MSP Platforms

Market Insights Report

Unified Management Platform Strategies for Hyper-Scaling Your Managed Service Provider Business

In today's rapidly evolving managed service provider (MSP) landscape, Microsoft MSPs face increasing pressure to deliver efficient, scalable, and high-quality services to their clients. As businesses increasingly rely on Microsoft ecosystems—such as Microsoft 365, Azure, and Teams—the demand for streamlined management, operational efficiency, and proactive service delivery has never been higher.

Unified Management Platforms (UMPs) have emerged as a critical solution, enabling MSPs to consolidate tools, automate processes, and optimize workflows to scale their operations effectively.

Cloud Experts

Overview

This market research report explores the feature functionality of Unified Management Platforms tailored for Microsoft MSPs, with a focus on how these platforms empower providers to enhance operational automations and drive business growth.

By examining key capabilities—such as centralized monitoring, automated ticketing, patch management, and reporting—this report aims to provide a comprehensive understanding of how UMPs address the unique challenges faced by MSPs in the Microsoft ecosystem.

Through this analysis, we seek to equip MSPs with the insights needed to select and leverage platforms that align with their strategic goals, ultimately fostering scalability, profitability, and client satisfaction.

Unified Management Platforms for Microsoft MSPs

Microsoft 365 and Azure partners, particularly those operating as Managed Service Providers (MSPs), have access to a variety of solutions that enable them to scale their businesses effectively.

MSPs can leverage unified platforms that integrate management tools for Microsoft 365 environments. These platforms simplify multi-tenant management, allowing partners to oversee multiple clients' Microsoft 365 instances from a single interface. Features often include automation of routine tasks (e.g., user provisioning, license management), centralized monitoring, and reporting.

This reduces operational overhead and enables MSPs to scale their client base without proportionally increasing administrative effort.

Security and Compliance Tools

Security is a critical concern for businesses using Microsoft 365, and partners can offer advanced security solutions to address this need. These include tools for implementing robust cybersecurity measures such as multi-factor authentication, advanced threat protection, and data loss prevention. Compliance management features also help clients meet regulatory standards (e.g., GDPR, HIPAA). By bundling these capabilities with Microsoft 365 subscriptions, MSPs can differentiate their services and attract more clients, supporting business growth.

Backup and Disaster Recovery Solutions

Business Continuity and Disaster Recovery (BCDR) solutions are essential for ensuring client data protection and operational resilience. Partners can provide scalable backup and recovery options for Microsoft 365 data, including Exchange, SharePoint, OneDrive, and

Teams. These solutions allow MSPs to offer value-added services that safeguard against data loss, enabling them to support larger and more complex client environments as their business expands.

Automation and AI-Ready Technologies

Automation tools integrated with Microsoft 365 help MSPs reduce manual workloads and improve efficiency. For example, automated workflows for provisioning, monitoring, and issue resolution allow partners to manage more clients with fewer resources. Additionally, AI-driven features—such as predictive analytics for identifying potential issues or optimizing resource usage—position MSPs as forward-thinking providers, appealing to clients seeking modern, scalable solutions.

Migration and Adoption Services

MSPs can scale by offering comprehensive migration services to help clients transition to Microsoft 365 from on-premises or other cloud systems. These services include planning, execution, and post-migration support, often paired with training to maximize user adoption. By streamlining this process, partners can onboard new clients quickly and efficiently, building a larger customer base over time.

Custom Application Development and Integration

Through tools like the Microsoft Power Platform and Azure, partners can develop custom applications or integrate Microsoft 365 with other business systems (e.g., CRM, ERP). This capability allows MSPs to tailor solutions to specific client needs, enhancing their value proposition and enabling them to serve diverse industries or larger enterprises as they grow. Managed Services Offerings via the Cloud Solution Provider (CSP) Program The Microsoft CSP program provides partners with access to the full range of Microsoft cloud services, which they can bundle with their own managed services. This includes subscription management, billing, and support, allowing MSPs to create recurring revenue streams. The

program also offers resources like technical training and marketing support, helping partners scale their operations and reach new markets.

Collaboration and Productivity Enhancements

MSPs can scale by offering solutions that optimize Microsoft 365's collaboration tools, such as Teams, SharePoint, and Viva. These enhancements improve client productivity and hybrid work capabilities, making them attractive to businesses of all sizes. Partners can provide ongoing management and optimization, ensuring clients fully leverage these tools as their needs evolve.

Cost Optimization and Licensing Expertise

Partners can assist clients in optimizing their Microsoft 365 subscriptions by analyzing usage and recommending the right mix of licenses. This ensures cost efficiency without compromising functionality, adding value for clients and allowing MSPs to manage larger portfolios while maintaining profitability.

