

# MSP Software Guide 2023

ninjaOne®



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# Read This First

Before we dive in, a few quick notes regarding our methodology and the purpose of this guide.





**Sources:** The following ratings were collected from third-party review sites G2 and Capterra in April 2023.

**What "--" indicates:** The particular data point was either unavailable at the time of our collection, or the product did not meet our cutoff of having three or more reviews.

**These lists are not comprehensive:** The MSP software market contains many tools not seen here. Creating a truly exhaustive list is an undertaking left to more adventurous souls. We have simply done our best to include the major players in each category that are geared specifically toward MSPs and that have adequate review data available (at least 5 reviews).

**How to best use this guide:** This guide is not meant to be the final word on the value of these solutions. Many factors go into choosing the right software. User ratings are just one. Therefore, this guide primarily serves as a jumping-off point for additional research.









## Change in Rank from 2021

-  Down in ranking
-  Up in ranking
-  No change in ranking
-  New entry

# Product Ratings










## RMM

**Remote monitoring and management (RMM)** solutions represent one of the two central pillars of MSP software. They power many aspects of client service and support, including proactive monitoring, maintenance, and troubleshooting. RMMs allow MSPs to streamline and automate these tasks, and in turn provide more efficient, scalable services. Many RMMs also integrate with backup, security, remote desktop, and other solutions in order to provide MSPs with the ability to manage everything from [a single pane of glass](#).

Change from 2022	#		G2				Capterra			
			Overall	Meets Req.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
–	1	NinjaOne 	4.8 ★★★★★	9.2	9.5	9.4	9.5	4.8 ★★★★★	4.8	4.8
↗	2	Datto RMM (formerly AEM) 	4.5 ★★★★★	9.1	7.7	7.9	8.0	4.5 ★★★★★	4.2	3.9
+	3	GoTo Resolve (formerly GoToAssist) 	4.4 ★★★★★	9.1	8.9	9.0	8.7	4.5 ★★★★★	4.5	4.3
–	4	Central (formerly LogMeIn) 	4.2 ★★★★★	8.9	8.9	8.8	8.1	4.5 ★★★★★	4.5	4.2
✓	5	N-able N-central 	4.3 ★★★★★	8.5	7.0	7.6	7.8	4.0 ★★★★★	3.5	3.2
–	6	ConnectWise Automate (formerly LabTech) 	4.1 ★★★★★	8.4	6.2	7.2	7.4	4.4 ★★★★★	4.2	4.1
–	7	Kaseya VSA 	3.9 ★★★★★	8.2	6.8	7.4	7.0	4.1 ★★★★★	3.6	3.6
–	8	ManageEngine Endpoint Central MSP 	3.9 ★★★★★	–	7.3	7.5	6.3	4.5 ★★★★★	4.4	4.2


# PSA

**Professional Services Automation (PSA)** solutions represent the other central pillar of MSP software. Whereas RMMs power the technical side of service delivery, PSAs power things on the business side — helping with client management, billing, reporting, and more. One of the big benefits of a PSA is it can bring aspects of a variety of systems (ticketing, invoicing, etc.) under one roof.

Change from 2022	#			G2				Capterra			
				Overall	Meets Req.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	HaloPSA		4.8 ★★★★★	9.0	7.4	8.8	9.7	4.8 ★★★★★	4.2	4.9
+	2	Ruddr		4.5 ★★★★★	9.1	9.3	9.2	9.5	4.9 ★★★★★	4.6	4.8
+	3	BigTime		4.5 ★★★★★	8.9	8.3	8.8	9.3	4.6 ★★★★★	4.5	4.7
↙	4	SherpaDesk		4.4 ★★★★★	8.9	8.4	8.8	8.4	4.8 ★★★★★	4.7	4.8
↙	5	Accelo		4.4 ★★★★★	8.7	7.0	8.2	8.9	4.4 ★★★★★	4.1	4.4
↙	6	Kaseya BMS (formerly Vorex)		4.2 ★★★★★	8.7	8.2	8.6	7.6	4.0 ★★★★★	4.1	3.9
↙	7	ManageEngine ServiceDesk Plus		4.2 ★★★★★	8.5	8.0	8.5	7.4	4.4 ★★★★★	4.2	4.2
↙	8	ConnectWise PSA		3.9 ★★★★★	8.4	6.0	7.2	7.4	4.1 ★★★★★	3.7	3.8
↙	9	Autotask PSA (Datto)		3.8 ★★★★★	8.1	6.4	7.2	7.2	4.3 ★★★★★	3.9	4.0











# RMM + PSA Combo

There are some solutions available that provide both RMM and PSA functionality. These have found traction with small/new MSPs in particular, who see value in having just one tool to manage until they become large enough to warrant migrating to more specialized solutions. uninstall applications, as well.

