**BestAIFor.com**

BESTAIFOR RESEARCH REPORT · 04 AUGUST 2026

# The AI Stack for Managed Service Providers

By **Daniele Antoniani** · BestAIFor.com

Version 1.0 ·

## A 2026 Landscape Report

**Daniele Antoniani** — BestAIFor Research Published 4 August 2026 · First edition

**How to cite:** Antoniani, D. (2026). *The AI Stack for Managed Service Providers: A 2026 Landscape Report*. BestAIFor Research.

*This report is descriptive. It measures the state of the AI tooling market for managed service providers and does not rank vendors or recommend purchases. Buying criteria differ by MSP size, client mix and service model; the data below is intended to inform that judgement, not replace it.*

## Introduction

This is the first edition of BestAIFor's landscape report on artificial intelligence tooling for managed service providers. It covers 22 vendors selling into the MSP stack, measured on search demand, domain authority and link footprint, functional position, pricing transparency and press infrastructure.

The report exists because the MSP category is unusually hard to research from the outside. Two structural facts emerged during collection, and both shape everything that follows. First, MSP tooling does not launch on Product Hunt: a sweep of 80 posts across the four adjacent topics returned zero vendors matching MSP vocabulary. The discovery channel that works for consumer and prosumer AI tools is simply absent here. Second, and more consequentially, a large share of this vendor field is invisible to automated measurement. Seven of the 16 shortlisted vendors return Cloudflare HTTP 403 to any datacenter request, regardless of user agent. For those companies, "no pricing page found" and "no press page found" are indistinguishable from "we were refused entry."

We report those gaps explicitly rather than filling them with estimates. Where a figure could not be measured, the tables say so.

What remains is a market with an unusual economic signature. The commercial search terms in this category carry some of the highest cost-per-click figures we have measured in any vertical — up to $371.37 for a single click — against keyword difficulty low enough that a well-researched page can realistically compete. That combination is rare, and it is the clearest quantitative finding in this report.

The report is written for MSP owners and operations leads evaluating where AI fits into an existing service delivery model, and for analysts tracking consolidation in the channel. All measurements were collected programmatically on 4 August 2026 and are reproducible from the sources named in the methodology.

---

## Top Takeaways

**1. Cost-per-click in this category is extraordinary relative to search volume.** “Endpoint management software” commands $371.37 per click at just 1,000 monthly US searches. “PSA software” commands $153.74 at 1,900 searches, and “help desk software” $120.24 at 6,600. Advertisers are paying more per click here than in most consumer verticals for a fraction of the traffic.

**2. The category’s cheapest entry point is also its least contested.** “MSP software” draws 1,300 monthly searches at a keyword difficulty of 16 — the lowest difficulty measured across every category BestAIFor has surveyed this year — with a cost-per-click of $90.54.

**3. Seven of 16 shortlisted vendors cannot be measured by automated methods at all.** Kaseya, Datto, N-able, NinjaOne, Atera, Auvik and Nerdio return Cloudflare HTTP 403 to datacenter requests. Testing confirmed this is not a user-agent problem: a full browser user-agent string is blocked identically.

**4. Automated press-page detection produced a confirmed false negative on a major vendor.** NinjaOne was recorded as having no press page. It operates an active newsroom with a named media contact. The detection failure was the 403 wall, not an absent newsroom, which means press-density figures for this category should not be used as a scoring input.

**5. Product Hunt has no coverage of this category whatsoever.** A sweep of the `saas`, `developer-tools`, `security` and `productivity` topics returned 80 posts, 77 distinct products, and zero matching MSP vocabulary — no RMM, PSA, helpdesk, patching or endpoint tooling.

**6. Vendor authority is high and tightly clustered.** The 16 shortlisted vendors carry a median domain authority of 46.5 against a range of 29 to 62 — a 33-point spread. There is no long tail of unproven micro-vendors here, which distinguishes this category sharply from consumer AI verticals.

**7. Link equity is far less concentrated than in comparable categories.** The 16 vendors hold 88,741 referring domains between them, and the largest single footprint — N-able at 14,730 — represents 16.6% of the total. The top three hold 44.6%.

**8. Where pricing can be measured, it is unusually transparent.** Of the nine vendors whose pricing pages are reachable, seven publish an explicit price (77.8%), one is quote-only and one has no pricing page. Seven of 16 vendors advertise a free trial or free tier.

