



State of the Industry 2024: MSP Project Management Trends & Impacts

A study created in partnership with The Channel Company, 2024. [THECHANNELCO.](#)



ABOUT THE STUDY



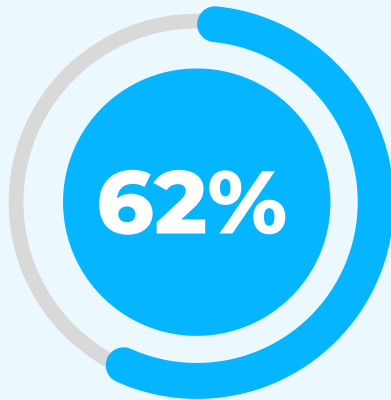
OVERVIEW

The Channel Company conducted a survey on the value of project management (PM) solutions with over 100 mid-sized Managed Service Providers in June of 2024, specifically in the following roles:

- CEO/Business Owner
- Senior Executives
- Director of Professional Services
- Director of Project Management/PMO/Director of Delivery

The study was performed to understand how project management solutions drive project and customer success. The study focused on the impact on growth for the industry, as well as the value of project management software, automation, and platform integration.

Of the MSPs surveyed, **62% recognized effective project management as very important** or critically important to the profitability and growth of their businesses. However, according to MSPs interviewed for the study, effective project management is more elusive than expected.



62%
of MSPs surveyed
recognize project
management as
very important



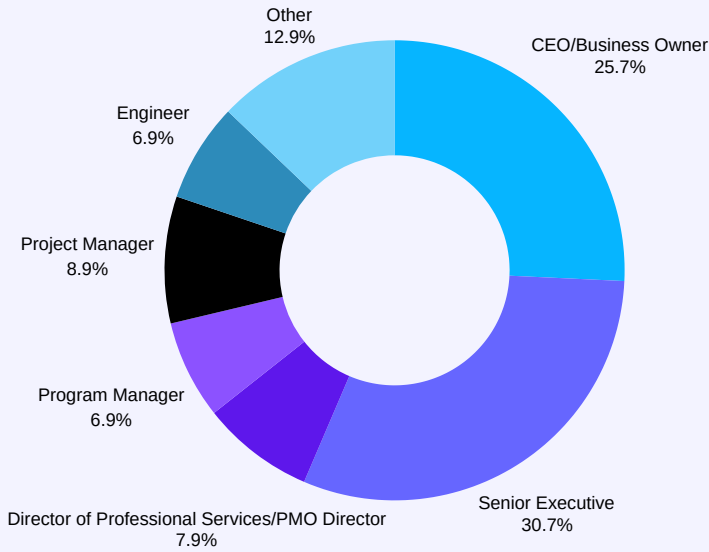
WHY IS PROJECT MANAGEMENT SO IMPORTANT FOR MSPS?

MSPs face a compounding series of challenges that can overwhelm projects. As project complexity, resourcing constraints, integrations from mergers and acquisitions, and the variety of services increase, the sheer number of variables that affect the timeliness and profitability of any project multiply. Projects that seem well-managed can quickly get off track without visibility into factors that affect project success. This affects the ability to predict issues and put in place processes to mitigate the impact on clients.

