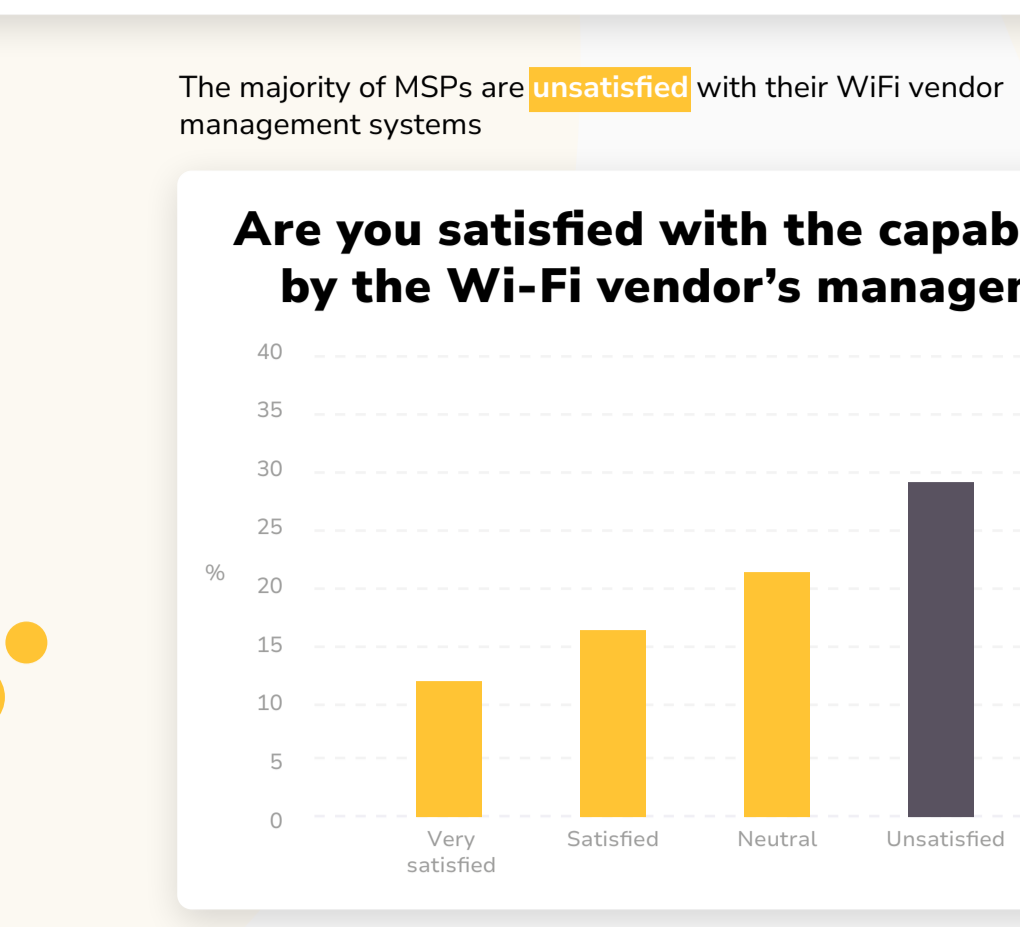


MSPs and CSPs Pain Point Survey

1 R&D Challenges

The majority of MSPs are **locked in** to their Wi-Fi vendor's management systems.

Which Wi-Fi management system does your organization primarily use?



The majority of MSPs are **unsatisfied** with their Wi-Fi vendor management systems

Are you satisfied with the capabilities provided by the Wi-Fi vendor's management system?



65% The percentage of CSPs listed "too expensive and complex to maintain" as the top challenge in ensuring that their managed Wi-Fi platform meets current and future requirements.

What are the top challenges in ensuring that your managed Wi-Fi platform meets current and future requirements? (Select all that apply)



2 Growth Inhibitors

37% The percentage of MSPs cited needing more skilled personnel as the number one inhibitor to their organization's growth. This is followed by the limited scalability of their current solutions.

What are the main inhibitors to your organization's growth in the managed Wi-Fi market today?