**9. Transparency tracks company size inversely.** Every vendor publishing public pricing sits at domain authority 58 or below. Every vendor behind the Cloudflare wall sits at 44 or above. The smaller, newer vendors are the legible ones.

**10. RMM and PSA platforms dominate the functional map.** Eight of 16 vendors (50.0%) are remote-monitoring or professional-services-automation platforms. Security accounts for 2, and single vendors cover backup, network monitoring, cloud management, device management, asset lifecycle and automation.

**11. The AI-native cohort is small and sits at the bottom of the authority range.** SuperOps (authority 33) and Rewst (29) are the two vendors whose core positioning is AI rather than AI-added-to-an-existing-platform. Both rank in the bottom three of the shortlist by link footprint.

**12. The category's search demand is concentrated in narrow, expensive terms.** Seven measured keywords total 12,110 monthly searches. "Help desk software" alone accounts for 6,600 of that (54.5%), and it is the only term above 2,000.

---

## Methodology

**Vendor discovery.** Product Hunt was swept first, across the `saas` , `developer-tools` , `security` and `productivity` topics for launches in the 12 months to 4 August 2026 — 80 posts, 77 distinct products. A regular-expression filter for MSP vocabulary (RMM, PSA, managed service, helpdesk, ticketing, endpoint, patching, remote monitoring, device management and related terms) matched zero. The vendor set was therefore assembled from BestAIFor's category SERP research plus a market scan of current MSP tooling coverage, producing 22 candidates, of which 16 were shortlisted.

**Authority and link data.** Domain authority, total backlinks and referring-domain counts come from Ubersuggest's backlinks API, collected 4 August 2026. Domain authority is a 0–100 proprietary score, comparable within this report but not across providers. This source is unaffected by the 403 issue described below, because it queries an index rather than the vendor's site.

**Search data.** Volume, keyword difficulty and cost-per-click are US-locale figures from Ubersuggest, with 13 months of monthly history per keyword. Window end dates vary by keyword, so trends are not compared across keywords.

**Pricing transparency.** Each vendor domain was probed at five pricing paths. Pages were classified by whether the markup contains an explicit price token, quote-gate language, or neither. **No dollar amounts are reported.** B2B pricing varies by seat count, device count, contract length and region, and publishing a scraped figure risks shipping a wrong price to a buyer. The vendor's own pricing URL is given instead.

**Press infrastructure.** Vendor domains were probed at eighteen standard and nested newsroom paths.

**Known limitations.** Four are material, and the first is severe.

First, **seven of 16 vendors return Cloudflare HTTP 403 to all automated requests**. This was verified as a network-layer block rather than a user-agent filter by testing both a research bot string and a full Chrome browser string against the same URLs; both were refused identically.[1] For those seven vendors, pricing and press columns report “unmeasurable”, not a negative finding.

Second, **automated press detection produced at least one confirmed false negative.** NinjaOne runs an active press page with a media contact, and the detector reported none.[2] Press density is therefore excluded from all scoring in this report and reported only as a raw count of confirmations.

Third, **Product Hunt vote counts are unavailable for this entire category**, so the traction signal used in BestAIFor’s other reports has no equivalent here.

Fourth, **no funding, revenue, headcount or customer-count data was available.** The report makes no claims about company size or commercial traction.

---

## Chapter 1 — Market demand

### Chapter Highlights

**1. Cost-per-click reaches $371.37 on the category’s most expensive term.** “Endpoint management software” carries that figure at 1,000 monthly searches and keyword difficulty 38.

**2. Four of seven measured terms exceed $90 per click.** Endpoint management ($371.37), PSA software ($153.74), help desk software ($120.24) and MSP software ($90.54).

**3. The cheapest term to rank for is also commercially serious.** “MSP software” pairs keyword difficulty 16 with a $90.54 cost-per-click — the most favourable ratio in the set.

**4. Total measured demand is 12,110 monthly searches across seven terms.** “Help desk software” contributes 6,600 of that, or 54.5%.

**5. Difficulty stays moderate across the category.** Six of seven terms sit at difficulty 38 or below; only “help desk software” exceeds it, at 54.

**6. The narrowest terms are the thinnest.** “MSP automation” draws 50 monthly searches and “IT documentation software” 260, despite cost-per-click figures of $53.11 and $40.02.

### Overview

Search behaviour is the clearest available proxy for how MSPs shop for software. This chapter measures the seven terms that bracket the category.

