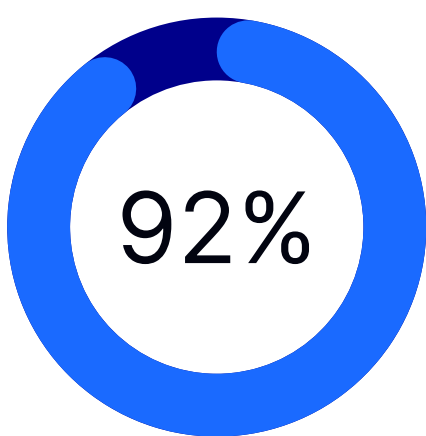# opentext™ Cybersecurity

Demand Surge: How AI is Reshaping MSP Preparedness

OpenText™ Security
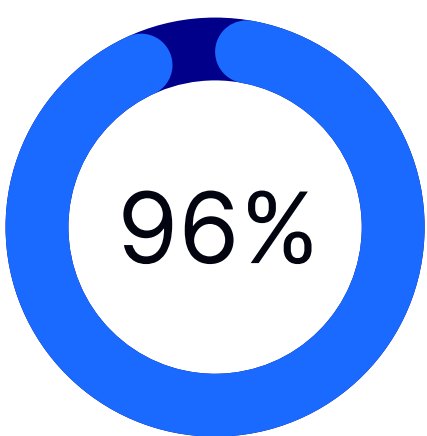2025 Global managed security survey

OpenText Cybersecurity reveals AI is fueling significant growth for managed service providers (MSPs) while intensifying pressure to deliver integrated, easy-to-deploy security offerings for SMBs.
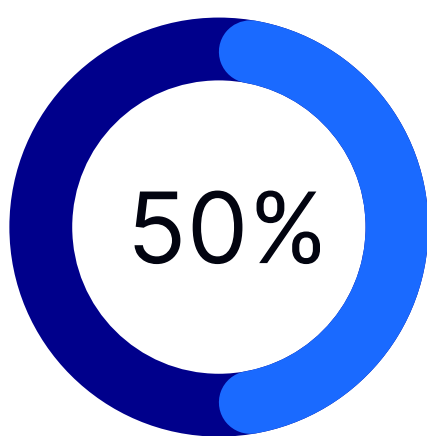
SPOTLIGHT FINDINGS

RISING AI EXPECTATIONS HIGHLIGHT THE GAP BETWEEN DEMAND AND MSP READINESS

92%
The majority of MSPs indicate that business expansion is primarily being propelled by an increased interest in AI...

96%
... and the majority of MSPs believe that AI interest will drive business growth this year
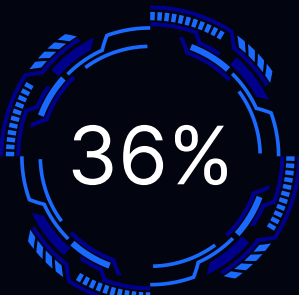
50%
Despite these findings, only about half feel fully ready to guide SMBs in deploying AI tools

