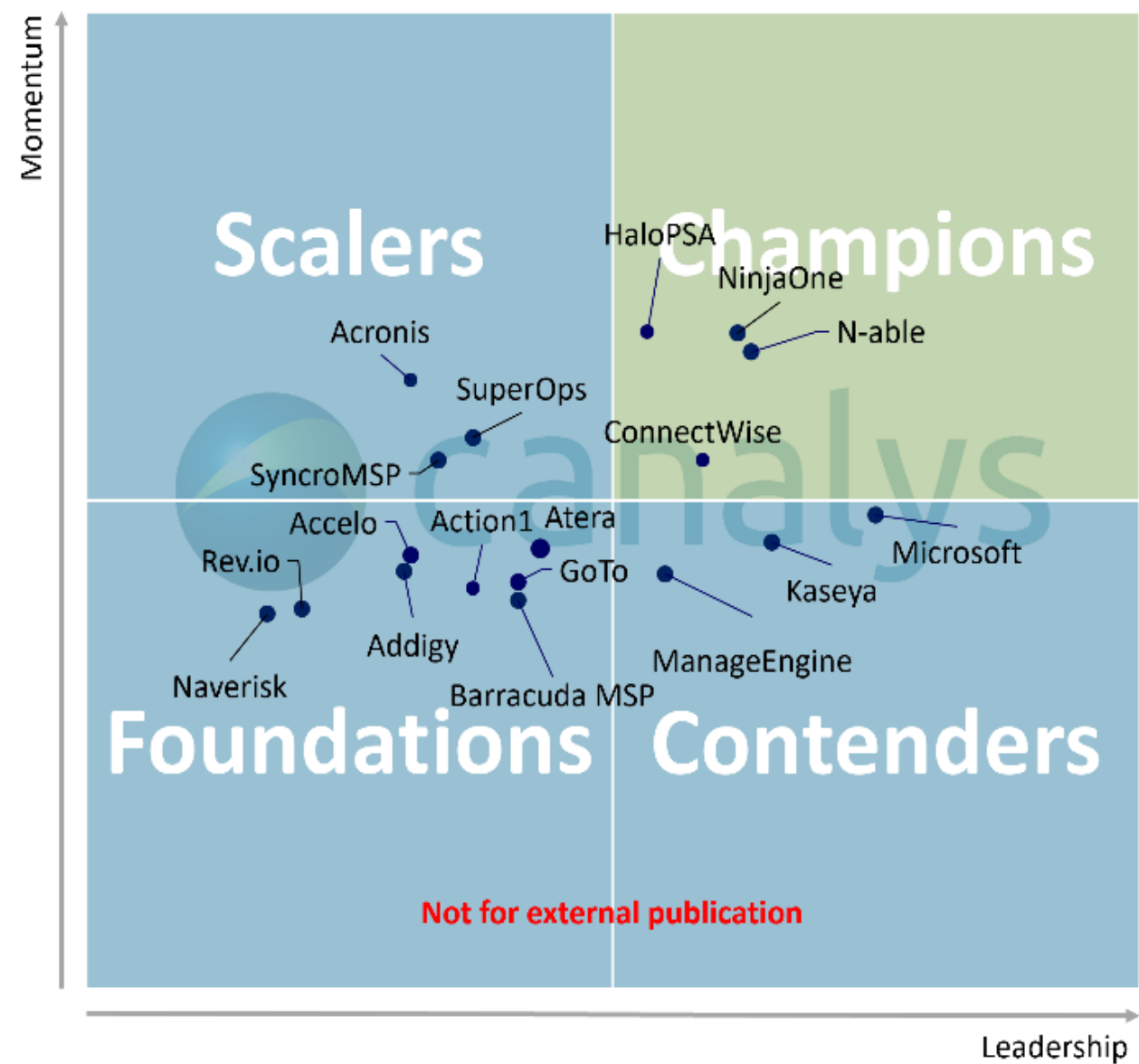
RMM and PSA Leadership Champions 2024

Canalys RMM and PSA Leadership Matrix 2024

Global RMM and PSA Leadership Matrix
2024

Momentum

Leadership

Scalers

Champions

Foundations

Contenders

HaloPSA

NinjaOne

N-able

Acronis

SuperOps

ConnectWise

SyncroMSP

Accelo

Action1 Atera

Rev.io

GoTo

Microsoft

Kaseya

Addigy

Naverisk

Barracuda MSP

ManageEngine

Not for external publication

canalys

Performance highlights: Champions

CONNECTWISE

✓ Highest-rated metrics

- MSP base: 10,000+
- US$100 to US$499 million in annual revenue
- High revenue growth
- Strong MSP focus