### Finding 1.1 — The category pairs low difficulty with extreme click prices

**Figure 1.1.1 — US search demand and competition, MSP category terms, 2026**

| KEYWORD | VOLUME/MO | DIFFICULTY | CPC | INTENT |
|---|---|---|---|---|
| Help desk software | 6,600 | 54 | $120.24 | Commercial |
| PSA software | 1,900 | 33 | $153.74 | Commercial |
| MSP software | 1,300 | **16** | $90.54 | Commercial |
| Endpoint management software | 1,000 | 38 | **$371.37** | Commercial |
| RMM software | 1,000 | 37 | $65.39 | — |
| IT documentation software | 260 | 24 | $40.02 | Informational |
| MSP automation | 50 | 30 | $53.11 | Navigational |

*Source: Ubersuggest, US locale. Collected by BestAIFor Research, 4 August 2026.*

Figure 1.1.1 shows a market where the usual relationship between volume, difficulty and value breaks down. “Endpoint management software” carries the highest cost-per-click in the set at $371.37 while drawing only 1,000 searches a month at difficulty 38. “MSP software” sits at difficulty 16 — low enough that a thorough page can compete — while still commanding $90.54 per click.

Six of the seven terms are at difficulty 38 or below. In most software categories, commercial intent at this price point comes with difficulty in the 60s or 70s. Here it does not.

### Finding 1.2 — Click prices reflect contract value, not search competition

Cost-per-click is the market’s own estimate of what a visitor is worth. On that measure the MSP buyer is among the most valuable BestAIFor has measured in any vertical.

The explanation is contract structure rather than search dynamics. An MSP selecting an RMM or PSA platform is committing to a multi-year contract priced per technician or per managed endpoint, and switching costs are high once client infrastructure is enrolled. A single won account can be worth years of recurring revenue, which supports bids that would be irrational in a self-serve market.

Paid difficulty supports this reading. “Endpoint management software” carries a paid difficulty of 14 and a competition index of 0.14 — among the lowest measured — while sustaining a $371.37 click price. Few advertisers compete, and those who do bid heavily.

### Finding 1.3 — Demand concentrates in one general term

Of 12,110 total monthly searches across the seven measured terms, “help desk software” accounts for 6,600, or 54.5%. It is also the only term above 2,000 and the only one at difficulty above 38.

The MSP-specific terms — “MSP software”, “RMM software”, “PSA software”, “MSP automation” — total 4,250 monthly searches, or 35.1% of the measured demand. Practitioners searching in the vocabulary of their own industry represent roughly a third of the category’s visible demand.

## Finding 1.4 — Click prices run four times those of a comparable B2B vertical

BestAIFor measured the AI recruiting software category on the same basis in July 2026, which allows a direct comparison of buyer value across two mid-market B2B verticals.

**Figure 1.4.1 — Cost-per-click comparison, MSP versus recruiting software categories**

| CATEGORY | HIGHEST CPC TERM | CPC | GENERIC CATEGORY TERM | CPC |
|---|---|---|---|---|
| MSP tooling | Endpoint management software | $371.37 | Help desk software | $120.24 |
| Recruiting software | Staffing agency software | $85.92 | Applicant tracking system | $25.63 |

*Source: Ubersuggest, US locale. MSP data collected 4 August 2026; recruiting data 30 July 2026.*

Figure 1.4.1 shows the MSP category's top term commanding 4.3 times the cost-per-click of the recruiting category's top term, and its generic term 4.7 times the recruiting equivalent. Both categories serve mid-market B2B buyers through a comparable consideration process.

The gap is best explained by contract mechanics. Recruiting software is typically priced per recruiter seat at a firm that may employ ten. MSP tooling is priced per managed endpoint, and a single MSP client relationship can bring hundreds of endpoints under contract. The lifetime value behind one converted click is materially larger, and the bidding reflects it.

## Finding 1.5 — Demand is flat to declining, not growing

The category's economics are strong, but its search demand is not expanding. "Help desk software" fell from a 14,800 peak to 2,400 within the thirteen-month window before recovering to 6,600 — a trailing three-month average of 4,200 against 5,467 for the preceding three, a decline of 23.2%. "RMM software" moved from 1,600 to 1,000 across the same period.

"MSP software" is the exception, with a trailing three-month average of 1,400 against 867 for the preceding three. That is a 61.5% rise, but from a small and volatile base — the series ranges from 720 to 1,900.

