Global Managed BDR Leadership Matrix

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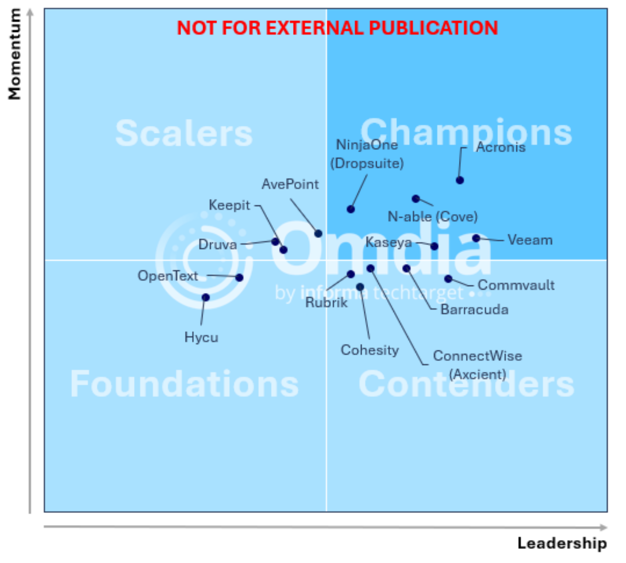
Global Managed BDR Leadership Matrix 2026

Six vendors have been crowned Champions in the 2026 Omdia Managed BDR Leadership Matrix: Acronis, Kaseya, N-able (Cove), NinjaOne (Dropsuite), and Veeam. Four of these vendors—Acronis, Kaseya, N-able (Cove), and NinjaOne (Dropsuite)—retained their Champion status from the previous edition of the Omdia Global Managed BDR Leadership Matrix—an impressive achievement.

Champions demonstrated the highest levels of excellence in channel and technology capability over the last 12 months compared with their industry peers, as rated by channel partners and Omdia analysts. Other vendors are classified as **Contenders** (with high ratings based on channel performance but declining or flat on last year), **Scalers** (improvements in partner sentiment but have yet to achieve the highest levels of consistency in channel excellence).

Global Managed BDR Leadership Matrix 2026



Source: Omdia

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Foundations vendors have the lowest ratings and have also suffered a deterioration in partner sentiment over the last 12 months.

This report defines backup and disaster recovery as technologies (hardware or software) that create exact copies of data across one or more platforms and/or applications for restoration in the event of loss, theft, or encryption.

Global Managed BDR Leadership Matrix: Champions 2026

Source: Companies

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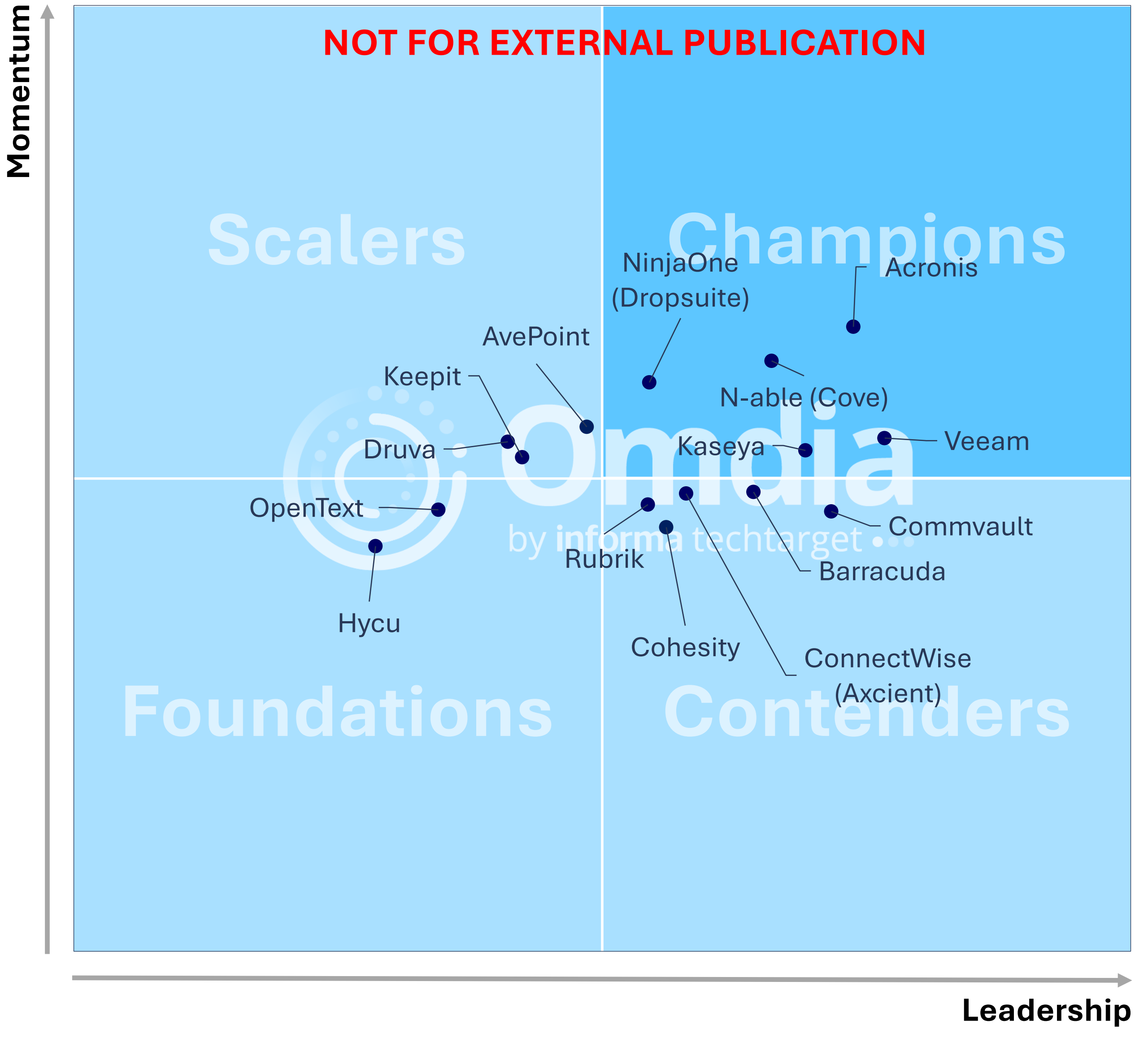
Global Managed BDR Leadership Matrix 2026