Leadership score: 58%

Momentum score: 54%

- **ConnectWise** is the global market share leader in RMM and PSA, with over US$400 million in revenue and a large ecosystem of allied vendors.
- In recent years, its growth has slowed as competitors have eroded its market share, and it has attempted to shift more of its traditional on-premises management business to a cloud model.
- ConnectWise continues to build out technology capabilities despite a perception of slow development, and it remains a major part of the channel ecosystem with over 30,000 MSPs.
- It recently acquired backup and Microsoft management vendors Axcient and SkyKick; CEO Jason Magee stepped down to be replaced by Manny Rivelo, formerly CEO of Forcepoint.

HALOPSA

✓ Highest-rated metrics

- MSP base: 5,000 to 9,999
- US$100 to US$499 million in annual revenue
- High revenue growth

Leadership score: 53%

Momentum score: 67%

- **HaloPSA** is a specialist PSA vendor that has seen massive growth and success over the last five years, growing organically in the MSP space to reach US$100 million in revenue, which has been increasing by over 100% year on year in recent years.
- While it is a PSA specialist, Halo receives consistently good feedback from MSPs and is considered a company easy to do business with by channel partners.
- Halo has built several alliances with key vendors in the MSP space and recently announced a deep integration with NinjaOne to provide an alternative vendor platform ecosystem to Kaseya 365, which represents a more closed ecosystem approach.

Performance highlights: Champions

N-ABLE

✅ Highest-rated metrics

- MSP base: 10,000+
- US$100 to US$499 million in annual revenue
- Moderate revenue growth
- Strong technological capability

| Leadership score: | 63% |
| Momentum score: | 65% |

- **N-able** is one of the four largest RMM and PSA vendors worldwide for MSPs, making approximately US$160 million from these products alone in 2023.
- It provides RMM and PSA products for MSPs, though its RMM offering is more mature and widely adopted.
- N-able also offers data protection products (Cove) and cybersecurity products and services through third-party ISVs such as SentinelOne and Adlumin.
- N-able serves around 25,000 MSPs globally, with around half of its revenue coming from North America; the rest is primarily from Europe, with a smaller amount from the APAC region.

ninjaOne

✅ Highest-rated metrics

- MSP base: 10,000+
- US$100 to US$499 million in annual revenue
- Strong revenue growth
- Strong technological capability

| Leadership score: | 62% |
| Momentum score: | 67% |

- **NinjaOne** is a fast-growing RMM provider with over 10,000 partners worldwide and more than 20,000 customers.
- The company saw over 70% growth in its annual recurring revenue in 2023 and will make over US$175 million from RMM in 2024.
- Following a Series C funding round of US$231.5 million earlier in 2024, which included investment from Frank Slootman (Snowflake) and Amit Agarwal (Datadog), the company was valued at US$1.9 billion.
- Most of its revenue comes from North America, but it has a growing international presence.

Performance highlights: Contenders and Scalers

Summary: Contenders

Kaseya

Since its acquisition of Datto, Kaseya has become one of the two largest providers of RMM and PSA software tools in the world. It generates over US$1 billion in revenue, due in large part to the backup portfolio it acquired as part of the Datto deal. Its portfolio is broad, with RMM and PSA tools on both the Kaseya and Datto sides. Autotask, for example, which along with ConnectWise is one of the two biggest PSA products adopted by MSPs globally, has a strong history in EMEA and Datto's strengths in Australia and New Zealand help to improve its balance of revenue from different regions.

Kaseya recently released Kaseya 365, a closed ecosystem approach to MSP product sales. This positions Kaseya as a platform for key MSP tools, with RMM, endpoint backup, and several cybersecurity products and services bundled into one offering. It also has an express option that does not include managed detection and response (MDR).

At its global 2024 Kaseya DattoCon conference, the company announced it had acquired SaaS Alerts, a UBA tool which uses AI to analyze user behavior and provides automated account locking. At the same time, it said it had added a Kaseya 365 User SKU to its portfolio, which provides the functionality in SaaS Alerts, plus Graphus cloud-based email security, which protects against phishing attacks, and Bullfish, the company's security awareness training platform. It also includes SaaS backup and Dark Web ID.

