SPEAKER

BJORN LEENEN (CISSP)

SENIOR SOLUTIONS ENGINEER AT **DATTO/KASEYA**

25 YEARS IN IT

HAD MSP FOR 5 YEARS

15 YEARS CISSP CERTIFIED

SPOKE ON MANY INTERNATIONAL EVENTS

Why MSPs are the unsung heroes for a resilient and compliant Europe

***IT* is no longer just supporting the business.**

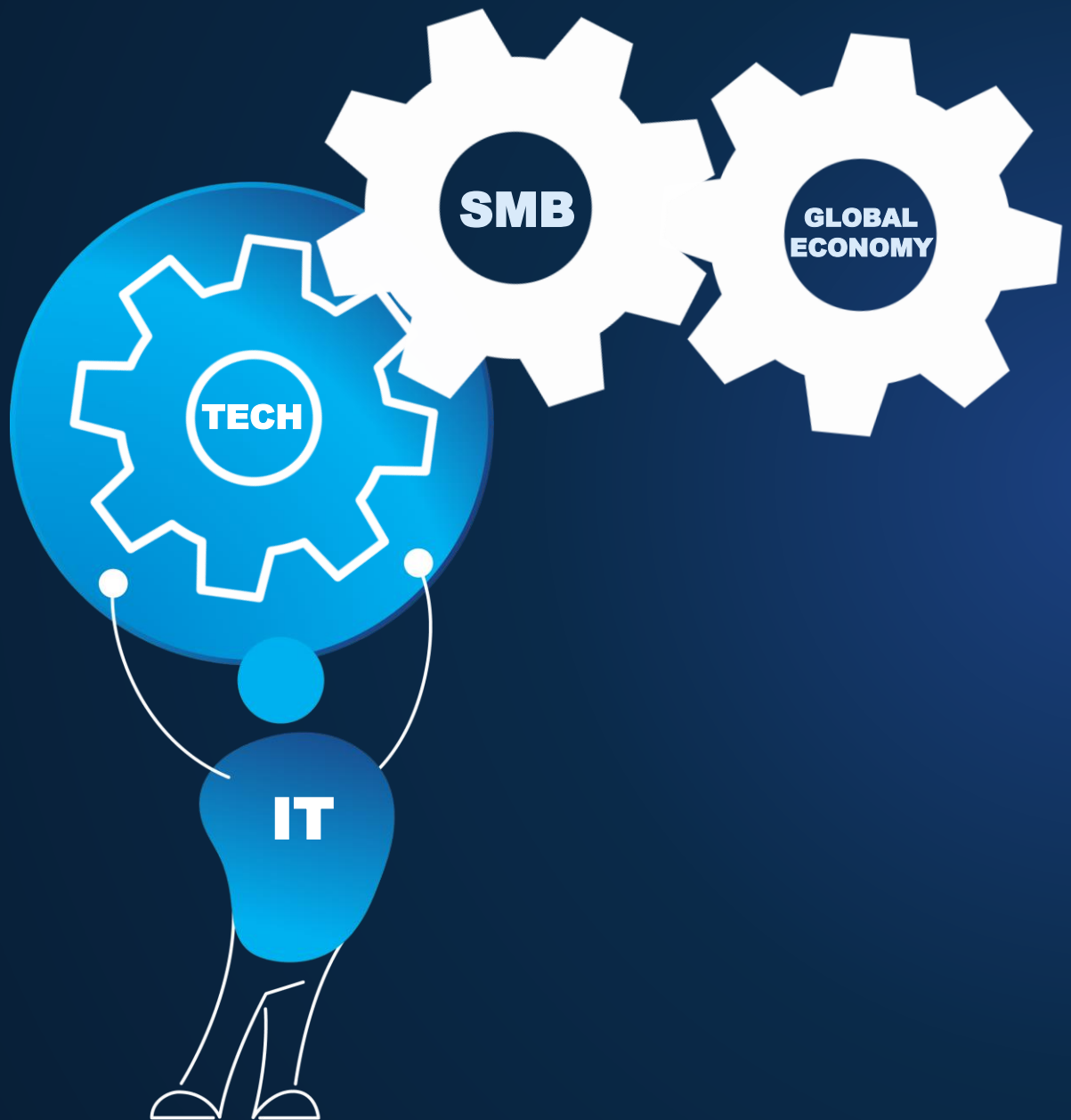
***IT* is the business**

SMBs are the backbone of our global economy

90%

of all businesses worldwide are SMBs

- Cannot function without digital tools
- Focused on core operations
- No expertise in tech or compliance



Small businesses are dependent on MSPs or small IT teams.

> They are the unsung HEROES of the global economy

64%

of IT professionals

report that their workload has increased due to business demands, while their team sizes and resources remain static or are being reduced.

Kaseya MSP Benchmark Survey 2024

78%
of SMBs

of small businesses rank cybersecurity as their #1 technology concern.