Change from 2022	#			G2				Capterra			
				Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
	1	Naverisk		4.7 ★★★★★	9.3	8.9	9.3	9.5	4.8 ★★★★★	4.6	4.8
	2	Atera		4.7 ★★★★★	9.2	9.4	9.5	9.3	4.8 ★★★★★	4.6	4.5
	3	Syncro		4.8 ★★★★★	8.7	9.2	9.0	8.2	4.6 ★★★★★	4.7	4.4
	4	Pulseway (owned by Kaseya)		4.9 ★★★★★	8.8	9.0	9.3	8.5	4.7 ★★★★★	4.7	4.7











# Remote Desktop

Remote desktop solutions play a critical role in managing multiple client networks, offering MSPs the ability to gain quick and reliable remote access to machines for hands-on troubleshooting and more.

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	Splashtop 	4.8 ★★★★★	9.7	9.4	9.8	9.5	4.8 ★★★★★	4.8	4.8
-	2	ConnectWise Control (formerly ScreenConnect) 	4.7 ★★★★★	9.3	8.9	9.3	8.8	4.7 ★★★★★	4.6	4.4
-	3	BeyondTrust Remote Support (formerly Bomgar) 	4.7 ★★★★★	9.4	8.7	9.3	9.4	4.6 ★★★★★	4.5	4.5
-	4	VNC Connect 	4.7 ★★★★★	9.3	9.0	9.3	9.1	4.5 ★★★★★	4.6	4.3
-	5	Zoho Assist 	4.6 ★★★★★	9.1	9.3	9.3	8.8	4.7 ★★★★★	4.7	4.6
-	6	AnyDesk 	4.5 ★★★★★	9.2	9.3	9.3	8.7	4.6 ★★★★★	4.7	4.2
-	7	TeamViewer 	4.5 ★★★★★	9.1	9.0	9.1	8.6	4.6 ★★★★★	4.6	4.3
-	8	N-able Take Control 	4.5 ★★★★★	9.3	9.0	9.1	8.7	4.4 ★★★★★	4.3	4.4
-	9	Pro by GoTo (formerly LogMeIn Pro) 	4.5 ★★★★★	9.2	9.4	9.2	8.4	4.4 ★★★★★	4.3	4.0
-	10	MSP360 Connect 	4.2 ★★★★★	9.0	9.2	9.0	9.1	4.3 ★★★★★	4.4	4.4







# Backup

Backup and disaster recovery services have become a core offering for MSPs, especially with the rise of ransomware and other destructive online threats. discover, track, and provide real-time insights on all their IT assets.

Change from 2022	#			G2				Capterra			
				Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	Veeam		4.6 ★★★★★	9.3	8.7	9.0	8.8	4.9 ★★★★★	4.6	4.6
+	2	Backblaze		4.6 ★★★★★	9.2	8.9	8.9	8.7	4.7 ★★★★★	4.7	4.5
✓	3	MSP360 (formerly CloudBerry)		4.5 ★★★★★	9.1	8.8	8.7	8.5	4.7 ★★★★★	4.4	4.5
✓	4	Druva		4.6 ★★★★★	9.2	9.0	9.3	9.2	4.7 ★★★★★	4.5	4.7
✓	5	Barracuda Backup		4.3 ★★★★★	8.9	8.6	8.9	9.0	4.7 ★★★★★	4.3	4.4
✓	6	Cove Data Protection (previously N-Able Backup)		4.3 ★★★★★	8.7	8.8	8.7	8.1	4.6 ★★★★★	4.6	4.7
✓	7	Acronis Cyber Backup		4.3 ★★★★★	8.7	8.5	8.6	8.3	4.5 ★★★★★	4.3	4.2
✓	8	Datto SIRIS		4.6 ★★★★★	9.2	8.9	9.4	8.5	4.6 ★★★★★	4.5	4.4
✓	9	Unitrends (Owned by Kaseya)		4.3 ★★★★★	8.8	8.2	8.7	8.7	4.7 ★★★★★	4.1	4.6
+	10	Carbonite		4.0 ★★★★★	8.6	9.0	8.9	8.2	4.3 ★★★★★	4.2	4.1









