



Top 7 Trends in Managed Services for 2024



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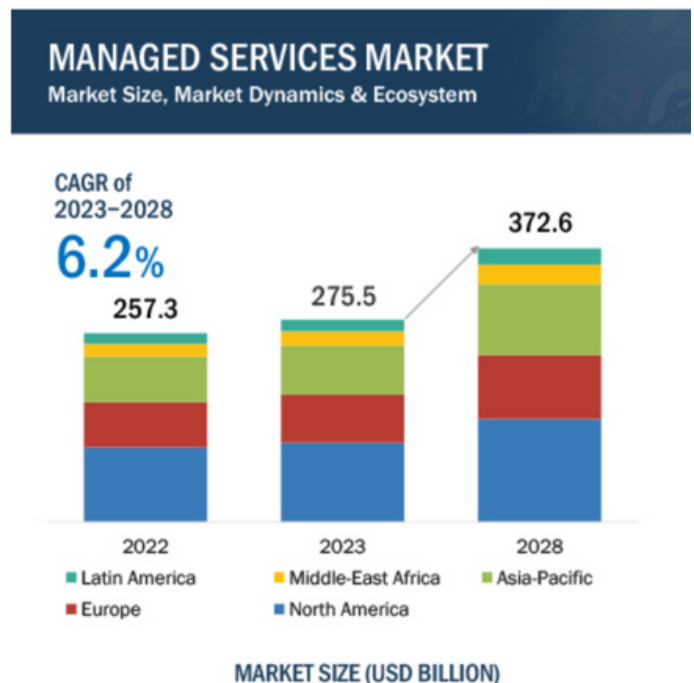
In recent years, the popularity of managed services has surged within the business world. Consequently, managed service providers (MSPs) are evolving to stay competitive and deliver reliable service by aligning with the trends shaping their customers' demands.

With technology advancing rapidly, organisations increasingly recognise the value of outsourcing specific IT functions to industry experts. This trend is reflected in the projected growth of the global managed services market, expected to reach **USD 372.6 billion by 2028, with a CAGR of 6.2% over the forecast period.**

As we navigate the middle of 2024, several key trends are profoundly influencing the managed services industry, redefining how organisations operate, secure, and scale their IT environments.

With about **64%** of organisations finding managed services more efficient than traditional in-house IT operations and approximately **61%** of IT services having been fully outsourced, it's clear that managed services are becoming the preferred choice for many.

Understanding the latest trends in this industry helps companies align their strategies with industry standards, ensuring they remain agile and responsive to evolving business needs.



Let us look at the top 7 trends in managed services for 2024:



1. Increased Adoption of Cloud-Based Services

Cloud computing remains at the forefront of the IT landscape, with businesses increasingly depending on cloud-based managed services. The benefits of scalability, cost-efficiency, and flexibility make cloud solutions attractive for organisations of all sizes.



2. Emphasis on Cybersecurity

The rise of threats online and stringent regulatory requirements make cybersecurity a top priority for businesses. 2024 will see MSPs enhance their security offerings and provide solutions that include threat detection, incident response, and compliance management.



3. Growth of AI and Automation

AI and automation are revolutionising the managed services landscape, allowing MSPs to provide more efficient and cost-effective solutions. Automation tools are being utilised for routine tasks such as monitoring, maintenance, and patch management.



4. Focus on Digital Transformation

Digital transformation has become a critical driver for businesses that seek to remain competitive. MSPs play a crucial role in facilitating this transformation by offering services that support the integration of digital technologies across all business functions.



5. Rise of Edge Computing

Edge computing is gaining traction as businesses seek to process data closer to the source. MSPs are expanding their services to include edge computing solutions that reduce latency and enhance real-time data processing capabilities.



6. Sustainability and Green IT Initiatives

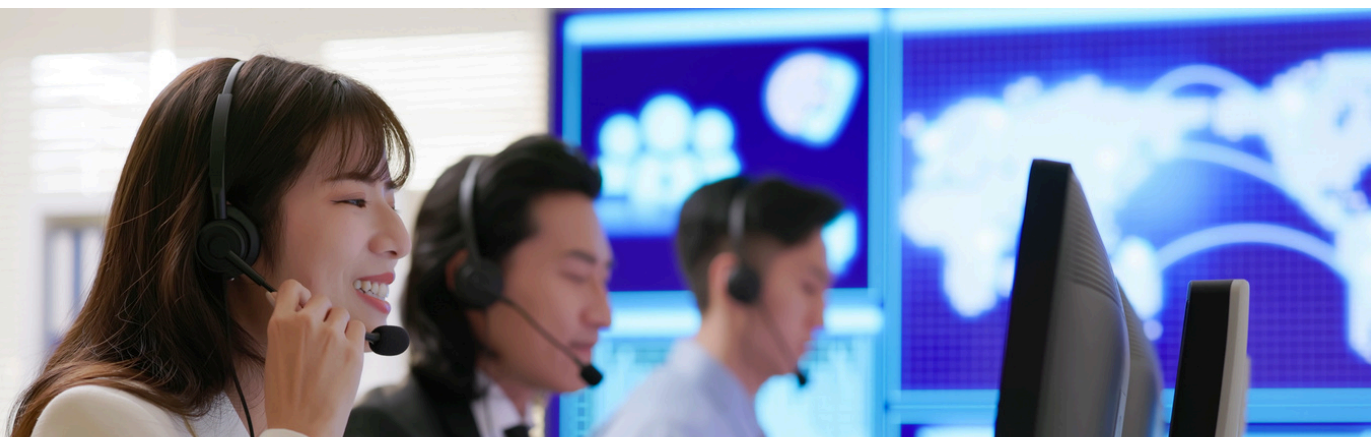
Sustainability is becoming a significant factor in shaping business and IT strategies. This is the reason why MSPs are incorporating green IT initiatives into their service offerings, focusing on energy-efficient data centres, sustainable practices, and carbon footprint reduction.



7. Customised and Industry-Specific Solutions

As businesses face unique challenges and requirements, MSPs are moving towards offering more customised and industry-specific solutions. This trend involves tailoring services to meet the specific needs of different industries to provide more targeted and practical solutions that address industry-specific pain points.

The evolving landscape of managed services offers a myriad of opportunities for businesses seeking to enhance their IT operations. Understanding and leveraging these trends can provide businesses with a strategic advantage, enabling them to streamline operations and drive growth. As the industry continues to evolve, staying informed and adaptable will be vital to maintaining a robust and effective IT infrastructure capable of meeting the dynamic demands of the modern business environment.





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The latest trends in managed services are transforming the way companies operate, making it essential to partner with a provider that understands and leverages these advancements. Enter Halian's Smart Services—your gateway to innovative managed service solutions designed to propel your business forward. We offer solutions that align with the latest industry trends designed to streamline your operations, enhance productivity, and drive growth.

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