Kaseya MSP Benchmark Survey 2024

47%

of cybersecurity attacks target small businesses - *up 12% since 2020.*

Accenture's Cybercrime study

85%

of technicians

classify automation as a “must-have”, and rank it as the most important aspect of software selection.

Kaseya MSP Benchmark Survey 2024

Security Concerns

Ransomware

Labor Costs

Communications & Services

User Demands

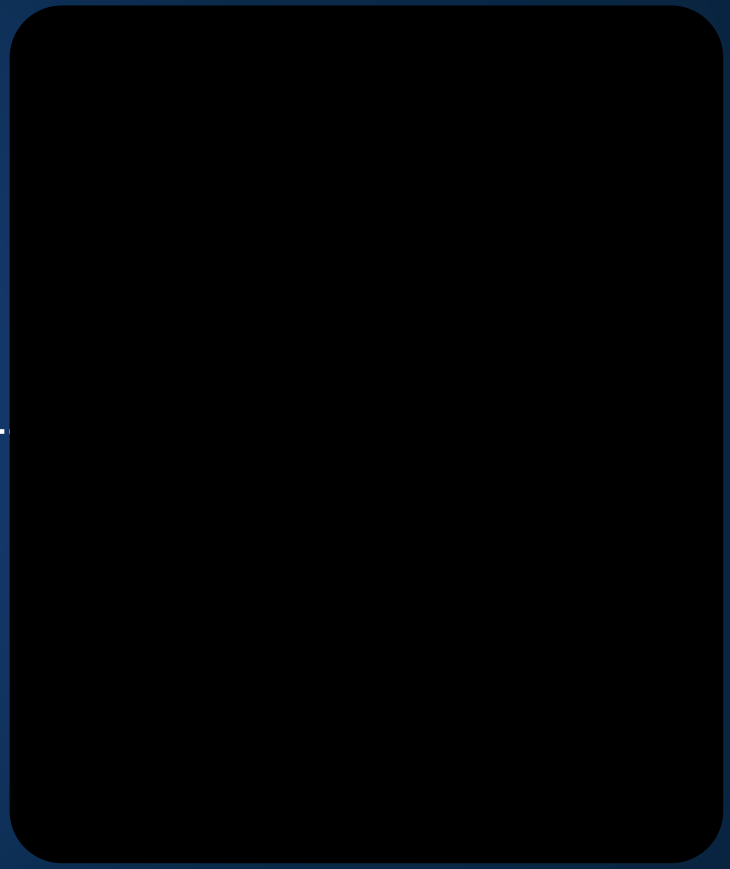
Software/Tools Costs

Integration

Cyber Threats

Scalability

What's Their Biggest Challenge?



Billing

Compliance

Legacy Systems

Data Privacy

Technology Changes

Down time

Sales & Marketing

Automation

The multi-functional IT expert is expected to do everything with...

TOO MANY TOOLS
from different vendors

LIMITED BUDGET
and resources

INCREASING WORKLOAD
and user demands

Fragmented tools
reduce efficiency and hinder performance.

WHAT IS A MANAGED SERVICES PROVIDER (MSP)?

A company that manages your IT infrastructure and user systems

Handles day-to-day operations, monitoring, maintenance, and support

Like having an IT department—but outsourced

CORE RESPONSIBILITIES OF AN MSP

Monitoring & Alerting

Helpdesk & user support

Cybersecurity & backups

(3rd party) Patch management

Strategic planning & reporting

Compliance (some of them)

WHY MSPS EXIST

Technology is complex and fast-moving

Most organizations can't (and shouldn’t) build deep IT expertise in-house

MSPs bring experience, scale, and cost-efficiency

COMMON SERVICES PROVIDED

Network and server management

Cloud and hybrid cloud support

Cybersecurity protection

Device and endpoint management

Compliance and data governance support

BENEFITS FOR ANY ORGANIZATIONS

Predictable monthly costs

Always-on support (depending on contract)