24/7 Support and Proactive Monitoring

Offering round-the-clock support and proactive monitoring services enables MSPs to maintain high service levels as they scale. These solutions, often supported by Microsoft 365's built-in analytics and third-party tools, allow partners to detect and resolve issues before they impact clients, fostering trust and supporting client retention and growth. By combining these solutions, Microsoft 365 partners can build scalable MSP businesses that deliver comprehensive, high-value services.

These tools and offerings allow partners to automate processes, enhance client outcomes, and expand their market presence, all while leveraging Microsoft's ecosystem to stay competitive and future-ready.

Vendor Comparisons: Platforms for Scaling 365 MSPs

All vendors offer robust Microsoft 365 workload coverage and multi-tenant management, with most integrating Microsoft 365 Backup Storage for enhanced performance. Security varies: Acronis and Cohesity lead with advanced features (e.g., XDR, ransomware protection), while Veeam, Rubrik, and AvePoint emphasize immutable backups and compliance.

Scalability is a strength across the board, though Rubrik and Cohesity target enterprise needs, and Datto and MSP360 focus on simplicity for smaller clients. Management is streamlined via centralized dashboards, with Acronis and AvePoint excelling in reducing complexity. MSPs can use this table to match vendor strengths with their target market, balancing cost, complexity, and client requirements to drive growth in the 365 ecosystem.

Vendors Review

As Managed Service Providers (MSPs) increasingly focus on scaling their Microsoft 365-centric businesses, a variety of vendors have emerged with platforms tailored to enhance capabilities in critical domains such as backup and security. These platforms empower 365 MSPs to deliver robust, efficient, and scalable solutions to their clients, addressing the growing demand for data protection, cybersecurity, and operational simplicity in the Microsoft 365 ecosystem. Below is an overview of some prominent vendors offering such platforms as of March 25, 2025.

Veeam

Veeam is a leading player in data protection, offering solutions specifically designed for Microsoft 365 backup and recovery. Its flagship product, Veeam Backup for Microsoft 365,

provides comprehensive protection for Exchange Online, SharePoint Online, OneDrive for Business, and Microsoft Teams.

In 2025, Veeam has integrated its offerings with Microsoft 365 Backup Storage, enabling MSPs to leverage ultra-fast backup and restore capabilities at scale while maintaining flexibility with hybrid storage options (cloud, on-premises, or third-party providers like AWS S3 or Azure Blob). Veeam's platform stands out for its scalability, immutable backups, and granular recovery options, making it ideal for MSPs serving clients of varying sizes. Its licensing model is straightforward, aligning with MSP needs for predictable costs and ease of management.

Acronis

Acronis offers a holistic platform through Acronis Cyber Protect Cloud and its new Acronis Ultimate 365, tailored specifically for MSPs managing Microsoft 365 environments. This multi-tenant solution integrates backup, extended detection and response (XDR), email security, and compliance tools into a single interface.

Acronis Ultimate 365, launched in February 2025, simplifies MSP workflows by reducing tool sprawl and enhancing efficiency with features like AI-driven ransomware protection and email archiving (set for general availability in Q2 2025). Its flexible pricing and native integration with Microsoft 365 make it a strong choice for MSPs aiming to scale security and backup services while differentiating their offerings in a competitive market.

AvePoint

AvePoint provides a robust platform for Microsoft 365 management, backup, and security through its AvePoint Cloud Backup and broader Confidence Platform. Designed with MSPs in mind, it offers automated, unlimited backups for Microsoft 365 workloads (Exchange, SharePoint, OneDrive, Teams) with up to four daily backups and granular restore capabilities. AvePoint's integration with Microsoft 365 Backup Storage enhances its speed

and scalability, while its multi-tenant management tools allow MSPs to oversee multiple clients efficiently. Its focus on governance, compliance, and data migration alongside backup makes it a versatile option for MSPs looking to expand their service portfolios.

Inforcer

Inforcer, designed specifically for Managed Service Providers (MSPs), provides a robust platform to streamline and enhance the management of Microsoft 365 security across multiple tenant customers.

Inforcer transforms the complex task of securing multiple Microsoft 365 tenants into a streamlined, automated process, giving MSPs the tools to ensure consistency, compliance, and responsiveness. By turning these capabilities into a scalable service model, MSPs can enhance operational efficiency, strengthen client trust, and unlock new revenue streams—making Inforcer a powerful platform for both security management and sales growth.

Cohesity

Cohesity's DataProtect platform is a comprehensive solution for MSPs, offering backup and recovery for Microsoft 365 alongside advanced security features. It leverages immutable storage and snapshots for rapid recovery, even at scale, and integrates with Microsoft 365 Backup Storage for enhanced performance.