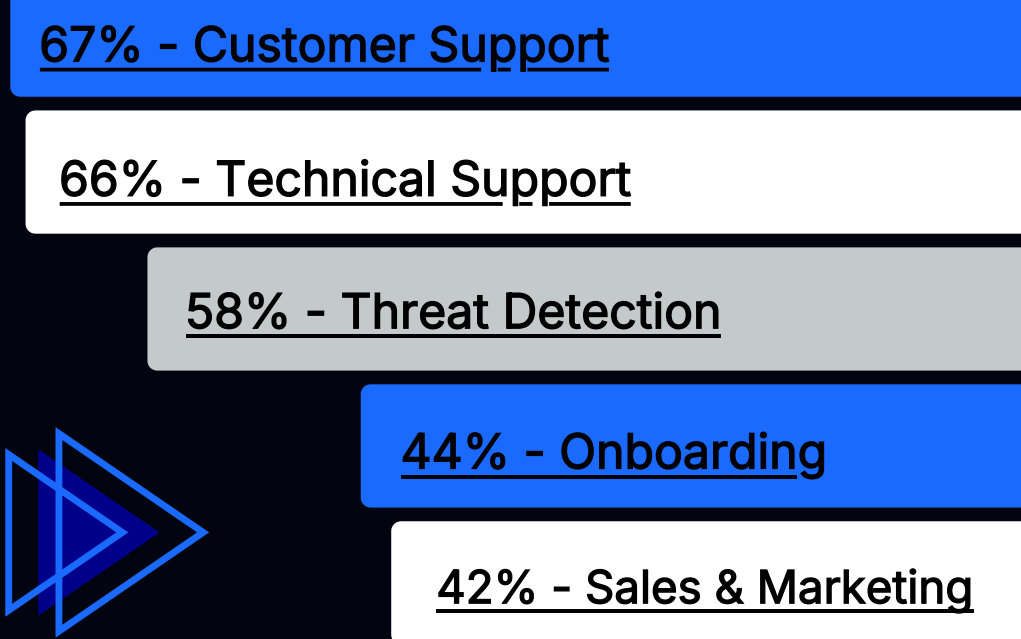## MSPS ACCELERATE AI ADOPTION INTERNALLY, WHILE FACING ONGOING READINESS GAPS

50%
About half of MSPs have developed and deployed AI Cybersecurity agents for SMB Customers
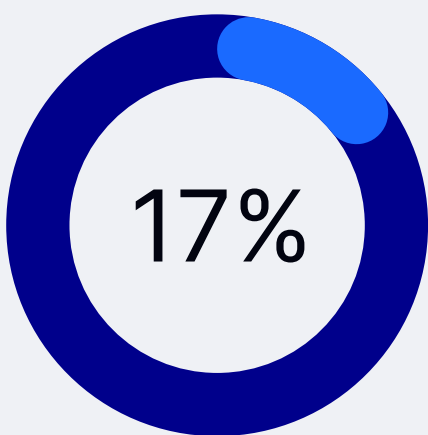
36%
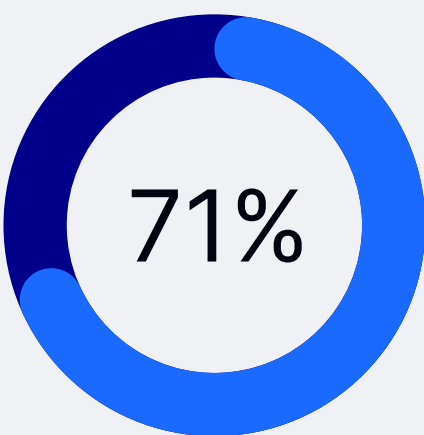While less than half are experimenting internally but have not rolled them out quite yet.

While customer-facing AI services are still limited, MSPs are rapidly adopting generative AI internally, with adoption expanding across core functions and security offerings such as
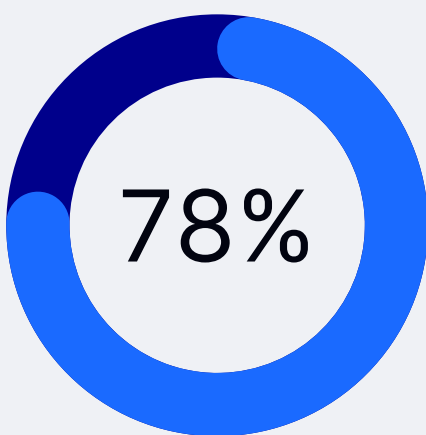
- 67% - Customer Support
- 66% - Technical Support
- 58% - Threat Detection
- 44% - Onboarding
- 42% - Sales & Marketing

SHIFTING PRIORITIES: SMBs VALUE SIMPLICITY AND SECURITY ABOVE COST

17%
Customers citing cost savings as a primary challenge has decreased steadily, falling from 28% in 2023 to 17% in 2025

71%
SMBs are driving demand for bundled offerings, with MSPs citing comprehensive prevention, detection, and response packages as the top choice

78%
More than three-quarters of MSPs rate ease of integration as an "extremely important" decision factor, outranking vendor count

MANAGING TOOL FATIGUE WHILE ENSURING FLEXIBILITY EMERGES AS A LEADING CHALLENGE FOR SMB CUSTOMERS

Most Common Complaints:
- Expensive licensing (51%)
- Complexity and Steep Learning Curves (48%)
- Too many tools to manage (42%)

Other Significant Frustrations:
- Poor interoperability (31%)
- Insufficient visibility (39%)
- Lack of automation (40%)

Desired Improvements:
- Pre-integrated vendor ecosystems (24%)
- Single-pane-of-glass management platforms (24%)
- AI-based orchestration and automation (23%)

MSPs are feeling the effects of tool fatigue, most reporting that this is a leading challenge for their clients, and they are eager to assist in overcoming this obstacle.

In response, a growing number of providers are developing or evaluating new managed service offerings, with ease of integration seen as the most critical value driver, followed by solutions that can be widely adopted across SMB verticals.

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