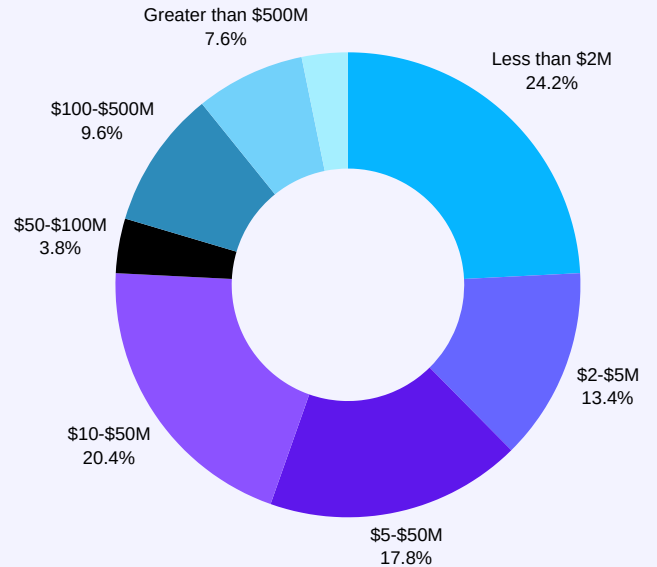


ADDITIONAL INFORMATION ON THE SURVEY COHORT

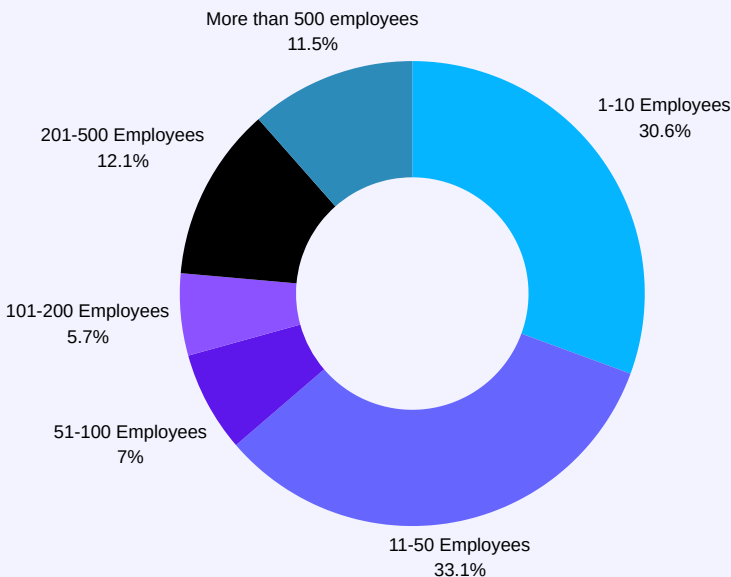
What is your role / function?



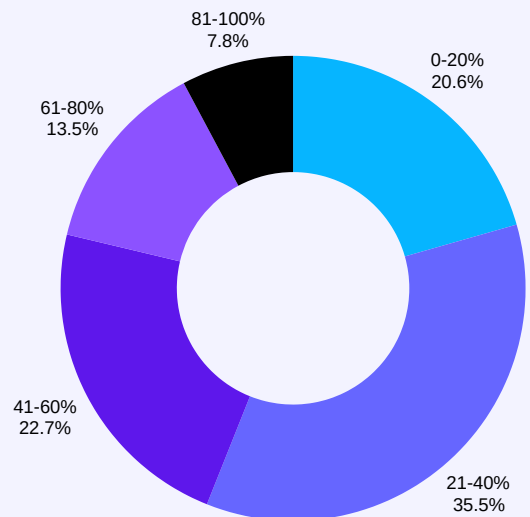
What were your company's estimated annual revenues in the last 12 months?



How many employees does your company have?



What percentage of your business' revenue comes from project-related work?





CHALLENGES FACING MSPS

! CHALLENGES FACING MSPS

MSPs face several intertwined challenges that complicate project management and hinder the delivery of projects, project profitability, and customer satisfaction, including:



Inaccurate project timelines and dates lead to lack of trust and client dissatisfaction



Inability to adhere to project scope creates issues with resourcing and profitability



Frequency of MSP mergers and acquisitions adds exponential complexity managing resources



Lack of visibility into project risks leads to a reactive rather than proactive approach to slipping deadlines



Lack of full project management capabilities in Professional Services



Inaccurate/inefficient scheduling of engineers results in inaccurate utilization



Without accurate project management, MSPs are unable to hold customers accountable for tasks they own & associated tickets with dependencies