This matters for interpreting the cost-per-click figures. High click prices in a category with flat demand indicate competition for a fixed pool of buyers rather than a market drawing in new ones. The AI capability being added across this vendor set is, on this evidence, a competitive response within an established market rather than a driver of new demand.

# Chapter 2 — The measurement wall

## Chapter Highlights

**1. Seven of 16 shortlisted vendors (43.8%) block all automated measurement** with Cloudflare HTTP 403 responses.

**2. The block is at the network layer, not the user-agent layer.** A research bot string and a full Chrome browser string were refused identically across all seven hosts.

**3. Blocked vendors skew large.** Every blocked vendor carries domain authority 44 or above; the median blocked authority is 52 against 40 for the measurable group.

**4. The block produced at least one confirmed false negative on press infrastructure.** NinjaOne runs an active newsroom with a media contact and was recorded as having none.

**5. Press-page detection required two separate fixes before it was usable at all,** and remains defeated by the 403 wall.

**6. Nine of 16 vendors (56.3%) remain fully measurable** and carry the report's pricing and press findings.

## Overview

This chapter documents a methodological finding rather than a market one. It is included because it materially limits every other measurement in this report, and because it is a property of the category rather than of any single vendor.

## Finding 2.1 — Nearly half the vendor field is closed to automated research

**Figure 2.1.1 — Measurability by vendor, 16 shortlisted vendors**

| STATUS | VENDORS | SHARE | DOMAIN AUTHORITY (MEDIAN) |
|---|---|---|---|
| Fully measurable | 9 | 56.3% | 40 |
| Cloudflare 403 (unmeasurable) | 7 | 43.8% | 52 |

*Source: BestAIFor Research, HTTP probes from a datacenter IP, 4 August 2026.*

Figure 2.1.1 shows the block correlating with company size. The seven blocked vendors — Kaseya, Datto, N-able, NinjaOne, Atera, Auvik and Nerdio — carry a median domain authority of 52. The nine measurable vendors carry a median of 40, a 12-point gap. The correlation is imperfect: ConnectWise at authority 61 and Huntress at 58 are both fully reachable, so edge protection is a deployment choice rather than a strict function of size.

This produces a systematic bias in any automated survey of this category: the larger and better-established a vendor, the less likely it is to appear in the data. A naive study would under-report exactly the vendors that matter most.

### Finding 2.2 — The detector needed two fixes and is still defeated

BestAIFor's press-page detector was corrected twice during this run before producing usable output.

The first fault was path depth. The probe list covered flat paths such as `/press` and `/newsroom`, but ConnectWise's newsroom sits at `/company/press/releases`, one level deeper, and was recorded as absent. Eight nested paths were added.

The second fault was the opposite error. The detector treated any HTTP 200 as a newsroom, so single-page-application sites that serve an app shell on every route registered as having seven or eight separate press pages. A catch-all threshold now discounts any domain matching four or more probed paths.

After both fixes the detector scored 6 out of 6 against known ground truth. It still cannot measure the seven blocked vendors, because the block precedes any path logic.

The practical consequence is that press density — a signal weighted at 35% in BestAIFor's category-selection scoring — cannot be measured reliably for this category by automated means. Verification by search engine remains effective, and is how NinjaOne's newsroom was confirmed.

---

## Chapter 3 — Vendor authority

### Chapter Highlights

**1. Median domain authority across the shortlist is 46.5,** with a range of 29 to 62.

**2. There is no micro-vendor tail.** The lowest-authority shortlisted vendor scores 29; in BestAIFor's recruiting survey the equivalent figure was 14.

**3. The 16 vendors hold 88,741 referring domains between them.**

**4. Link equity is comparatively distributed.** The largest footprint, N-able at 14,730, is 16.6% of the total; the top three hold 44.6%.

**5. Authority and link footprint diverge at the top.** Kaseya leads on authority at 62 but ranks fourth on referring domains; N-able leads on referring domains at 14,730 but ranks fourth on authority.

**6. Seven vendors (43.8%) carry authority of 50 or above.**

### Overview

Domain authority and referring-domain counts measure accumulated web presence. In this category they are notably uniform, which itself is a finding.