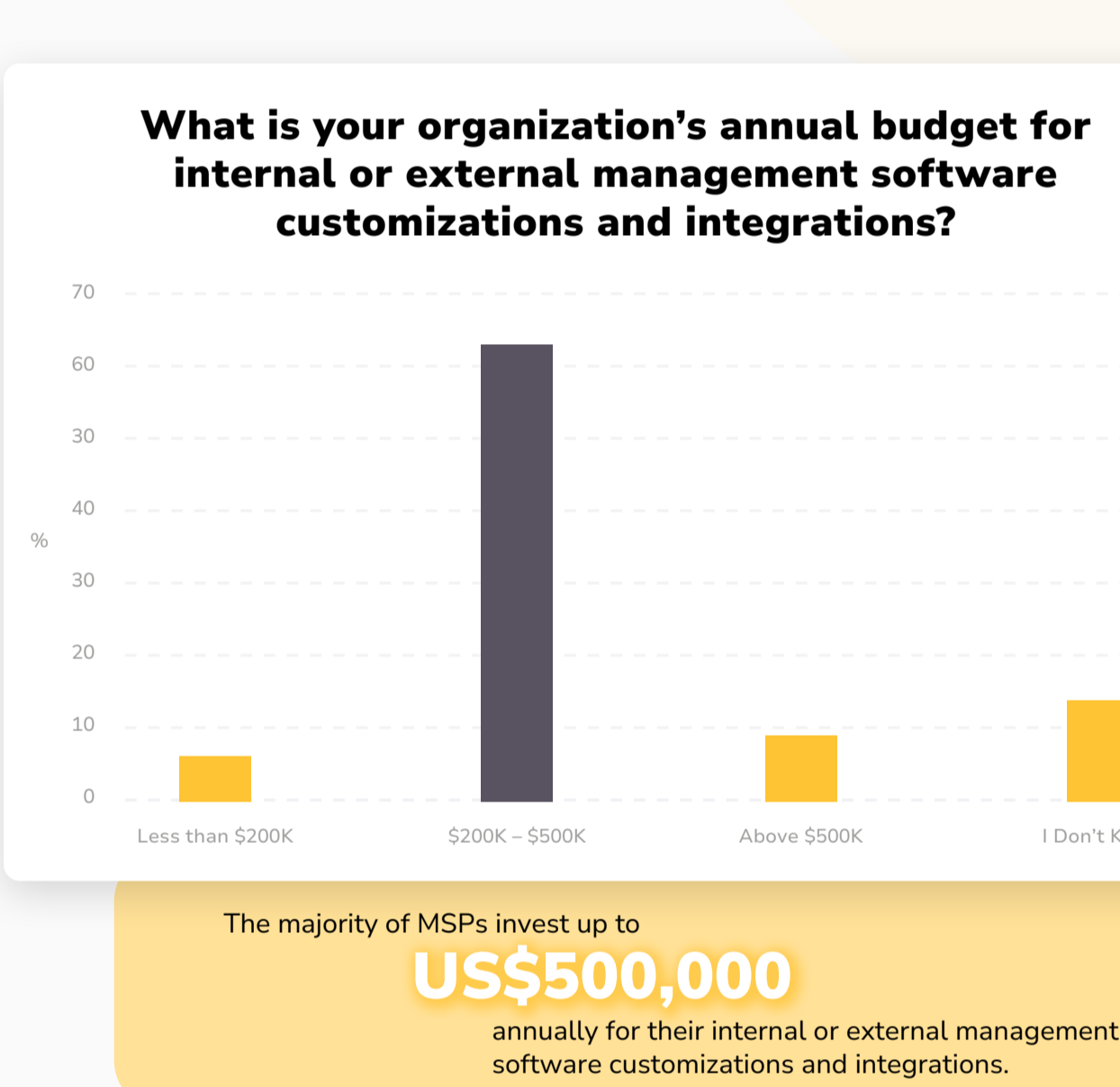
What are the inhibitors to effectively managing multiple equipment vendors?



31% Difficulty in achieving a unified management interface is the most significant inhibitor to effectively managing multiple equipment vendors for 31% of MSPs.

