

Channel Program's analysis of over 3,000 vendor reviews have revealed some interesting findings particularly around the most requested features that MSPs want from the vendors they use.



At 17.2% of all responses, integrations accounted for the highest number of feature requests showing that interoperability between solutions and systems is a main focus – and often a pain point – for MSPs.

When we dove a level deeper we wanted to see if there were any trends among the responses, and we noticed that RMM & PSAs were explicitly called out the most by reviewers.



PSA
7.5%

- Reviewer

68%

With RMM and PSAs being the most requested integration type, we were curious as to what specific product categories mentioned RMM & PSA the most. We found that 68% of responses requesting an RMM or PSA integration fell within the realm of security products- including categories such as **Zero Trust, Phishing & Security Awareness Training, and Network Security.**

These findings present an opportunity for security vendors to evaluate their existing RMM/PSA integrations, determine if they are adequate for MSPs needs, and take action to build or improve these integrations.

2X

Documentation
(IT Management)

While RMM and PSA took the lead spots as the most requested integrations, the technology category that has the most opportunity for integrations is Documentation/IT Management. When reviewing these products, respondents are 2x more likely to request integrations than the next closest product category (email security.) The difference between this number and the ones above is that people who reviewed Documentation products did not specify what kind of integrations they were looking for.

This shows that there is a gap between the types of integrations MSPs need and what these products are delivering. MSPs should take the opportunity to communicate their integration needs to their vendors and can use this data as a starting point for that conversation.