## Finding 3.1 — The field is mature and tightly clustered

### Figure 3.1.1 — Domain authority and referring domains, 16 shortlisted vendors

| VENDOR | DOMAIN AUTHORITY | REFERRING DOMAINS |
|---|---|---|
| Kaseya | 62 | 12,459 |
| ConnectWise | 61 | 11,544 |
| Datto | 61 | 11,715 |
| N-able | 58 | 14,730 |
| Huntress | 58 | 7,667 |
| NinjaOne | 52 | 6,902 |
| Atera | 50 | 5,748 |
| Auvik | 49 | 5,518 |
| Nerdio | 44 | 2,187 |
| Pulseway | 44 | 2,021 |
| Guardz | 42 | 979 |
| Addigy | 40 | 1,541 |
| Syncro | 36 | 2,671 |
| ScalePad | 34 | 1,336 |
| SuperOps | 33 | 1,276 |
| Rewst | 29 | 447 |

*Source: Ubersuggest backlinks API. Collected by BestAIFor Research, 4 August 2026.*

Figure 3.1.1 shows a 33-point authority spread from 29 to 62, with a median of 46.5. Every vendor in the shortlist has an established web presence; none is a recent launch with negligible footprint.

This distinguishes the category sharply from consumer-facing AI verticals, where a listicle typically spans vendors from authority 5 to authority 80. MSP tooling is a mature market with high switching costs, and the vendor field reflects that.

### Finding 3.2 — Authority and link count measure different things

Kaseya carries the highest authority at 62 but ranks fourth on referring domains at 12,459. N-able carries the most referring domains at 14,730 but ranks fourth on authority at 58. Huntress and Datto show the same divergence in the opposite direction: identical authority scores of 58 against referring-domain counts of 7,667 and 11,715 respectively.

The two measures capture different histories. Referring-domain counts reward breadth of citation over time. Authority weights the quality of those citations. A vendor with fewer but stronger referring domains — typical of companies covered by major trade press rather than aggregators — will show the pattern Huntress does.

### Finding 3.3 — Link-profile shape varies by a factor of 58

Total backlinks divided by referring domains gives the average number of links each citing site contributes. A low ratio indicates many distinct sites each linking once — typically editorial coverage. A high ratio indicates few sites linking thousands of times — typically directory listings, forum signatures, template footers or syndication.

**Figure 3.3.1 — Backlinks per referring domain, 16 shortlisted vendors**

| VENDOR | TOTAL BACKLINKS | REFERRING DOMAINS | LINKS PER DOMAIN |
|---|---|---|---|
| Kaseya | 5,613,121 | 12,459 | 450.5 |
| Datto | 3,455,126 | 11,715 | 295.0 |
| Auvik | 537,047 | 5,518 | 97.3 |
| N-able | 834,851 | 14,730 | 56.7 |
| ConnectWise | 460,951 | 11,544 | 39.9 |
| SuperOps | 33,918 | 1,276 | 26.6 |
| Syncro | 68,998 | 2,671 | 25.8 |
| Atera | 135,362 | 5,748 | 23.5 |
| NinjaOne | 155,388 | 6,902 | 22.5 |
| Pulseway | 29,489 | 2,021 | 14.6 |
| Huntress | 111,139 | 7,667 | 14.5 |
| Addigy | 20,018 | 1,541 | 13.0 |
| ScalePad | 13,745 | 1,336 | 10.3 |
| Rewst | 4,102 | 447 | 9.2 |
| Guardz | 7,844 | 979 | 8.0 |
| Nerdio | 16,962 | 2,187 | 7.8 |

*Source: Ubersuggest backlinks API. Collected by BestAIFor Research, 4 August 2026.*

Figure 3.3.1 shows a 58-fold spread, from Kaseya at 450.5 links per referring domain down to Nerdio at 7.8. The median is 24.7.

Kaseya and Datto sit far above the rest. Both are large, long-established companies whose products are embedded in partner directories and integration marketplaces, and both carry backlink counts in the millions against referring-domain counts in the low tens of thousands. Huntress presents the opposite profile: 7,667 referring domains against only 111,139 backlinks, a ratio of 14.5, which is the signature of broad editorial citation rather than directory volume.

For a buyer this metric is not directly meaningful. It is included because it distinguishes vendors whose apparent link strength comes from breadth of genuine coverage from those whose comes from volume on a narrower base — a distinction that raw backlink counts obscure entirely.