## Backup *(continued)*

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
M365 Backup										
-	1	365 Total Backup (previously Altaro)	 4.8 ★★★★★	9.6	9.8	9.9	9.4	-	-	-
-	2	Dropsuite	 4.6 ★★★★★	9.1	8.8	9.4	8.5	4.7 ★★★★★	4.6	4.3
-	3	Veeam Backup for O365	 4.5 ★★★★★	8.9	8.7	9.1	9.0	4.8 ★★★★★	4.8	4.5
-	4	Acronis Cyber Backup	 4.3 ★★★★★	8.7	8.5	8.6	8.3	4.5 ★★★★★	4.3	4.2
-	5	Datto Backupify	 4.3 ★★★★★	8.9	9.0	8.5	8.3	4.1 ★★★★★	4.0	3.9
-	6	Spanning Backup	 4.2 ★★★★★	8.7	9.1	8.9	8.5	3.9 ★★★★★	4.0	3.5









# Help Desk / Ticketing

While many MSPs turn to PSAs to bring service desk, ticketing, and other aspects of their client management under one roof, others find that having separate solutions is the best move for their business for a variety of reasons.

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	Freshservice 	4.6 ★★★★★	8.8	8.8	9.2	9.1	4.5 ★★★★★	4.5	4.6
-	2	SysAid 	4.5 ★★★★★	9.0	8.5	9.0	9.0	4.5 ★★★★★	4.4	4.5
-	3	Zoho Desk 	4.4 ★★★★★	8.7	8.2	8.5	8.3	4.5 ★★★★★	4.4	4.3
-	4	SolarWinds Service Desk 	4.3 ★★★★★	8.6	8.7	9.0	9.0	4.5 ★★★★★	4.6	4.6
-	5	Zendesk 	4.3 ★★★★★	8.6	7.9	8.5	8.4	4.6 ★★★★★	4.4	4.3
-	6	ManageEngine ServiceDesk Plus 	4.2 ★★★★★	8.5	8.0	8.5	8.0	3.9 ★★★★★	4.2	4.2










# CRM

MSPs use customer relationship management (CRM) solutions to manage and track their business relationships, from the initial stages of sales outreach to ongoing client engagement.

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	Less Annoying CRM 	4.9 ★★★★★	9.4	9.6	9.8	9.8	4.8 ★★★★★	4.9	4.9
-	2	Freshsales 	4.6 ★★★★★	8.8	8.1	9.1	8.9	4.5 ★★★★★	4.4	4.5
+	3	Copper 	4.5 ★★★★★	8.7	8.8	9.1	8.7	4.4 ★★★★★	4.4	4.3
-	4	HubSpot 	4.4 ★★★★★	8.6	8.4	8.7	8.6	4.5 ★★★★★	4.4	4.4
-	5	Pipedrive 	4.2 ★★★★★	8.4	8.7	8.9	8.3	4.5 ★★★★★	4.6	4.4
-	6	ZenDesk Sell 	4.2 ★★★★★	8.2	8.8	8.6	8.5	4.3 ★★★★★	4.4	4.1
-	6	Salesforce Sales Cloud 	4.3 ★★★★★	8.7	7.3	7.9	7.9	4.4 ★★★★★	4.0	4.1
-	6	Zoho CRM 	4.0 ★★★★★	8.3	7.7	8.1	7.5	4.3 ★★★★★	4.1	4.1





# Endpoint Protection

Endpoint security has gone through a massive shake-up over the past five years. The fact that we're not referring to it as "antivirus" is exhibit A. The rise of EDR fundamentally changed the vendor landscape, and we continue to see more complex solutions migrating downstream from the enterprise space into the stacks of MSPs and their customers. To keep things simple, we've restricted this list to endpoint protection suites that have dedicated partner programs and/or RMM integrations.

Change from 2022	#			G2				Capterra			
				Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	SentinelOne		4.7 ★★★★★	9.5	8.7	8.9	9.2	4.8 ★★★★★	4.5	4.6
+	2	CrowdStrike Falcon		4.7 ★★★★★	9.4	9.2	9.1	9.2	4.6 ★★★★★	4.3	4.2
✓	3	Webroot Endpoint Protection		4.6 ★★★★★	9.3	9.4	9.3	8.9	4.5 ★★★★★	4.4	4.4
✓	4	Malwarebytes		4.6 ★★★★★	9.3	9.3	9.4	8.8	4.7 ★★★★★	4.7	4.4
✓	5	ESET		4.6 ★★★★★	9.5	8.8	9.2	9.2	4.7 ★★★★★	4.5	4.4
✓	6	Emsisoft		4.5 ★★★★★	8.8	-	9.1	9.2	4.8 ★★★★★	4.9	4.6
✓	7	Sophos Intercept X		4.5 ★★★★★	9.2	9.0	9.0	8.4	4.5 ★★★★★	4.3	4.2
✓	8	Blackberry Protect (formerly Cylance)		4.3 ★★★★★	8.9	8.8	8.6	8.5	4.6 ★★★★★	4.5	4.4
✓	9	Bitdefender GravityZone		3.8 ★★★★★	8.0	7.9	8.2	8.1	4.6 ★★★★★	4.4	4.3







# Email Protection Solutions

MSPs can use email protection solutions to protect client email accounts from user-targeted attacks such as phishing, spoofing, and more.