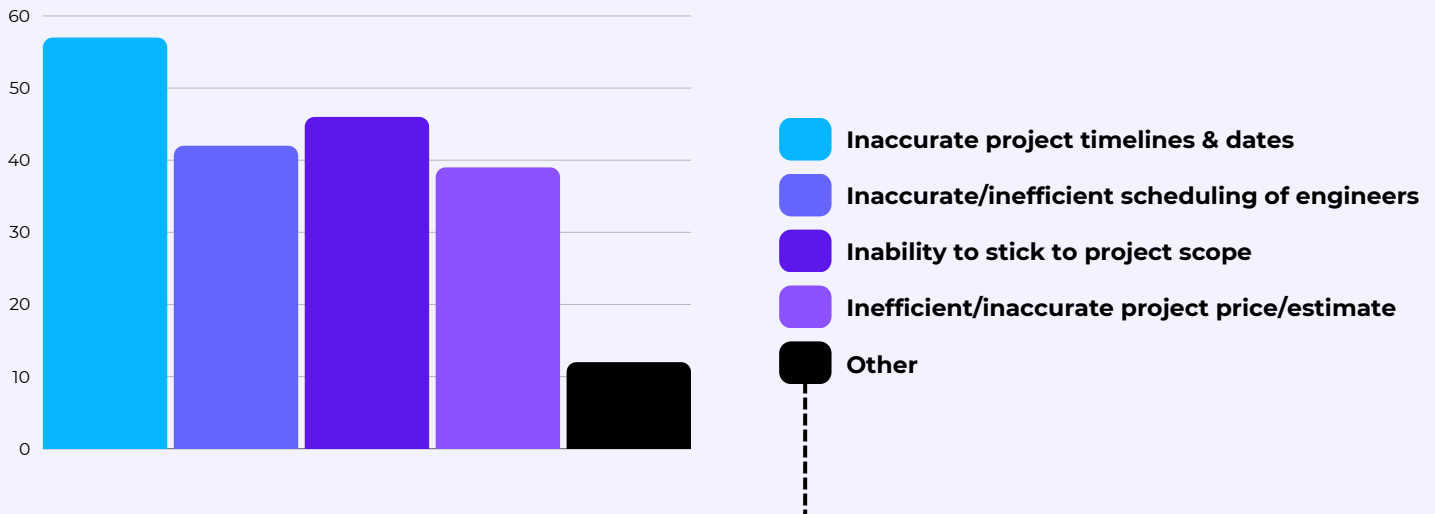


Automation (PSA) tools mean project managers end up using multiple tools, creating duplicate entries, and track projects manually

“The biggest challenge we had is there weren't project management tools that played well with our main ERP, which is ConnectWise Manage.”

- Daniel Clocksin, Senior Project Coordinator at Mainstay Technologies

What are the challenges your organization faces today related to projects?



Additional Challenges Listed by Respondents

“The cost prospects are willing to pay”

“Client buy in and willingness to participate”

“Finding trained temporary workers”

“Inability to define tasks, risks, and proper KPIs”

“Difficulty in resource allocation, lack of clear project ownership, ineffective communication, and changing project priorities.”

“Customer changing scope and unexpected events”

“Engineers not notifying clients or PM on the final phase of project of overages until it is found at invoicing.”

“What I've been learning by talking to other MSPs is, yeah, a large portion of our projects are small in those hour counts, but they require a lot of steps. They require a lot of nuance and we have a whole lot of them. So you can't do this off of Excel or Smartsheet. You just can't. There is no way.”

- Whitney Risner, Project Manager, OptimizedIT



CHALLENGES WITH PSA



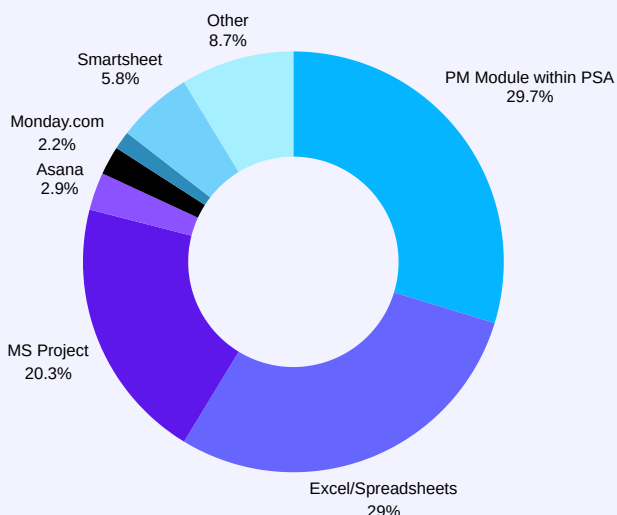
CHALLENGES WITH PSA

For MSPs, PSA provides essential functionality including service desk, billing automation, time tracking, and reporting. While PSA software, such as ConnectWise PSA, HaloPSA and Kaseya (Kaseya BMS and Datto Autotask PSA), are often considered the single source of truth for these functions, MSPs often look to outside project management solutions. In fact, **only 30% of those surveyed use the project management module within their PSA as their primary method for managing projects.** Popular alternatives include Excel spreadsheets and project management software such as MS Project, Asana, and Monday.com. However, the challenge of managing multiple environments has led MSPs to adopt newer tools such as Moovila, which integrates with PSAs.