### Finding 3.4 — The exclusion threshold in practice

Level.io was excluded from the shortlist on this measure. It carries approximately 1.5 million backlinks from 527 referring domains, a ratio of roughly 2,860 links per domain — more than six times the highest ratio in the shortlist and 116 times the shortlist median.

A profile of that shape is not evidence of wrongdoing, and this report makes no such claim. It does mean the vendor's link footprint cannot be compared like-for-like with the rest of the set, which is the basis on which it was set aside.

## Chapter 4 — Functional segmentation

### Chapter Highlights

**1. RMM and PSA platforms account for 8 of 16 vendors (50.0%).**

**2. Security is the only other segment with more than one vendor,** at 2 of 16 (12.5%).

**3. Six segments are represented by a single vendor each:** backup, network monitoring, cloud management, device management, asset lifecycle and automation.

**4. The AI-native cohort numbers two:** SuperOps and Rewst.

**5. Both AI-native vendors rank in the bottom three by referring domains** — 1,276 and 447 respectively.

**6. The platform segment holds the authority.** The eight RMM/PSA vendors carry a median authority of 51, against 43 for the eight single-function vendors.

### Overview

Functional position determines whether two vendors are genuinely alternatives. This chapter maps the shortlist onto the MSP service-delivery stack.

### Finding 4.1 — The category is platform-dominated

**Figure 4.1.1 — Vendors by functional segment, 16 shortlisted vendors**

| SEGMENT | VENDORS | SHARE |
|---|---|---|
| RMM / PSA platform | 8 | 50.0% |
| Security | 2 | 12.5% |
| Backup / continuity | 1 | 6.3% |
| Network monitoring | 1 | 6.3% |
| Cloud management | 1 | 6.3% |
| Device management | 1 | 6.3% |
| Asset lifecycle | 1 | 6.3% |
| AI automation | 1 | 6.3% |

*Source: BestAIFor Research classification, 4 August 2026.*

Figure 4.1.1 shows half the shortlist competing as consolidated platforms. This reflects how MSPs buy: the RMM or PSA system is the operational core, and vendors compete to absorb adjacent functions into it rather than to sell alongside it.

The eight single-function vendors occupy gaps the platforms have not yet closed — Apple-fleet management, network topology, warranty and asset lifecycle, cross-platform automation.

### Finding 4.2 — AI-native positioning correlates with a smaller footprint

Two vendors position AI as their core rather than as a platform feature: SuperOps (authority 33, 1,276 referring domains) and Rewst (29, 447). Both sit in the bottom three of the shortlist by link footprint.

Every other vendor in this report has added AI capability to an established product — ConnectWise through its Asio platform and agent layer, Atera through a copilot and autonomous-resolution feature, NinjaOne through an assistant across endpoint management.

For a buyer, the distinction matters less than the maturity trade-off it implies. The AI-native products were designed around the capability; the platform products bring it to an existing system of record the MSP is already running.

### Finding 4.3 — The security segment spans the category’s full size range

Security is the only non-platform segment with more than one vendor, and its two members sit at opposite ends of the field. Huntress carries domain authority 58 and 7,667 referring domains — the fifth-largest footprint in the shortlist. Guardz carries authority 42 and 979 referring domains, ranking thirteenth.

Both position AI-driven detection for the MSP channel, and both publish public pricing with a free entry point, making them the two most independently assessable vendors in the shortlist relative to their size. The 7.8-fold gap in referring domains between them is the widest within any single segment measured here, and it illustrates that segment membership says little about company stage in this category.

---

# Chapter 5 — Pricing transparency

## Chapter Highlights

**1. Seven of the nine measurable vendors publish an explicit price (77.8%).**

**2. Only one measurable vendor is quote-gated,** and one has no pricing page at all.

**3. Seven of 16 vendors (43.8%) advertise a free trial or free tier.**

**4. Every vendor publishing public pricing sits at domain authority 58 or below.**

**5. Every vendor behind the Cloudflare wall is unmeasurable on pricing too** — the same seven companies.

**6. Transparency is inversely related to size in this category,** the opposite of the pattern in BestAIFor's recruiting survey.

## Overview

Pricing transparency determines how quickly a buyer can evaluate. This chapter reports what each vendor publishes, deliberately excluding dollar amounts.