ManageEngine

ManageEngine is the IT management division of Zoho Corporation, headquartered in India. ManageEngine itself makes over US$500 million and is targeting US$1 billion by 2027. ManageEngine has over 4,500 employees and serves over 300,000 customers in 20 countries but is less well known in the MSP space than some of its competitors. It has a broad portfolio of products and services, including cybersecurity, endpoint management and IT service management. It is mostly associated with on-premises network and server management, but it is seeing over 70% growth in its cloud business and boasts a broad feature set for its MSP-focused RMM Central suite. It has suffered from some slower single-digit growth in its established markets, such as the US, UK, Australia and Canada, but has seen strong double-digit growth in emerging markets in India, Southeast Asia, Latin America and the Middle East.

Microsoft

Microsoft Intune is a cloud-based endpoint management solution that allows people to manage their Microsoft environments and devices in a more integrated way. Intune is not a direct replacement for other RMM products due to its Microsoft focus, though it does provide license management and updates, identity monitoring, compliance and analytics. While Microsoft does not break out numbers for Intune use or revenue, it is widely adopted due to its inclusion in Microsoft 365 licensing, and many MSPs use it alongside RMM products as an additional layer for their endpoint and device management, and the Windows OS.

Performance highlights: Contenders and Scalers

Summary: Scalers

Acronis

Acronis provides RMM and PSA products to its partners, with all 20,000 using some RMM functionality that has been built into its platform, and approximately 4,000 partners using its premium product. While these products are less well established than some other vendors in this report, Acronis Management (RMM) has been on the market for around five years, while Acronis Automation (PSA) came from its acquisition of Computicate. It currently offers patching for approximately 300 other vendors, and its PSA integrates with all other major vendors, including ConnectWise, Autotask, HaloPSA, Kaseya BMS, SuperOps and Syncro.

SuperOps

SuperOps is a relative newcomer to the RMM and PSA world but has grown rapidly and is part of a group of smaller providers that are offering new solutions to MSPs that are disillusioned with larger vendors in this report. While it does not yet have the scale to challenge the market share of ConnectWise or Kaseya it is ambitious and offers an increasingly comprehensive suite of RMM and PSA features.

SyncroMSP

Syncro is a more established alternative to the top two market share leaders in this report, born of a merger of RepairShopr and RepairTech in 2017. It has maintained strong growth in recent years and will likely close 2024 with revenue of over US$40 million. It has strong product security measures and receives positive feedback from MSPs, as well as boasting a strong line-up of third-party integrations. It recently appointed Michael George, formerly CEO of Continuum (which was sold to ConnectWise in 2019), to lead the business, taking over from Emily Glass.

Canalys RMM and PSA Leadership Matrix 2024

About the Canalys Leadership Matrix

| Analyst assessment | Ecosystem feedback | Performance metrics |

The Leadership Matrix assesses which vendors are playing an integral role in driving the success of the partner ecosystem. It takes in three primary types of inputs:

- **Analyst assessment**: Scoring of channel vision and strategy, programs and execution, portfolio competitiveness and new launches, M&A activities, and recent and future channel initiatives. This is based on ongoing analyst briefings and analysis of vendor surveys (where applicable).
- **Ecosystem feedback:** Feedback from the partner community, including analyst-led interviews and Candefero Vendor Benchmark ratings for the latest 12-month period (where applicable). Partner feedback focuses on programs and enablement metrics, sales engagement metrics and partner experience.
- **Performance metrics:** Assessment of vendor growth and market share within peer groups for the latest 12-month period compared with the previous 12-month period. This is based on data from Canalys' quarterly shipment tracking services.

Each of the metrics feeds into a proprietary Canalys Leadership Matrix model, which produces a series of scores. This includes an overall **leadership score**, representing the current standing, as well as a **momentum score,** representing the degree of change. The results of the scoring determine the positioning of each vendor in one of four categories:

- **Champions:** Vendors with high ratings in the areas assessed, which have shown both continued improvement in management, strategy and execution, and a commitment to driving future improvements.
- **Contenders:** Vendors with high ratings in the areas assessed, but which have been outpaced by other competitors or peers.
- **Scalers:** Vendors with lower ratings in the areas assessed, but which have seen improvements in sentiment and performance.
- **Foundations:** Vendors with a foundation in the areas assessed, but which currently have lower sentiment and performance levels compared with their peers.

The **Canalys RMM and PSA Leadership Matrix** focuses on vendors active in the MSP channel. The minimum qualification criteria for vendors are at least US$10 million in annual RMM and/or PSA revenue, they must sell to MSPs and 50% of revenue must come from the channel.

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