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Understanding assessment criteria for vendors

Categories assessed for scoring

The Omdia Managed BDR Leadership Matrix report assesses which vendors are playing an integral role in driving the success of backup and disaster recovery in the MSP ecosystem. It takes in three primary types of input:

- **Analyst assessment:** Scoring of partner vision and leadership, execution of partner strategy, portfolio competitiveness and new launches, and recent and future channel initiatives. This is based on ongoing analyst briefings and analysis of vendor surveys (where applicable).
- **Ecosystem feedback:** Feedback from the partner community, including analyst-led interviews and channel ecosystem ratings for the latest 12-month period (where applicable). Partner feedback focuses on programs and enablement metrics, sales engagement metrics, and partner experience metrics.
- **Performance metrics:** Assessment of vendor growth and market share within peer groups for the latest 12-month period compared with the previous 12-month period. This is based on feedback from the vendors.

Each of these metrics feeds into a proprietary Omdia Leadership Matrix model, which produces a series of scores. This includes an overall leadership score, representing the current standing, as well as a momentum score, representing the degree of change relative to the group of assessed vendors.

The Omdia Leadership Matrix provides a graphical representation of vendor performance assessments. Each vendor is positioned in one of four categories

:

- **Champions:** Vendors with high ratings in the areas assessed, which have shown both continued improvement in management, strategy, and execution, and a commitment to driving future improvements.
- **Contenders:** Vendors with high leadership ratings in the areas assessed but have been outpaced by other competitors or peers.
- **Scalers:** Vendors with lower ratings in the areas assessed, but which have seen improvements in momentum, including channel sentiment and performance.
- **Foundations:** Vendors with a foundation in the areas assessed, but which currently have lower sentiment and performance levels compared with their peers.

The Leadership Matrix considered 15 backup and disaster recovery vendors. Inclusion was based on vendors meeting specific thresholds: a minimum annual revenue of $50m from BDR, specific technological criteria, a dedicated MSP go-to-market motion, and more than 50% of business going through the channel.

Source: Omdia

Performance Highlights: **Champions**

Acronis

Highlights and key strengths

- MSP base: 21,000+
- $100m to $499m annual BDR revenue
- Strong MSP focus
- Building MSP platform status

Leadership score:	74%
Momentum score:	66%

- **Acronis** is a private company with EQT holding a majority stake since 2025.
- The company has over 21,000 service providers on the platform protecting more than 750,000 businesses.
- In 2025, Acronis expanded its cybersecurity portfolio with XDR, MDR, and AI Copilot.
- In 2026, Acronis released Cyber Frame, a platform offering that includes RMM, PSA, backup, cybersecurity, and VM capability (through its partnership with Virtuozzo).
- MSP Academy trained over 4,000 partner employees per quarter in 2025 across 162 countries, with certifications doubling year-over-year (YoY). The partner Advisory Council grew to more than 200 members. The company also added GenAI protection in 2026.