## Finding 5.1 — Where pricing is visible, it is usually explicit

**Figure 5.1.1 — Pricing transparency, 16 shortlisted vendors**

| STATUS | VENDORS | SHARE OF ALL 16 | SHARE OF MEASURABLE 9 |
|---|---:|---:|---:|
| Public pricing | 7 | 43.8% | 77.8% |
| Quote only | 1 | 6.3% | 11.1% |
| No pricing page found | 1 | 6.3% | 11.1% |
| Unmeasurable (403) | 7 | 43.8% | — |

*Source: BestAIFor Research pricing-path probes, 4 August 2026. No dollar amounts recorded.*

Figure 5.1.1 shows that among vendors whose pages are reachable, publishing a price is the norm rather than the exception — 7 of 9. The seven are Huntress, Guardz, Addigy, Syncro, ScalePad, SuperOps and Rewst. ConnectWise maintains a pricing page but gates the figures behind a quote request. Pulseway has no pricing page at a standard path.

### Finding 5.2 — The smaller vendors are the legible ones

Every vendor publishing public pricing carries domain authority of 58 or below, and six of the seven sit at 42 or below. Every vendor behind the Cloudflare wall carries authority of 44 or above.

The pattern is the inverse of what BestAIFor measured in recruiting software, where the largest vendor in the study published pricing and several mid-market vendors did not. In the MSP category, scale correlates with opacity on both dimensions measured here — pricing and automated accessibility.

Seven of 16 vendors advertise a free trial or free tier: Huntress, Guardz, Addigy, Syncro, ScalePad, SuperOps and ConnectWise. Six of those seven also publish explicit pricing, making them evaluable without any sales contact.

---

## Chapter 6 — The shortlist

### Chapter Highlights

**1. Sixteen of 22 measured vendors were shortlisted** — 72.7%.

**2. Six were excluded,** on function-overlap or link-footprint grounds.

**3. The shortlist spans a 2.1-fold authority range** and a 33-fold referring-domain range.

**4. Five vendors have a confirmed press page;** three more are provably unmeasurable and eight returned no result.

**5. Nine of 16 are fully measurable** on both pricing and press.

**6. Eight of 16 are RMM or PSA platforms,** giving the shortlist a platform-weighted centre of gravity.

### Overview

Six vendors were excluded from the shortlist. This chapter states the basis.

### Finding 6.1 — Exclusions were made on overlap and footprint

Six vendors were excluded. **HaloPSA** (authority 32) is PSA-only and overlaps ConnectWise and Syncro on function with a thinner AI story. **Liongard** (32) and **Hudu** (25) are documentation and visibility tools, adjacent to the AI question rather than part of it. **CloudRadial** (29) is a client portal layered on top of PSA rather than a tool in its own right. **Level.io** (27) was excluded on link-profile quality: 1.5 million backlinks from only 527 referring domains is a low-diversity profile that suggests templated or syndicated placement. **DeskDay** (17) is an AI-native PSA and a genuine category fit, but at 293 referring domains its footprint is too thin to profile credibly alongside the rest.

**Datto** was retained despite being Kaseya-owned. Backup and continuity is a distinct buying decision from RMM and PSA, and MSPs frequently run the two on separate contracts.

### Finding 6.2 — Six vendors can be evaluated without contacting sales

Six of the 16 shortlisted vendors publish an explicit price *and* advertise a free trial or free tier: Huntress, Guardz, Addigy, Syncro, ScalePad and SuperOps. An MSP can form a working opinion on any of these in an afternoon.

At the other end, seven vendors cannot be assessed by any automated means and, on the evidence available here, require a sales conversation before a price is visible. Those seven hold a median domain authority of 52 and include four of the six largest link footprints in the category.

The practical asymmetry is that the vendors easiest to evaluate are systematically the smaller ones, and the vendors most likely to appear at the top of a search result are systematically the harder ones to assess independently. Any buyer working from search results alone will encounter that gradient without it being visible.

### Finding 6.3 — What this report cannot tell you

Three questions material to an MSP purchase are outside what public data can answer, and are flagged here rather than estimated.

The first is whether a given AI feature works. Nothing in this report measures accuracy, false-positive rates on automated remediation, or how a copilot behaves on an unfamiliar estate. Those require hands-on testing against a real environment.

The second is real pricing. Seven vendors are unmeasurable and one is quote-gated; even the seven publishing public prices commonly list per-technician or per-endpoint rates that change materially at contract scale.

The third is roadmap durability. Two vendors in the shortlist are AI-native and comparatively small, and this report contains no funding, revenue or headcount data with which to assess how long any vendor will remain independent in a category with visible consolidation — Datto is already inside Kaseya, and ConnectWise has made at least one AI acquisition.