Change from 2022	#			G2				Capterra			
				Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	SpamTitan		4.6 ★★★★★	9.3	9.0	9.0	9.1	4.6 ★★★★★	4.4	4.5
+	2	Proofpoint Email Security & Protection		4.6 ★★★★★	8.9	8.8	8.7	8.2	4.2 ★★★★☆	3.6	4.1
✓	3	Virtru		4.4 ★★★★★	9.1	8.9	8.9	8.8	4.6 ★★★★★	4.5	4.5
✓	4	Mimecast		4.4 ★★★★★	9.0	7.9	8.3	8.6	4.3 ★★★★★	4.1	4.4
✓	5	Barracuda Email Security Gateway		4.2 ★★★★★	8.6	8.8	8.7	8.5	4.5 ★★★★★	4.3	4.4
✓	6	N-able Mail Assure		4.1 ★★★★★	8.7	7.5	7.9	8.5	4.5 ★★★★★	4.1	4.7










# Identity and Access Management

Identity and Access Management (IAM) software can help MSPs protect clients from unauthorized network access and quickly provision users.

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	Rippling 	4.8 ★★★★★	9.1	8.9	8.9	8.8	4.6 ★★★★★	4.9	4.8
	2	Duo Security (Cisco) 	4.5 ★★★★★	9.4	9.0	9.3	8.9	4.7 ★★★★★	4.6	4.4
	3	JumpCloud Directory Platform 	4.5 ★★★★★	8.9	8.9	9.0	8.8	4.7 ★★★★★	4.5	4.5
-	4	Okta Workforce Identity 	4.5 ★★★★★	9.3	8.7	9.2	8.7	4.7 ★★★★★	4.6	4.4
-	5	Auth0 	4.3 ★★★★★	8.6	8.2	8.5	8.4	4.6 ★★★★★	4.3	4.1
-	6	OneLogin 	4.3 ★★★★★	9.1	8.3	9.0	8.6	4.6 ★★★★★	4.6	4.2







# Network Monitoring

Many MSPs utilize their RMMs to conduct basic proactive monitoring, but there are cases where additional network monitoring solutions may be appropriate.

Change from 2022	#			G2					Capterra		
				Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	Domotz		4.8 ★★★★★	9.3	9.4	9.5	9.7	5.0 ★★★★★	4.9	5.0
-	2	NinjaOne		4.8 ★★★★★	9.2	9.6	9.4	9.5	4.8 ★★★★★	4.8	4.8
-	3	Auvik		4.7 ★★★★★	9.0	8.8	9.0	9.1	4.7 ★★★★★	4.5	4.6
-	4	PRTG		4.6 ★★★★★	9.4	8.7	8.9	8.8	4.6 ★★★★★	4.4	4.3
-	5	LogicMonitor		4.5 ★★★★★	9.2	8.8	8.9	9.3	4.7 ★★★★★	4.5	4.6
+	6	Nagios XI		4.5 ★★★★★	9.4	5.2	8.8	8.8	4.6 ★★★★★	4.3	4.1
✓	7	SolarWinds Network Performance Monitor		4.5 ★★★★★	9.0	8.1	8.9	8.2	4.5 ★★★★★	4.3	4.3
✓	8	ManageEngine OpManager		4.3 ★★★★★	8.0	8.9	8.0	8.7	4.7 ★★★★★	4.5	4.6
+	9	Datadog		4.3 ★★★★★	8.7	8.3	8.1	8.3	4.6 ★★★★★	4.2	4.1

# Documentation











Good documentation is the key to less time consuming, higher quality, and repeatable service.

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
-	1	IT Glue	 4.5 ★★★★★	9.1	8.6	9.2	8.2	4.6 ★★★★★	4.6	4.5
-	2	Confluence	 4.1 ★★★★★	8.5	7.8	7.9	7.9	4.4 ★★★★★	4.2	4.3
-	3	N-Able Passportal	 4.1 ★★★★★	8.5	8.6	8.3	7.9	4.4 ★★★★★	4.2	4.3
-	--	IT Portal (formerly SI Portal)	 -	--	--	--	--	4.4 ★★★★★	4.4	4.5
-	--	Hudu	 -	--	--	--	--	-	--	--
-	--	ITBoost	 -	--	--	--	--	-	--	--









# Quoting & Invoicing / Accounting


You can be good at IT, but in order to be a successful MSP you have to have good business operations, too. Having software that makes invoicing and getting paid as streamlined and easy as possible is key.