Kaseya®

Highlights and key strengths

- MSP base 25,000+
- $1B+ annual revenue
- Strong MSP focus
- Focused on MSP platform strategy

Leadership score:	69%
Momentum score:	52%

- **Kaseya** serves nearly 50,000 MSPs and IT departments in over 170 countries. The Kaseya 365 platform manages 5.5 million endpoints and has an estimated revenue of more than $1B.
- Kaseya 2025 launched the SIRIS 6 appliance, Datto Backup for Entra ID, and the agentic AI Digital Workforce platform.
- In 2025, MSP feedback highlights persistent concerns about aggressive sales tactics, rigid contracts, declining quality of post-merger support, and clunky workflows across acquired products. Despite this, Datto BCDR remains a mainstay of the MSP community, but Kaseya needs to build on the improvements to product integrations announced at Connect 2026.
- Kaseya faces increasing competition from companies like N-able, Veeam, and Acronis, as well as new entrants like Slide (founded by Datto founder Austin McChord).

Performance Highlights: **Champions**

N-ABLE

Highlights and key strengths

- MSP base: 25,000+
- $100m to $499m in annual MSP revenue
- Building to MSP platform play
- Backup now makes up the largest proportion of revenue

Leadership score:	66%
Momentum score:	62%

- Full-year 2025 revenue was $511m (up 9.7%); ARR of $540m (up 12%), with 30% adjusted EBITDA margin.
- N-able is guiding to 8–9% revenue growth for 2026 and states that over 500,000 businesses are protected.
- Cove Data Protection crossed $200m in annual revenue in 2025, accounting for 38.5% of quarterly revenue in 4Q25; N-able also launched DRaaS inside Cove and an MCP server for N-central and N-sight at Empower 2026.
- Three-quarters of MSPs report they are moving into co-managed approaches, with N-able's platform helping them win larger CIO/CISO-level engagements. Adlumin MDR cross-sell is ahead of plan.

ninjaOne®

Highlights and key strengths

- MSP base: 10,000+
- $100m to $499m in annual MSP revenue
- Strong MSP focus
- Building to MSP platform with targeted acquisitions

Leadership score:	54%
Momentum score:	60%

- **NinjaOne** completed its acquisition of Dropsuite in mid-2025 for $270m. The integration roadmap focuses on unified endpoint, server, and SaaS backup within a single console, while retaining compliance features (Legal Hold, eDiscovery).
- At the time of acquisition, Dropsuite had approximately $40m ARR, 2 million paid users, and over 6,500 MSP partners.
- NinjaOne announced MSP NXT, its first dedicated MSP conference, planned for October 2026. It signals a deepening commitment to the MSP segment, though backup integration is still maturing.

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Performance Highlights: **Champions**

Highlights and key strengths

- MSP base: 12,000+
- $100m to $499m in annual MSP revenue
- MSP focus has slowed, but product remains strong
- Portfolio is building with targeted acquisitions

Leadership score:	77%
Momentum score:	54%

- **Veeam** is a private company under Insight Partners, valued at $15B following a $2B secondary sale in late 2024. Veeam generated over $2.1B in ARR in 2025. Veeam is targeting an IPO within the next 24 months.
- At VeeamON 2025, CEO Anand Eswaran announced Veeam Data Platform V13, featuring a new UI and extended Continuous Data Protection, which was released in 4Q25.
- It completed its $1.73B acquisition of Securiti AI in December 2025, combining data resilience with DSPM, privacy governance, and AI trust — a major enterprise-focused capability extension.

Performance Highlights: Contenders, Scalers, and Foundations

Contenders

Barracuda

Privately held under KKR ownership, Barracuda had an estimated annual revenue of more than $500m in 2025. Revenue growth slowed in fiscal 2025 because of sales execution challenges and weakening small business demand.

The BarracudaONE platform was expanded in October 2025 with bulk email threat remediation, PSA integrations across six platforms, including ConnectWise and Autotask, and streamlined multi-tenant account management.

MSPs rated bulk remediation for managing diverse customer environments, and PSA billing automation was cited as reducing errors and accelerating revenue cycles.

Cohesity

With a combined ARR of approximately $1.5B, Cohesity's post-Veritas integration is following a three-stage strategy: customer retention first, then new business acceleration in 1H FY2026, then expanded sales capacity and migration incentives in 2H FY2026. The company is targeting an IPO in the near future.