## Appendix A — Full measured set

| VENDOR | DOMAIN | SEGMENT | DA | REF DOMAINS | PRESS | PRICING |
|---|---|---|---|---|---|---|
| Kaseya | kaseya.com | RMM/PSA | 62 | 12,459 | blocked | unmeasurable |
| ConnectWise | connectwise.com | RMM/PSA | 61 | 11,544 | verified | quote only |
| Datto | datto.com | Backup | 61 | 11,715 | blocked | unmeasurable |
| N-able | n-able.com | RMM/PSA | 58 | 14,730 | none found | unmeasurable |
| Huntress | huntress.com | Security | 58 | 7,667 | verified | public |
| NinjaOne | ninjaone.com | RMM/PSA | 52 | 6,902 | verified (search) | unmeasurable |
| Atera | atera.com | RMM/PSA | 50 | 5,748 | blocked | unmeasurable |
| Auvik | auvik.com | Network | 49 | 5,518 | none found | unmeasurable |
| Nerdio | getnerdio.com | Cloud | 44 | 2,187 | none found | unmeasurable |
| Pulseway | pulseway.com | RMM/PSA | 44 | 2,021 | none found | no page |
| Guardz | guardz.com | Security | 42 | 979 | none found | public |
| Addigy | addigy.com | Device mgmt | 40 | 1,541 | verified | public |
| Syncro | syncromsp.com | RMM/PSA | 36 | 2,671 | none found | public |
| ScalePad | scalepad.com | Asset lifecycle | 34 | 1,336 | verified | public |
| SuperOps | superops.com | RMM/PSA | 33 | 1,276 | none found | public |
| Rewst | rewst.io | AI automation | 29 | 447 | none found | public |
| *HaloPSA* | halopsa.com | PSA | 32 | 1,043 | — | *excluded* |
| *Liongard* | liongard.com | Documentation | 32 | 1,229 | — | *excluded* |
| *CloudRadial* | cloudradial.com | Client portal | 29 | 632 | — | *excluded* |
| *Level* | level.io | RMM | 27 | 527 | — | *excluded* |
| *Hudu* | hudu.com | Documentation | 25 | 367 | — | *excluded* |
| *DeskDay* | deskday.com | PSA | 17 | 293 | — | *excluded* |

*Source: Ubersuggest backlinks API and BestAIFor Research probes. Collected 4 August 2026. "Blocked" denotes Cloudflare HTTP 403; "none found" denotes a completed probe returning no result, which given the detector's known limits should be read as unconfirmed rather than absent.*

---

## Appendix B — Glossary

**BCDR** — backup and disaster recovery; the tooling that protects and restores client data.

**Cost-per-click (CPC)** — the average price advertisers pay for one click on a search term. Used here as a market-derived proxy for buyer value.

**Domain authority (DA)** — a 0–100 proprietary score estimating a domain's search-ranking strength. Comparable within this report only.

**Endpoint** — a managed device (laptop, server, phone) under an MSP's control. Most MSP tooling is priced per endpoint or per technician.

**MSP** — managed service provider; a firm that runs IT operations for other companies under contract.

**PSA** — professional services automation; the ticketing, time-tracking, billing and contract system an MSP runs its business on.

**Referring domains** — the count of distinct websites linking to a domain. A more stable measure of link footprint than raw backlink counts.

**RMM** — remote monitoring and management; the agent-based system used to monitor, patch and remediate client devices.

---

*Corrections, additions, or vendor-side responses to this report are welcome at info@bestaifor.com. Vendors whose pricing or press infrastructure this report records as unmeasurable are particularly encouraged to make contact; those entries reflect a network-level block on automated access, not an editorial judgement about the company, and we will update them on request. BestAIFor Research publishes category landscape reports across AI verticals; methodology and underlying data are available on request.*

---

1. Blocked hosts observed: ninjaone.com, kaseya.com, datto.com, atera.com, auvik.com, getnerdio.com and n-able.com. All returned HTTP 403 with a ~5.5 KB challenge body. ↩
2. NinjaOne's newsroom is at `/press/`, a path the detector explicitly probes. The request never reached it. ConnectWise's newsroom, by contrast, was found only after adding nested paths to the probe list — it sits at `/company/press/releases` with a dedicated media inbox. ↩