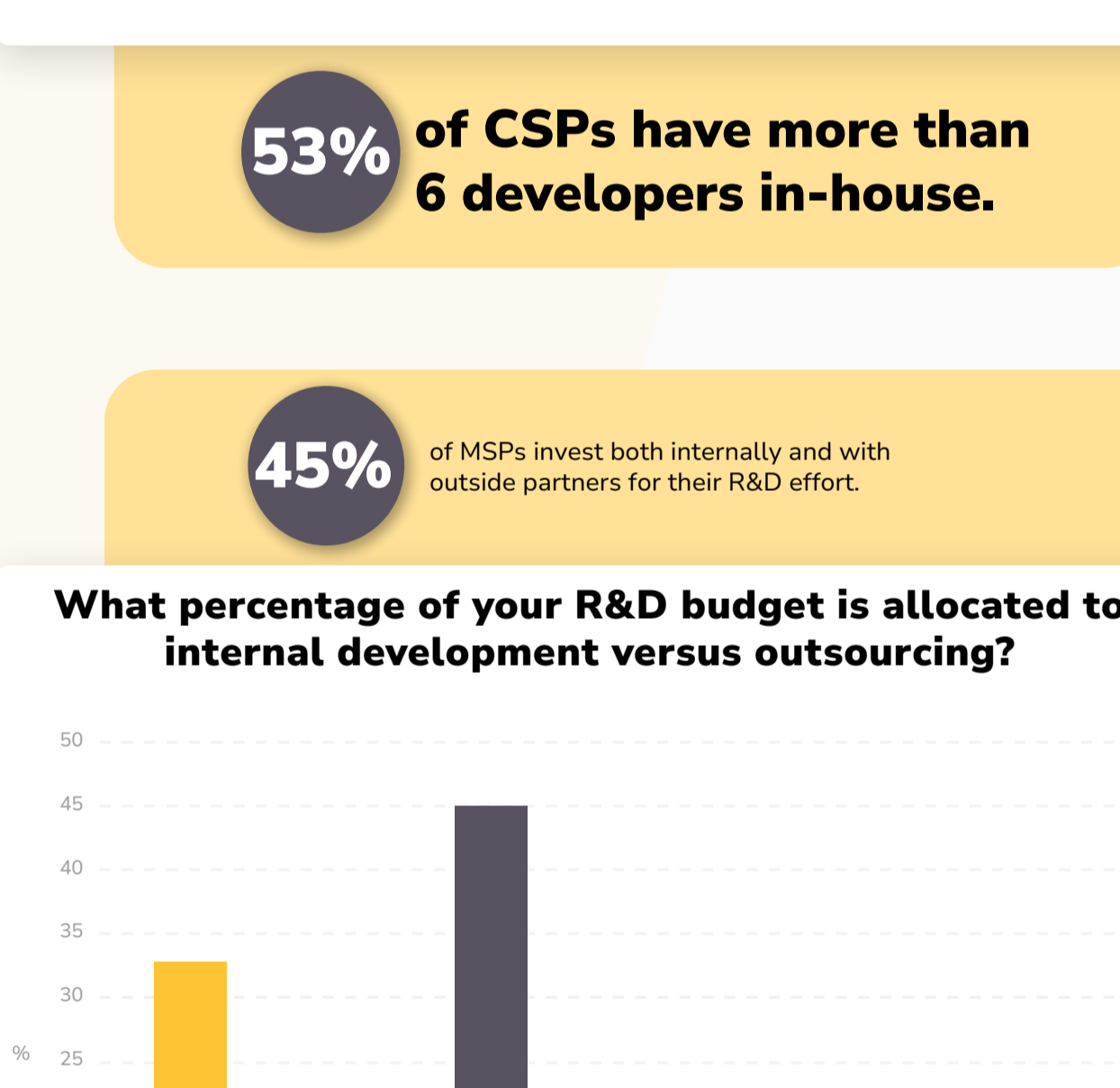
3 The Wish List

Why did your organization choose to develop its own management system? (Select all that apply)



35% The percentage of MSPs choose to invest in their own management system to **gain greater control over features and customization** is the most cited reason why.

Where does your organization need the most R&D assistance? (Select all that apply)



A single pane of glass to manage multiple access point vendors was the most cited feature sought by CSPs in their R&D wish list.