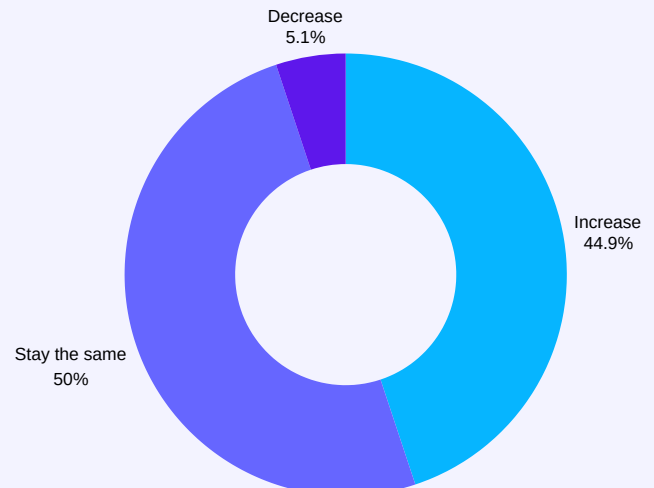
“I will say that the PSA systems—whether it be Kaseya, whether it be ConnectWise—those are your big players, right? Both of them consider the project module as an afterthought, so not much is put in there when it comes to portfolio management.”

- Heather Wagner, Director of Professional Services IronEdge Group

What tools/ platforms is your primary method for managing projects?



In the next 12 months, how does your organization anticipate a change in budget for automation, resourcing and PM tools?



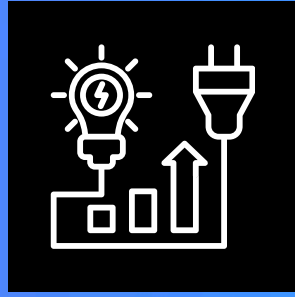
"How can I correctly balance and report, and keep an eye on things, and show a very good view of the Gantt chart for all of our timelines and all of our scheduling so that the entire team knows... It's just not intuitive and it's not built into the tools."

- Whitney Risner, Project Manager, OptimizedIT

Please rank in order those that most negatively affect you/your team's ability to manage project work effectively

Item	Overall rank	Rank distribution	Score	No. of rankings
Inaccurate project timelines due to shifting schedules/tasks	1		584	133
Efficiently scheduling resources shared between projects/tickets	2		582	134
Inaccurate/Inefficient scoping	3		491	127
Customer accountability	4		456	126
Inaccurate/Inefficient project revenue recognition	5		323	122
Inaccurate/Inefficient financial monitoring and reporting	6		323	121

Lowest rank Highest rank



MSP SOLUTION USAGE



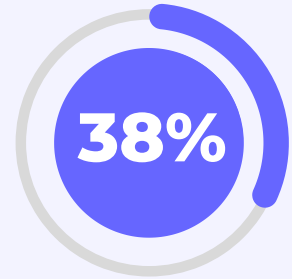
MSP PM SOLUTION USAGE

MSPs realize the value of PM solutions, with **38% of respondents considering the usage of tools crucial or required** to manage external or client projects.

Another 53% of respondents use PM solutions occasionally or often to manage external projects.

95% of respondents use PM solutions to at least occasionally manage internal projects (22% consider it crucial or required).

58% of respondents either require or often use PM solutions to manage scheduling, with another 51% requiring or often using them for resource utilization.