Enhanced security posture

Access to top talent without the hiring headache

Frees your staff to focus on your own services

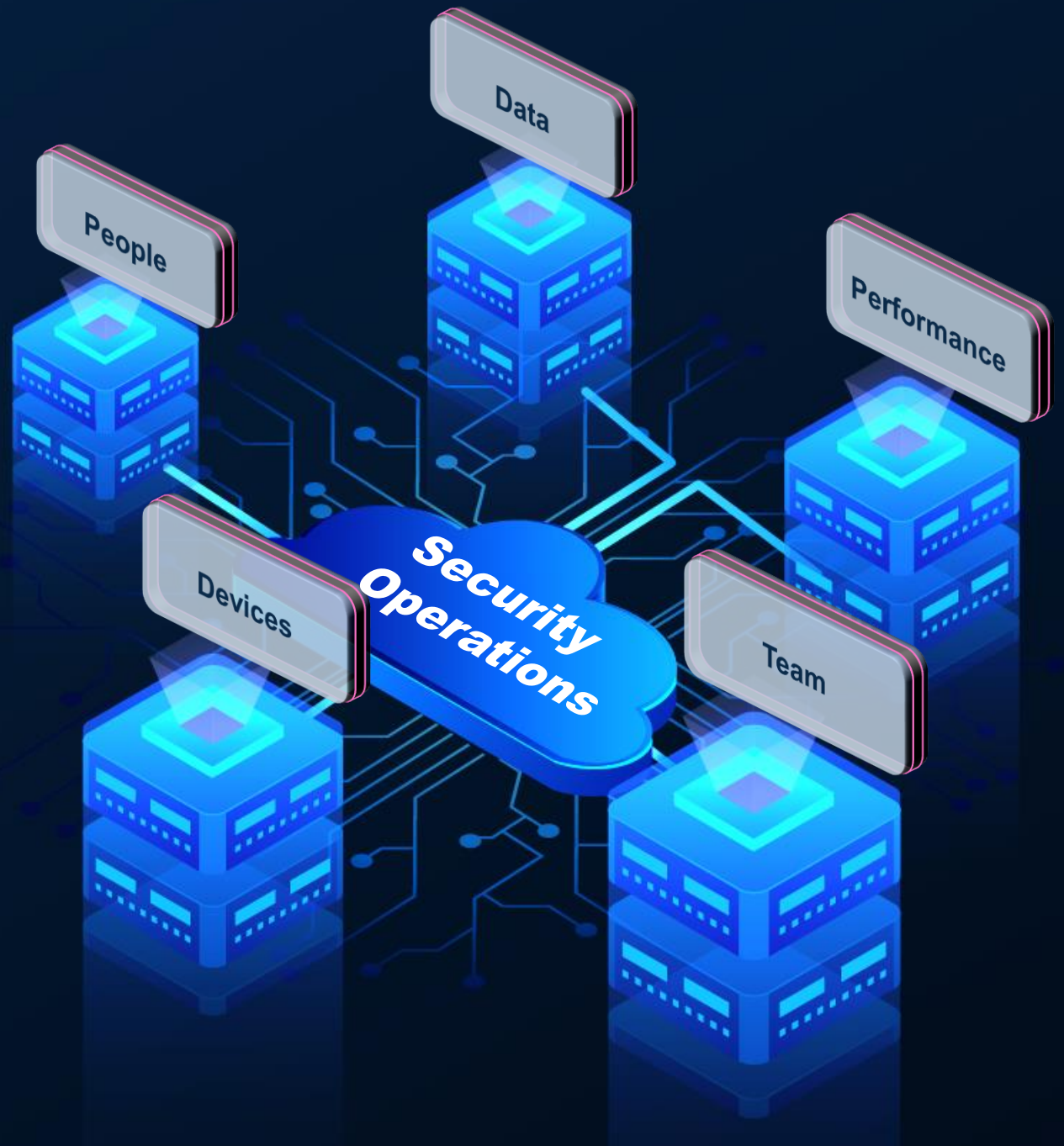
WHAT AN MSP IS NOT

Not just a helpdesk

Not a one-off consultant

Not your internal IT replacement—but your IT enabler

Every MSP needs to get this done.



MANAGE

Remote Monitoring & Management
Vulnerability Management
Pentesting (as a Service)
OS Updates

SECURE

3rd Party Patching
Anti-Virus | Anti-Malware
DNS Web Filtering
Endpoint Detection & Response
Managed Detection & Response

BACKUP

Endpoint Backup
Server Backup

PREVENT

Phishing Defence
Security Awareness Training
Dark Web Credential Monitoring

RESPOND

Cloud Detection & Response (CDR)

RECOVER

SaaS & Email Backup

BACKUP

On premise servers
Public/Private Cloud
SaaS Platforms
Roaming Endpoints

RESTORE

File/Folder restore
Instant Virtualization
Image based exports
Bare Metal Restores

COMPLIANCE

Documentation
DR Testing
Firedrills

MONITOR

Compliance Manager GRC
Network Inventory Monitoring

REPORT

Performance Dashboard
Billing & Finance
Centralised Reporting

REMEDIATE

Remote Management & Monitoring

ORCHESTRATE

PSA/Service Desk
Project/Contract management

OPTIMIZE

IT Documentation
Network Discovery

DEMONSTRATE

End User Collaboration
vCIO

Software costs dominate the spending of multi-function IT teams.

~30%

of their budget on software to get the job done.

The BETTER You Perform
The LESS You're Valued

5-25x

More expensive to earn a customer than to keep one.

Compiling comprehensive reports demands significant time and effort, especially when data is sourced from multiple platforms.

MSPs are the backbone of our global economy

BACKUP

YOUR FIRST AND LAST LINE OF DEFENSE

LET'S CONNECT

LinkedIn: https://www.linkedin.com/in/bjornleenen/

THANK YOU