Change from 2022	#			G2				Capterra			
				Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
Quoting											
↗	1	PandaDoc		4.7 ★★★★★	9.2	9.0	9.1	9.1	4.5 ★★★★★	4.5	4.3
↘	2	Proposify		4.7 ★★★★★	9.1	8.6	8.6	9.3	4.5 ★★★★★	4.3	4.5
↗	3	Quoter (formerly Socket)		4.7 ★★★★★	8.9	8.7	9.2	9.6	4.6 ★★★★★	4.6	4.8
↘	--	QuoteWerks		4.3 ★★★★★	8.7	7.9	8.2	8.5	4.6 ★★★★★	4.5	4.6
↘	--	ConnectWise CPQ		4.0 ★★★★★	8.2	7.0	7.8	7.6	4.1 ★★★★★	3.8	3.8
Invoicing / Accounting											
↔	1	FreshBooks		4.5 ★★★★★	8.8	9.3	9.1	9.2	4.5 ★★★★★	4.5	4.4
↗	2	Zoho Books		4.5 ★★★★★	9.1	8.7	9.2	8.7	4.4 ★★★★★	4.3	4.2
↘	3	ConnectBooster		4.7 ★★★★★	9.7	-	9.3	-	-	-	-
↘	--	Xero		4.4 ★★★★★	8.6	8.3	8.7	7.7	4.4 ★★★★★	4.4	4.3
↘	--	Quickbooks Online		4.0 ★★★★★	8.3	7.9	8.1	7.5	4.3 ★★★★★	4.2	4.0

# Open Source / Free Solutions

There's no lack of proprietary solutions out there, but for those adventurous enough (or who are simply short on budget), there are many free and open source options to consider, as well.

Change from 2022	#		G2				Capterra			
			Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service
CRM										
-	1	Vtiger	 4.0 ★★★★★	8.3	8.8	8.5	7.3	4.3 ★★★★★	4.2	4.2
-	2	Odoo	 4.0 ★★★★★	8.2	7.5	8.3	7.4	4.1 ★★★★★	3.9	3.6
Help Desk / Ticketing										
-	1	osTicket	 4.4 ★★★★★	8.7	7.9	8.0	6.7	4.3 ★★★★★	4.2	4.0
-	2	Spiceworks Cloud Help Desk	 4.3 ★★★★★	8.6	8.7	8.7	8.4	4.4 ★★★★★	4.3	4.2
Invoicing										
-	1	Invoice Ninja	 4.8 ★★★★★	9.5	-	9.4	8.6	4.8 ★★★★★	4.8	4.6
Monitoring										
-	1	Zabbix	 4.3 ★★★★★	8.5	7.9	7.0	7.7	4.7 ★★★★★	4.0	4.1

	G2Crowd					Capterra			
	Overall	Meets Reqs.	Ease of Setup	Ease of Use	Quality of Support	Overall	Ease of Use	Customer Service	
NinjaOne	 <b>4.8</b> ★★★★★	9.3	9.4	9.4	9.5	<b>4.8</b> ★★★★★	4.8	4.8	

NinjaOne is a leading unified IT operations solution that simplifies the way IT teams work. With NinjaOne, MSPs and IT departments can automate, manage, and remediate all their endpoint management tasks within one fast, modern, intuitive platform, improving technician efficiency and user satisfaction. NinjaOne supports over 7,000 customers around the world, and is consistently ranked #1 for its world-class customer support.

Highest-Rated Satisfaction	Highest-Rated Ease of Use	Highest-Rated Support
<b>94%</b>	<b>94%</b>	<b>96%</b>
Satisfaction Score (G2)	Usability Score (G2)	Quality of Support Score (G2)

“The best RMM system currently available. It’s beautiful and intuitive. Fully SaaS. Easy to use. Excellent automation functionality.”

**Jason Danner**, Aerorock

## Easy to use. Easy to do business with.

- No contracts, no getting locked in
- No implementation fees or hidden costs
- Free and unlimited training, support, and onboarding

“Simply the best modern RMM. I am able to roll out agents, keep machines up-to-date and protected with ease. NinjaRMM really hit the nail on the head with a great balance of speed, accessibility, and features.”

**Matt Jeske**, MNgeek

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