38%
of respondents
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usage of tools
crucial or required

Please indicate your company's current usage of PM tools in the following areas:

	Not used at all	Sometimes used	Often used	Crucial and required to be used	Responses
Managing external/client projects					
Count	12	36	37	53	138
Row %	8.7%	26.1%	26.8%	38.4%	
Managing internal projects					
Count	8	53	47	30	138
Row %	5.8%	38.4%	34.1%	21.7%	
Sales quoting/scoping					
Count	34	38	43	23	138
Row %	24.6%	27.5%	31.2%	16.7%	
Scheduling					
Count	15	43	40	40	138
Row %	10.9%	31.2%	29.0%	29.0%	
Resource utilization					
Count	26	42	41	29	138
Row %	18.8%	30.4%	29.7%	21.0%	
Financial management					
Count	24	52	39	23	138
Row %	17.4%	37.7%	28.3%	16.7%	
Totals					
Total Responses					138

How would you characterize your rate of adoption of:

	No Adoption	Minimal	Moderate	Extensive	Don't know/NA	Responses
PM module within PSA Count Row %	41 29.7%	31 22.5%	24 17.4%	29 21.0%	13 9.4%	138
Excel/spreadsheets Count Row %	9 6.5%	25 18.1%	46 33.3%	55 39.9%	3 2.2%	138
MS Project Count Row %	44 31.9%	31 22.5%	28 20.3%	29 21.0%	6 4.3%	138
Asana Count Row %	87 63.0%	15 10.9%	15 10.9%	4 2.9%	17 12.3%	138
Monday.com Count Row %	89 64.5%	13 9.4%	15 10.9%	4 2.9%	17 12.3%	138
Moovila Count Row %	95 68.8%	9 6.5%	10 7.2%	6 4.3%	18 13.0%	138
Smartsheet Count Row %	80 58.0%	17 12.3%	15 10.9%	10 7.2%	16 11.6%	138
Totals Total Responses						138



RISK TO PROFITABILITY



RISK TO PROFITABILITY

Nearly 50% of those surveyed feel that how they currently manage projects affects profitability.

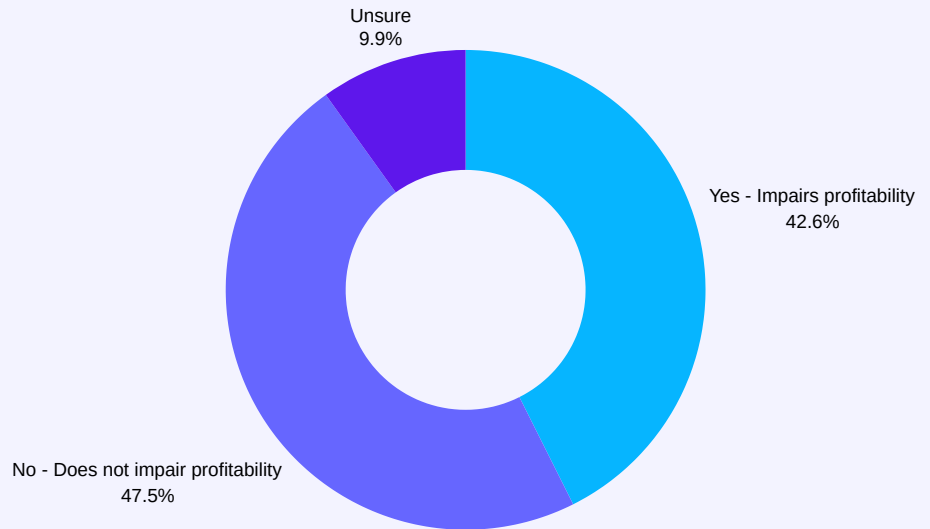
As a result, we see MSPs continuing to invest in project management solutions. MSPs surveyed largely predict budgets for automation, resourcing, and PM tools to either stay the course or increase in the next 12 months.

Only 5% of respondents see their budgets for PM solutions decreasing over the next year.



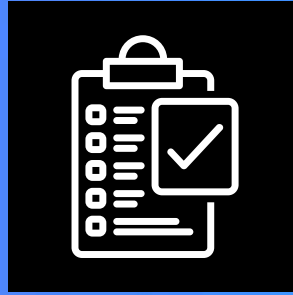
of Senior Executives and CEOs surveyed feel that current project management impairs profitability

Do you feel that your current management of projects impairs profitability?



“Reporting is very difficult and very minimal, and there’s a lot of fields that don’t match the data. It made things like actually bringing in visibility for profit and loss accountability, bringing in health of a project... very hard to do.”

