



## According to a Bitkom study, around 149,000 vacancies for IT specialists were unfilled in 2023.

This figure has increased by 12,000 jobs compared to the previous year—and the trend is still rising. The results of the study also showed that 6 out of 10 companies are slower to fill positions for IT

specialists than other vacancies. Vacant IT positions remain unfilled for an average of 7.7 months.\*

**What does this mean for the industry and how can a transformation to a managed services provider be a worthwhile rescue?**

In this whitepaper, you will learn about the advantages of becoming a managed services provider (MSP) and how the shortage of skilled workers automatically becomes less important.



## The transformation from IT reseller or system house to MSP: a decision with prospects of success.

It is no secret that the entire IT industry is undergoing rapid and constant change. Technological advances, changing customer requirements, and the increasing need for efficient and secure IT solutions are driving forces.

In this context, the classic IT reseller is faced with the challenge of constantly adapting to the circumstances—and potentially bending to the point of being unable to act. Rather, resellers and system houses should seize the opportunity to explore new business models and make them work for them. The decision to develop into a managed services provider (MSP) offers numerous advantages and opportunities that are of decisive importance in a dynamic IT landscape.

Probably the most central advantage lies in the transformation from pure product trading to a comprehensive service offering. By providing managed services, resellers can position themselves as strategic partners instead of just selling hardware and software on demand. Deeper integration into the customer's business processes can create long-term relationships that pay off.

The continuous support and monitoring of an IT infrastructure allows MSPs to react proactively to problems, minimize downtime, and increase the overall efficiency of the customer's IT systems. At the same time, further development opens up new sources of income.

\*<https://www.bitkom.org/Presse/Presseinformation/Rekord-Fachkraeftemangel-Deutschland-IT-Jobs-unbesetzt>

Instead of relying on the one-off sale of products, recurring service contracts enable stable and predictable income. These are essential for long-term growth.

This can enable them to be economically successful and facilitates better business planning and investment security.

Another crucial aspect is the increasing complexity of IT landscapes. Today, companies of all sizes are more

dependent than ever on modern and, above all, secure IT solutions. However, there is often a lack of internal resources and expertise to implement appropriate solutions effectively. As MSPs, IT resellers and system houses take on the technical challenges for their customers, thereby making a noticeable contribution to reducing their workload. The results can be not only a higher level of customer satisfaction, but also a strengthened reputation of the MSP as a trustworthy partner.



So far, so good. Let's now take a closer look at the transformation to an MSP from the perspective of the skills shortage:

## The challenge of skills shortages

### The current situation in the IT labor market

As mentioned at the beginning, the shortage of skilled workers in the IT world is not expected to decrease in the coming years. If anything, the situation will likely continue to worsen due to demographic developments. This is another good reason for traditional resellers to look into becoming MSPs. System houses and resellers in particular are faced with the challenge of maintaining their services and finding qualified employees at the same time.

However, the demand for qualified IT experts exceeds the supply, leading to intense competition for talent. As an MSP, former IT resellers can increase their attractiveness as an employer by offering exciting and challenging tasks in the area of service management. On the other hand, the focus on managed services

also enables the use of automation and artificial intelligence to efficiently manage recurring tasks. As a result, the deployment of specialists can either be deliberately kept to a minimum or existing specialist staff can be given the opportunity to focus on more strategic tasks.

### The impact on system houses and resellers

Sooner or later, the shortage of specialists will have an impact on service quality and response times in every traditional business. In addition, traditional break-fix models with their reactive approaches quickly reach their limits, and delays in solving problems are not welcomed by customers. In the long term, sticking to traditional business models therefore jeopardizes the competitiveness of companies.



## Can MSP models make the skills shortage less serious?

### Three points in favor:

#### 1. Automation and remote management

The automation of routine tasks makes it possible to bridge personnel bottlenecks. By using remote management tools, many problems can be solved without physical presence. This enables optimal use of resources and cost control, as tasks no longer have to be carried out exclusively on site.

#### 2. Skill enhancement and specialization

Employees can expand their skills through training and further education and specialize in certain fields for the benefit of the company. This applies not only to technology, but also to customer service and strategic planning.

#### 3. Partnerships and comprehensive solutions

Working closely with MSP tool vendors creates synergies and provides access to expertise that may not be available internally. With solutions that are concentrated from just one manufacturer, the management of services in day-to-day business is kept simple and clear. Having one MSP vendor can simplify

the management process, reducing complexity and potential conflicts between multiple providers. Additionally, it's likely to allow better coordination and integration of services, leading to improved efficiency and cost savings for the organization.

### Bonus effect:

#### More targeted employer branding with an MSP approach

Even if (automated) managed services are used to overcome staff shortages, the search for qualified specialists naturally remains relevant.

#### Here comes the trick:

By focusing on MSP solutions and the associated reduction in internal resource burdens, companies can gain financial leeway that they can strategically invest in strengthening their employer brand. This not only enables the development of appealing employee offers, but also the implementation of targeted marketing activities that emphasize their attractiveness as an employer. Switching to MSP models therefore not only creates operational advantages, it could also create the financial basis for effective employer branding.



## Conclusion

Daily business is improved and simplified while customers benefit from new services that reduce their workload. Where previously different providers were used for a customer's emails, devices, and network management, a single dashboard in which everything can be linked together is indicative of the MSP model.

This is seen as an added value with regard to the shortage of specialists, as the expertise of existing specialists can continue to be used optimally and strategic further developments can also be realized thanks to the reduced workload.

N-able offers clever tools that facilitate entry into the MSP business and also put companies directly on the road to success. Take advantage of the potential of remote monitoring and management as well as the smart solutions for backup and data protection for your individual further development and the satisfaction of your customers.

**Join our partner community  
and become a MSP.  
Learn more.**

### About N-able

N-able fuels IT services providers with powerful software solutions to monitor, manage, and secure their customers' systems, data, and networks. Built on a scalable platform, we offer secure infrastructure and tools to simplify complex ecosystems, as well as resources to navigate evolving IT needs. We help partners excel at every stage of growth, protect their customers, and expand their offerings with an ever-increasing, flexible portfolio of integrations from leading technology providers. [n-able.com](https://n-able.com)

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