

# Webroot keeps winning with MSPs

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According to several industry surveys and analyst groups, the top technology priority for small and medium businesses (SMBs) is security for the third consecutive year. To help managed service providers (MSPs) capitalize on the needs of their core customer base, numerous security vendors have been lining up to empower MSPs with security tools. However, there is one security vendor with a sizable market share lead in the MSP space. According to last year's MSPmentor 501 survey data, Webroot owns a 30% market share with the world's top MSPs. In fact, the next closest antivirus player within the MSP market only commands an 15% market share.

The question that Clarity Channel Advisors want to answer is "why?" Why does Webroot have such a sizable market share lead with MSPs over other providers in the market? As the official data aggregator of the MSPmentor 501 survey, Clarity Channel Advisors has seen all the numbers and most categories are generally pretty tight. For example:

- » A sample of storage numbers tells us Amazon Simple Storage Service (S3) has 18% market share versus eFolder at 17%
- » Among Hosted Exchange providers, Intermedia has 20% market share, while Rackspace has 16%
- » For peer groups, Gary Pica's TruMethods commands 19% market share, and HTG has 15%

Although providers and services tend to band within close ranges when we survey some of the most progressive MSPs in the world, Webroot has doubled the market share of their closest competitor.

Clarity interviewed several Webroot executives and MSPs themselves to dive deeper into some important industry statistics, with the goal of understanding the secrets to Webroot's success with MSPs. The common themes were clear.

First, Webroot executives told me a few years ago they made a strong commitment to the channel. But every provider in the antivirus/antimalware space leverages multiple go-to-market strategies to sell software. The difference is that Webroot executives said they always defer to service providers when any conflict around the customer arises. Webroot told Clarity they always prefer to sell their software through service providers, rather than selling direct to the end customer. In a market that has changed so much over the years, and where alliances have been tested, this type of loyalty and commitment is something the MSP community appreciates.

Additionally, Webroot has won over MSPs with their products' quality and ease of use. In speaking to MSPs who leverage Webroot to provide endpoint security to their clients, a few of the features that stand out to them are:

- » Fully cloud-based protection
- » Management at the site, group, and user levels
- » Granular administration controls and permissions

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Pricing is fairly consistent among vendor software providers, and the end prices MSPs charge to their clients are equally consistent, so it's critical for vendors to create simplicity in their offerings. Webroot has built partnerships with several key MSP remote monitoring and management (RMM) vendors. The company's relationships with Autotask, Kaseya, ConnectWise, Continuum, Ninja, and Atera allow the MSPs to push the antivirus/antimalware agents to their clients through their RMM of choice, saving an incredible amount of time and energy for the MSP.

Ultimately, efficiency and ease of use translates into bigger profits for the service provider. This is certainly an area where Webroot distinguishes itself from the pack.

While Webroot facilitates efficiency and ease of use, MSPs need to work to find clients. According to the MSPmentor 501 survey, nearly 90% of MSPs target clients with 1-99 employees, 70% target clients with 100-999 employees, and 19% target 1000+ employee organizations. However, when you put the spotlight on the highest performing MSPs—companies with 70% or more in recurring revenue and \$180K+ revenue/employee performance—a trend starts to emerge. The highest performing MSPs are targeting larger companies and moving "upstream". For example, 79% of high performing MSPs target companies with 100-999 employees and 37% target companies with over 1000 employees. These numbers paint a clear picture for MSPs: target bigger clients.

The same MSPmentor 501 survey tells us that 68% of high performing MSPs specifically target the legal industry, while only 55% of the lower performing group include legal in their sales plans.

These data points provide the MSP industry with some worthwhile notions to consider when improving performance. However, industry pundits would all agree that one of the most important functions for an MSP is keeping their clients safe and secure. MSPs need to carefully balance product quality, ease of use, and price when selecting security products to resell. When looking beyond the numbers and evaluating the overall MSP industry and Webroot's product set, pricing, and partner programs, it becomes clear why Webroot keeps winning with MSPs.

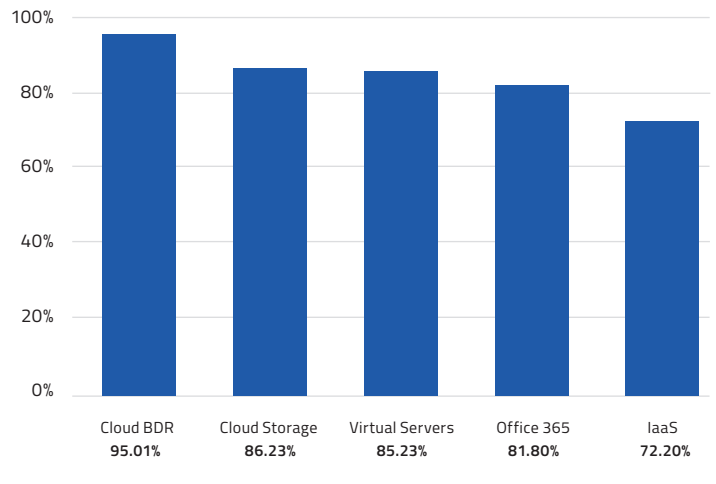


Figure 1: Popular Cloud Services

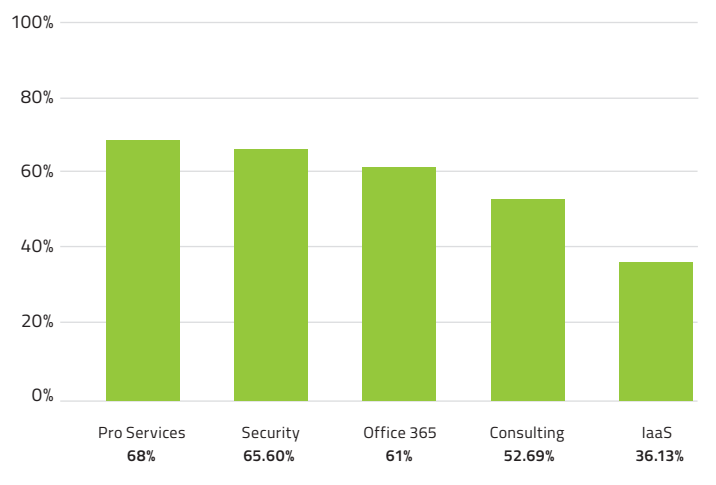


Figure 2: Biggest Growth Areas

### About Webroot

Webroot delivers next-generation network and endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions, BrightCloud® Threat Intelligence Services, and FlowScape® solution protect millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, Citrix, F5 Networks, Aruba, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at [webroot.com](http://webroot.com).

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