- Whitney Risner, Project Manager, OptimizedIT



PM SOLUTION REQUIREMENTS & BENEFITS FOR PRIORITIZATION



PM SOLUTION REQUIREMENTS

MSPs interviewed for this study listed the following requirements for innovative PM solutions:



Integration with PSA software

While many of the survey respondents list traditional project management solutions (such as Microsoft Excel and Microsoft Project) as their current method for managing client work, interviewees list PSA integration as the top requirement for a comprehensive project management solution. Integration with PSA software eliminates the need for duplicate entries and helps prevent data or reporting conflicts.

Moovila Perfect Project is the only project management tool among those referenced on page 13 that natively integrates* with many of the top PSAs for MSPs.



Automated visibility and project timelines

As mentioned earlier, effective project management is harder to achieve than it seems for MSPs because it is difficult to manually track every project, timeline, and dependency. Autonomous monitoring and automated project timelines help survey the entire project portfolio and allows for the proactive detection and resolution of issues that affect project success, including missing deadlines, scope creep, and inefficient resourcing. Each of these areas severely impact an MSPs ability to deliver projects, ensure customer satisfaction, and develop a foundation to scale.

“A tool that requires the least amount of touching as possible, because while they are considered small projects, they require a lot of steps. We have a whole lot of them at one time.”

- Whitney Risner, Project Manager, OptimizedIT

*As of the time of publishing, any of these tools when integrated are connected through middle ware, custom in-house integrations, or third party integrations not maintained by the main tools. For example "Verdant Services - MS Projects" for Autotask.



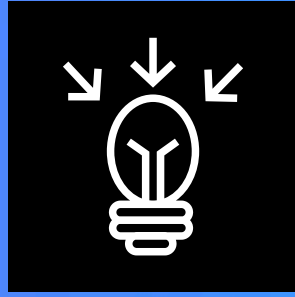
BENEFITS FOR PRIORITIZING PROJECT MANAGEMENT TOOLS

MSPs that have prioritized PM tools have experienced growth in several areas:

- Increased client trust through timely delivery
- Improved revenue through increased project throughput
- Improved margins through project visibility and change order identification
- Ability to manage greater internal and external complexity
- Enhanced resource utilization
- Overall growth through operational efficiency

"Moovila finally gives MSPs a way to manage a portfolio of projects and quickly make changes across any one project at any given time. Our clients have seen a significant difference in how quickly we're getting their projects done."

