

Key Trends for MSPs and IT Service Providers



Ken Davis



Ken Davis

- Experienced technology entrepreneur and passionate about Data Analytics and possible insights
- Founder and CEO of CodeBlue 2004, grew to 170 staff and exited in 2017
- Then founded Cognition360, acquired by a North American company, ScalePad, earlier this year



Key Trends



- Market Healthy Growth >10% CAGR
- Security revenue streams growing strongly ~30%
- Profitability best practice: 18%+ EBITDA
- AI impact....Opportunities and Challenges...

AI Impact - Opportunities



- AI - Improving Security
- AI - Enhancing efficiency (and profitability)
- AI - Improving data analytics and insights
- AI - Delivering a better customer experience

AI Impact - Challenges

- Over reliance on AI/human oversight - balance
- Investment in AI tools and training - balance



Thank you!

For more information:

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