Cloud Demand Drives Growth

Driven by a demand for cloud-based applications and services, UK Information Technology Service Providers (ITSPs) are predicting strong growth this year. In Autotask's 2014 IT Service Provider Benchmarking Survey, ITSPs reported that cloud, mobility, and security are the top three priorities for their clients. Globally, cloud is also one of the top three efficiency improvers for the first time.

However, UK ITSPs are greatly concerned with billable time. Just over 46% of UK respondents said the optimal target for billable time is 70% to 90%, and another 16.5% said it should be 90% or greater. But when asked how much of technician time is currently billable, 27% of respondents selected 50% or less. An additional 20% said between 60% and 70% of their technicians' time is billable.

Survey results also show that less than half (41.7%) of UK companies achieve top SLA response time compliance. In a growing market, this represents a significant opportunity. The more efficiently an ITSP can operate, the more it drives up profits and ongoing performance.

Top Findings

• 46% of UK IT companies believe the optimal target for billable time is 70% to 90%

• 41.7% of UK IT companies achieve top SLA response time compliance (between 91% and 100% compliance)

• UK IT companies predict that managed services will remain their largest growth area this year

• 45% of UK respondents plan to hire additional workers this year

• The expansion of cloud services is the biggest factor driving demand for IT services in the UK

Bottom Line: Achieving billable-time targets and shifting from a reseller model to a managed services model to meet the demand for cloud will be top priorities for UK ITSPs this year. Get more details and see where UK ITSPs stack up globally in our eBook **Metrics that Matter 2014**.

Top 3 Changes In Client Priorities

2013 to 2014

☑ Increase in security

☑ Need to support cloud-based apps

☑ Mobile-device management