- Heather Wagner, Director of Professional Services, IronEdge Group



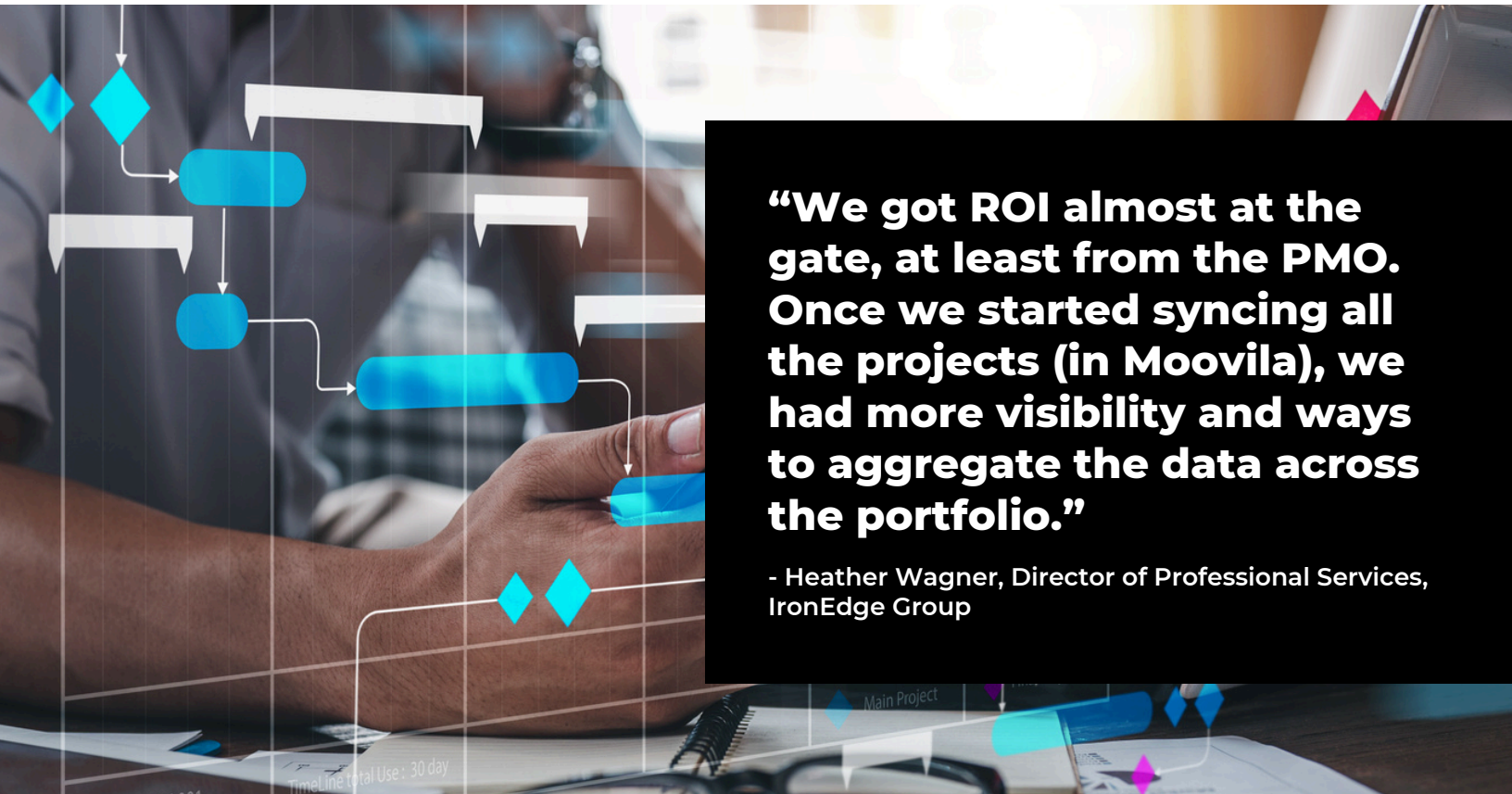
CONCLUSION: FINAL THOUGHTS



CONCLUSION

As competition and complexity continues to grow for MSPs, effective project management is an increasingly important differentiator. Simply put, customers rely on MSPs to meet deadlines and operate efficiently. Customers look to MSPs to reduce technology confusion and provide peace of mind. Without a plan for effective project management, it is virtually impossible to achieve.

However, not all project management solutions provide the functionality to help MSPs stay ahead of the competition. Features such as PSA integration, autonomous monitoring, and proactive detection and mitigation of issues are crucially important as MSPs look to scale and take on the next set of technology challenges for their clients.



“We got ROI almost at the gate, at least from the PMO. Once we started syncing all the projects (in Moovila), we had more visibility and ways to aggregate the data across the portfolio.”

- Heather Wagner, Director of Professional Services, IronEdge Group



PERFECT PROJECT: YOUR MSP COMPETITIVE EDGE

As highlighted in the research report, MSPs need efficient project management to remain competitive. Moovila Perfect Project offers PSA integration, autonomous monitoring, and proactive issue detection—empowering MSPs to scale and meet client demands seamlessly.





About Moovila

Moovila is the leading AI-driven project automation platform and combines embedded risk monitoring, identification and remediation with an AI project management coach to help teams collaborate, plan, and execute projects more efficiently and effectively. Moovila Perfect Project enables MSPs to leverage AI to understand project status, identify potential capacity risks and conflicts, gain accurate financial forecasting, and make data-driven decisions. Through native PSA integrations, MSPs can identify project delays, eliminate bottlenecks, and optimize resource allocation, preserving margins while improving customer satisfaction. Learn more about Moovila at www.moovila.com.

About The Channel Company

We empower the growth and evolution of the technology industry through our passionate people, deep partnerships, and unrivaled suite of services.

Our deep relationships and experience with technology vendors, solution providers, and end-users allow our experts to connect insight with practical know-how to deliver proven results.

We understand the technology, businesses, and people that make up the IT ecosystem, your bold visions, and your challenges. We support you with the information, guidance, services, and solutions you need to attain your goals - and then reach further.

The written content of this document represents feedback gathered through a survey of Managed Service Providers as well as interviews conducted by The Channel Company. If you wish to use any information from this report in any forum then you must receive prior explicit written approval from The Channel Company and Moovila Inc.

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