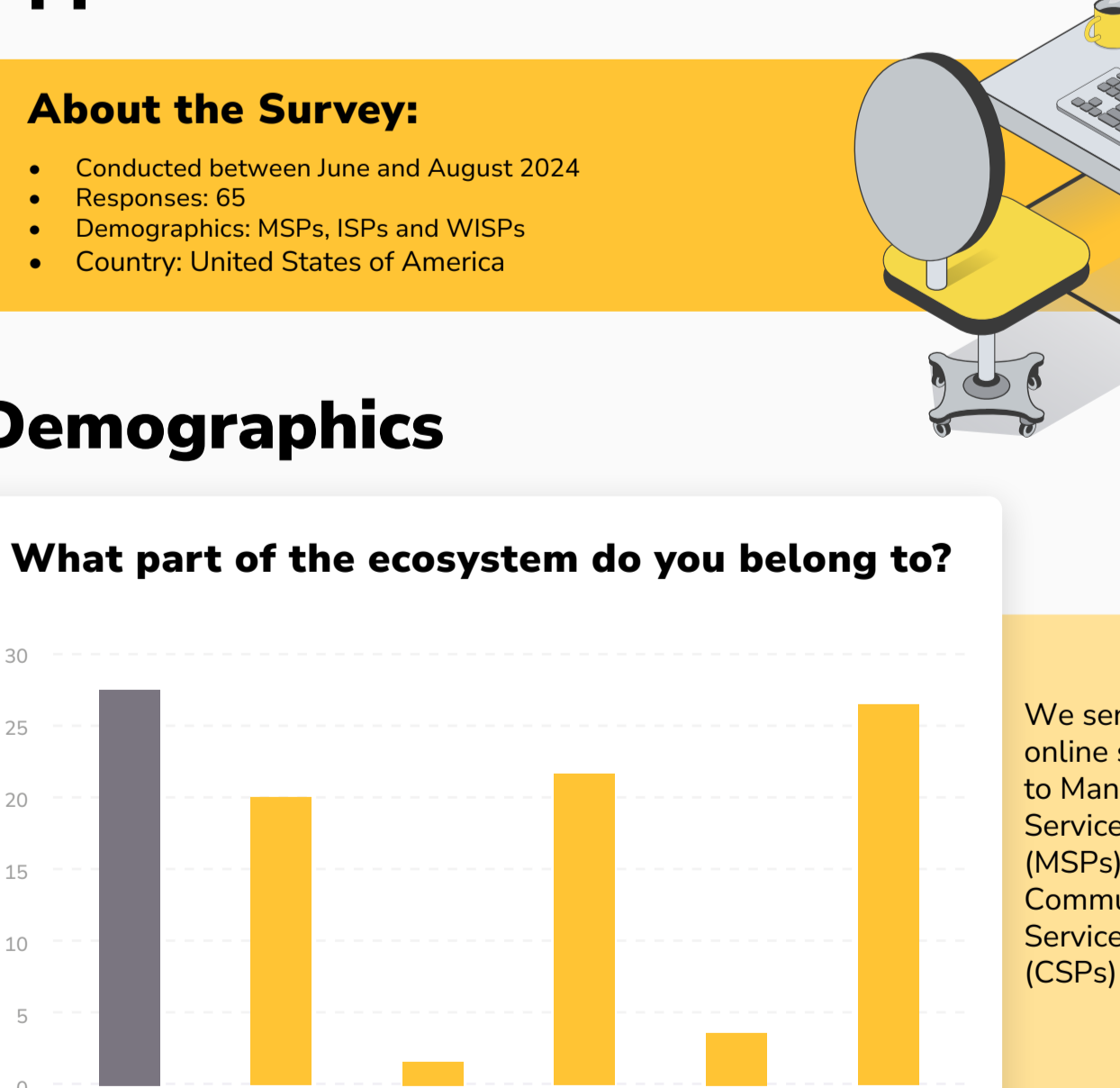
4 Internal R&D Team vs. Outsourcing

What is your organization's annual budget for internal or external management software customizations and integrations?



The majority of MSPs invest up to **US\$500,000** annually for their internal or external management software customizations and integrations.