Cohesity struggled to engage Veritas customers for most of calendar 2024, leaving a window for Commvault and Rubrik to poach—partner and customer retention was the primary focus for 2025.

Cohesity has not had a strong focus on MSPs, typically targeting its enterprise base and driving any managed services business through the larger channel partners.

Commvault

FY2026 revenues grew to $1.2B, up 21%. GAAP profit of $71m was down 6.6% because of restructuring costs. Revenue growth is decelerating into FY2027.

Commvault released the Cloud Unity Platform in 3Q FY2026, unifying data security, cyber recovery, and identity resilience. It also partnered with Delinea for credential management and Pinecone for vector database protection.

SaaS ARR grew 63% YoY to $307m in 1Q FY2026. Customers generating more than $100,000 in SaaS ARR grew 70% YoY and now represent more than 30% of the SaaS base.

Performance Highlights: Contenders, Scalers, and Foundations

Contenders

ConnectWise

ConnectWise has been building a platform strategy similar to that of competitors such as Acronis, Kaseya, N-able, and NinjaOne. Like Kaseya, it has a broad product portfolio, creating challenges as it tries to consolidate management into a single “pane of glass.”

In March 2025, Backup360—encompassing Axcient x360Recover, Veeam, Acronis, Datto, and Keepit integrations—was bundled into the ConnectWise Platform at no additional cost for ConnectWise partners.

Integration maturity of Axcient and SkyKick (both acquired in 2024) is still a work in progress, but the company also acquired ZofIQ for AI-based workload and ticket automation.

Rubrik

Rubrik generated $1.3B in annual revenue in FY 2026, growing 48%, with subscriptions accounting for the majority of total revenue.

In March 2026, Rubrik launched PayGo consumption-based MSP licensing (zero minimums), new MSP-specific partner tiers, 24/7 Ransomware Response Team support, and the Rubrik Verified operational maturity designation (available in Summer 2026).

MSP partners cite traditional licensing models forcing upfront commitment before demand is proven as a key barrier. Rubrik’s own CSO acknowledged PayGo was designed to “reduce upfront financial exposure” and align cost to usage.

Performance Highlights: Contenders, Scalers, and Foundations

Scalers

AvePoint

Full-year 2025 revenue grew 27% to over $419m. It had SaaS revenue of $319m, up 38%, with total ARR of $417m, up 27%.

It acquired Netherlands-based Ydentic in 2025 to deepen MSP platform capabilities and launched its Elements platform in February 2025 with expanded multi-tenant automation.

MSP ARR grew at 48% CAGR to reach $62m in 2025; gross retention at 89% and net retention at 110% were slightly below stated targets but reflected strong overall momentum.

Druva

Druva's estimated ARR was approximately more than $300m. The company is private, venture capital (VC)-backed, and valued at over $2B.

In 3Q25, it launched Safe Mode for ransomware incident lockdown, Azure Blob air-gapped backup, and a Cyber Resiliency Readiness Score dashboard. It also achieved FedRAMP moderate compliance for government workloads.

In 4Q25, it added agentless Azure Files SMB backup with zero egress fees and immutable cloud native storage—MSPs cite zero-infrastructure deployment as a key differentiator for client onboarding speed.

Keepit

Keepit is a private, VC-backed company based in Denmark. Its vendor-independent architecture with self-managed storage in regional data centers is a key differentiator for data sovereignty-conscious MSPs.

In 2025, Keepit expanded SaaS app connector coverage using an AI-assisted Domain-Specific Language framework, targeting protection for more than 100 SaaS apps, including HubSpot, Notion, Slack, and Workday.

Performance Highlights: Contenders, Scalers, and Foundations

Foundations

Hycu

Hycu is a private company, backed by VC. It has raised $140m to date, and ARR is estimated at $70m, making it one of the smallest vendors in the Matrix by revenue.

In February 2026, Hycu signed a technology agreement with UK-based channel provider Assurestor to power new Backup2Cloud NG and SaaS2Cloud NG Managed services for MSPs and IT resellers.

OpenText

Total company for FY2025 revenue was $5.2B, with cloud revenue at $1.9B (up 2%). Carbonite and Webroot are a small fraction of the total. It brought in new CEO Ayman Antoun in 2025 following Barrenechea's departure.

In August 2025, OpenText released the Omdia study showing that partners on its Secure Cloud platform can achieve up to a 6.7x ROI and positioned bundled pricing as a response to MSP tool fatigue.

Appendix

Appendix

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Omdia Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Omdia's consulting team may be able to help you. For more information about Omdia's consulting capabilities, please contact us directly at consulting@omdia.com.

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