Cohesity's unified management interface enables MSPs to handle backups, disaster recovery, and vulnerability scanning from a single dashboard, streamlining operations. With support for hybrid and multi-cloud environments, Cohesity is well-suited for MSPs scaling across diverse client infrastructures while prioritizing ransomware resilience and data security.

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Rubrik

Rubrik's Microsoft 365 Protection provides MSPs with a scalable, enterprise-grade backup solution for Exchange, SharePoint, OneDrive, and Teams. Its cloud-native architecture ensures efficient data management and rapid recovery, with features like automated policies and centralized monitoring via a unified dashboard. Rubrik's integration with Microsoft 365 Backup Storage enhances its speed, while its focus on compliance and security (e.g., immutable backups and encryption) appeals to MSPs serving regulated industries. Although its robust feature set may be overkill for smaller clients, it excels for MSPs targeting larger organizations with complex needs.

Datto (via Backupify)

Datto's SaaS Protection (formerly Backupify) is a user-friendly backup solution tailored for Microsoft 365, covering Exchange, OneDrive, SharePoint, and Teams. It offers automated cloud-to-cloud backups, granular restores, and a simple interface that MSPs can easily scale across small to medium-sized clients. While it lacks some of the advanced security features of competitors, its reliability and ease of use make it a go-to for MSPs focused on straightforward backup services. Datto's integration with broader IT management tools also supports MSPs looking to bundle services.

Orchestry

Orchestry is a comprehensive Microsoft 365 management and automation platform designed to simplify governance, enhance security, and accelerate adoption of tools like Microsoft Teams, SharePoint, and other M365 applications.

It provides a unified, user-friendly interface that empowers both end-users and IT administrators to manage digital workspaces effectively, while offering robust tools for

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Microsoft partners, particularly Managed Service Providers (MSPs), to optimize and scale their service offerings.

MSP360

MSP360 provides a versatile platform combining backup, remote monitoring and management (RMM), and cybersecurity features. Its MSP360 Backup supports Microsoft 365 with cloud-to-cloud protection and flexible storage options (e.g., AWS, Azure, or on-premises). The platform's multi-tenant design and quote calculator allow MSPs to customize offerings for clients, making it a cost-effective choice for scaling operations. While it may not match the advanced security integrations of Acronis or Veeam, its all-in-one approach appeals to MSPs seeking simplicity and control.

Sherweb Office Protect

Office Protect is a cybersecurity solution developed by Sherweb, a leading cloud services provider, specifically designed to enhance the security of Microsoft 365 environments for Managed Service Providers (MSPs) and their clients. It addresses the growing complexity and frequency of security threats targeting Microsoft 365, such as phishing, account compromise, and data breaches, by offering a combination of automated tools, real-time monitoring, and expert support.

Office Protect is a security add-on tailored for Microsoft 365 that simplifies and strengthens tenant security. It was created to help MSPs manage and protect multiple Microsoft 365 environments efficiently, reducing the burden of manual configuration and threat response. The solution integrates seamlessly with Microsoft 365, leveraging its APIs to monitor, detect, and mitigate risks in real time. It's offered in two tiers—Core and Alliance—each catering to different levels of MSP needs, from basic automation to fully managed security services.

Conclusion

These vendors—Veeam, Acronis, AvePoint, Cohesity, Rubrik, Datto, and MSP360—offer distinct strengths for 365 MSPs aiming to scale in backup and security domains. Veeam and Rubrik excel in scalability and enterprise-grade features, Acronis and Cohesity prioritize integrated security, AvePoint blends backup with governance, Datto focuses on simplicity, and MSP360 offers flexibility. The choice depends on an MSP's target market, client complexity, and desired service differentiation. As Microsoft 365 adoption grows in 2025, these platforms empower MSPs to meet rising demands for data protection and cybersecurity with confidence and efficiency.

Across these vendors, common strengths include Microsoft 365 workload coverage, multi-tenant management, and integration with Microsoft 365 Backup Storage for enhanced performance.

Security offerings vary widely: Acronis and Cohesity lead with advanced cybersecurity (e.g., XDR, ransomware protection), while Veeam, Rubrik, and AvePoint focus on immutable backups and compliance.

Scalability is universal, though Rubrik and Cohesity cater more to enterprise needs, whereas Datto and MSP360 prioritize simplicity for smaller clients. Management features emphasize centralized dashboards, with Acronis and AvePoint reducing complexity through unified interfaces. MSPs can leverage this summary to align vendor capabilities with their target markets, balancing cost, complexity, and client demands to maximize growth in the 365 ecosystem.