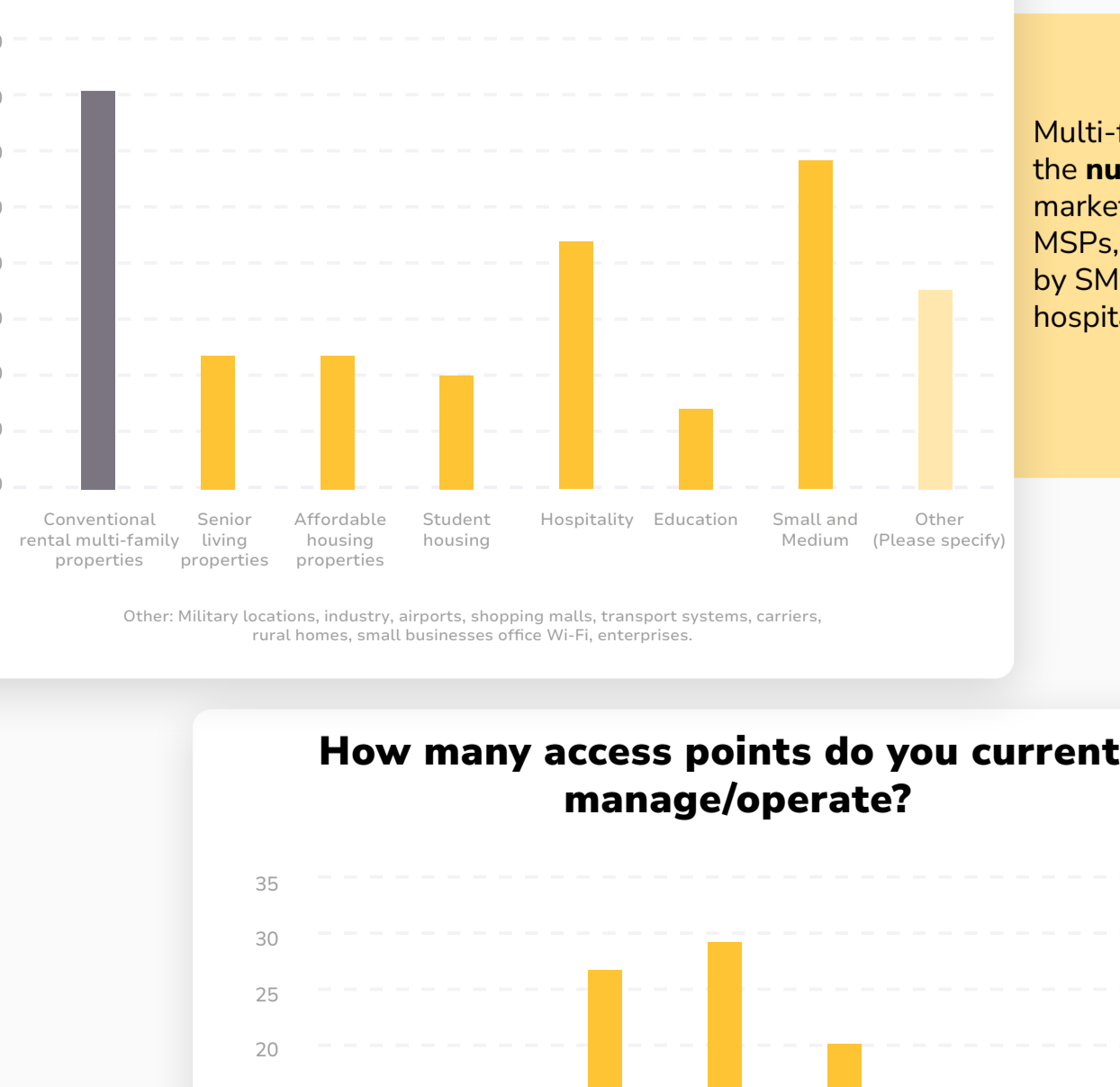
How many developers are currently part of your R&D team?



53% of CSPs have more than **6 developers in-house**.

45% of MSPs invest both internally and with outside partners for their R&D effort.

What percentage of your R&D budget is allocated to internal development versus outsourcing?



32% When considering the benefits of outsourcing, 32% of MSPs cited **access to specialized skills and expertise** as their primary motivation.

If you have considered outsourcing, what were the primary motivations? (Select all that apply)



Hidden costs or cost overruns and loss of control over the development process were MSPs' most cited concerns in outsourcing their R&D.

What concerns do you have about outsourcing R&D? (Select all that apply)

Ready to scale with confidence?

Ready to expand your business across multiple market segments by simplifying your Wi-Fi management? Let's schedule a personalized demo of WIBIPOS tailored to your specific network environment. We'll show you how easy it can be to unify your Wi-Fi management and enable you to deliver new features and services.

Contact us today to book your demo and take the first step toward a more profitable Wi-Fi management approach. **Contact us at sales@wibuz.com**

Appendix

About the Survey:

- Conducted between June and August 2024
- Responses: 65
- Demographics: MSPs, ISPs and WISPs
- Country: United States of America

Demographics

What part of the ecosystem do you belong to?

We sent an online survey to Managed Service Providers (MSPs) and Communications Service Providers (CSPs)

What is your area of work?

What market segments do you currently provide managed Wi-Fi to?

Multi-family is the **number one** market for their MSPs, followed by SMB and hospitality

How many access points do you currently manage/operate?

About Maravedis

Maravedis is a premier global provider of market intelligence and advisory services focusing on private wireless infrastructure, MDU connectivity, and smart technologies. Maravedis is recognized for its work with the Wireless Broadband Alliance (WBA), the GSMA, and other leading telecommunications organizations.

Learn more at www.maravedis-bwa.com

About Wibuz

WIBUZ empowers MSPs with wibuzOS, a WiFi management platform designed to simplify operations and scale businesses. Trusted by 10 of the largest U.S. telcos, wibuzOS integrates multiple vendor systems into a single pane of glass, reducing costs and empowering technical teams.

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