



Managed Services Benchmarking:

Driving Growth and Operational Excellence







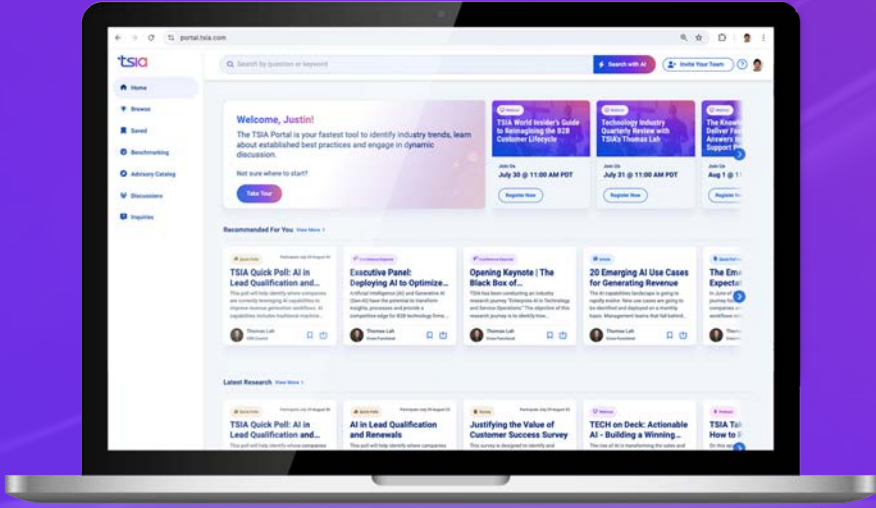
Overview

Benchmarking is essential for driving business transformation in managed services. This report introduces the [TSIA Managed Services Benchmarking](#) process, designed to help organizations address critical questions, such as:

- How does your performance compare to the industry and your peers?
- What are your strengths and areas for improvement?
- How do your results differ, and why?
- What strategies can you adopt from top-performing organizations?

The **TSIA Managed Services Benchmark** stands out as the most comprehensive in the industry by providing:

-  Data-driven insights that uncover actionable correlations and causality.
-  Scorecards and outcome engineering to prioritize critical opportunities.
-  An objective assessment of performance against industry and peer standards.
-  Recommendations for best practices to achieve breakthrough results.



We're thrilled to introduce you to our TSIA Portal,

Designed to give tech executives, department heads, and senior managers free access to a wealth of career-advancing and proprietary data, research, and insights. Powered by AI, the portal lets you easily search and find what you're looking for in seconds. With a customized profile, you'll get personalized recommendations on the topics that matter to you most delivered directly to your inbox. While a TSIA membership will give you the most value, there are so many benefits you can enjoy with a free TSIA Portal account.

[Sign up now](#)



AI. For Technology Services.



What it is

[TSIA Intelligence](#) is TSIA's new AI-powered assistant. It delivers instant, actionable insights from TSIA's exclusive, industry-validated research. Built only for Technology Services, it helps you make smarter decisions.



Why it matters

Trusted Answers, Not Generic AI: Based on TSIA's proprietary data—not the open web.

Instant Value: Summarizes reports, answers questions, and visualizes data in seconds.

Built for Tech Services: Specialized insights tailored to your industry challenges.

**[Experience TSIA Intelligence today—
for free—in the TSIA Portal.](#)**

Generic AI gives general answers. TSIA's AI gives the right ones.

Ask a question ➤

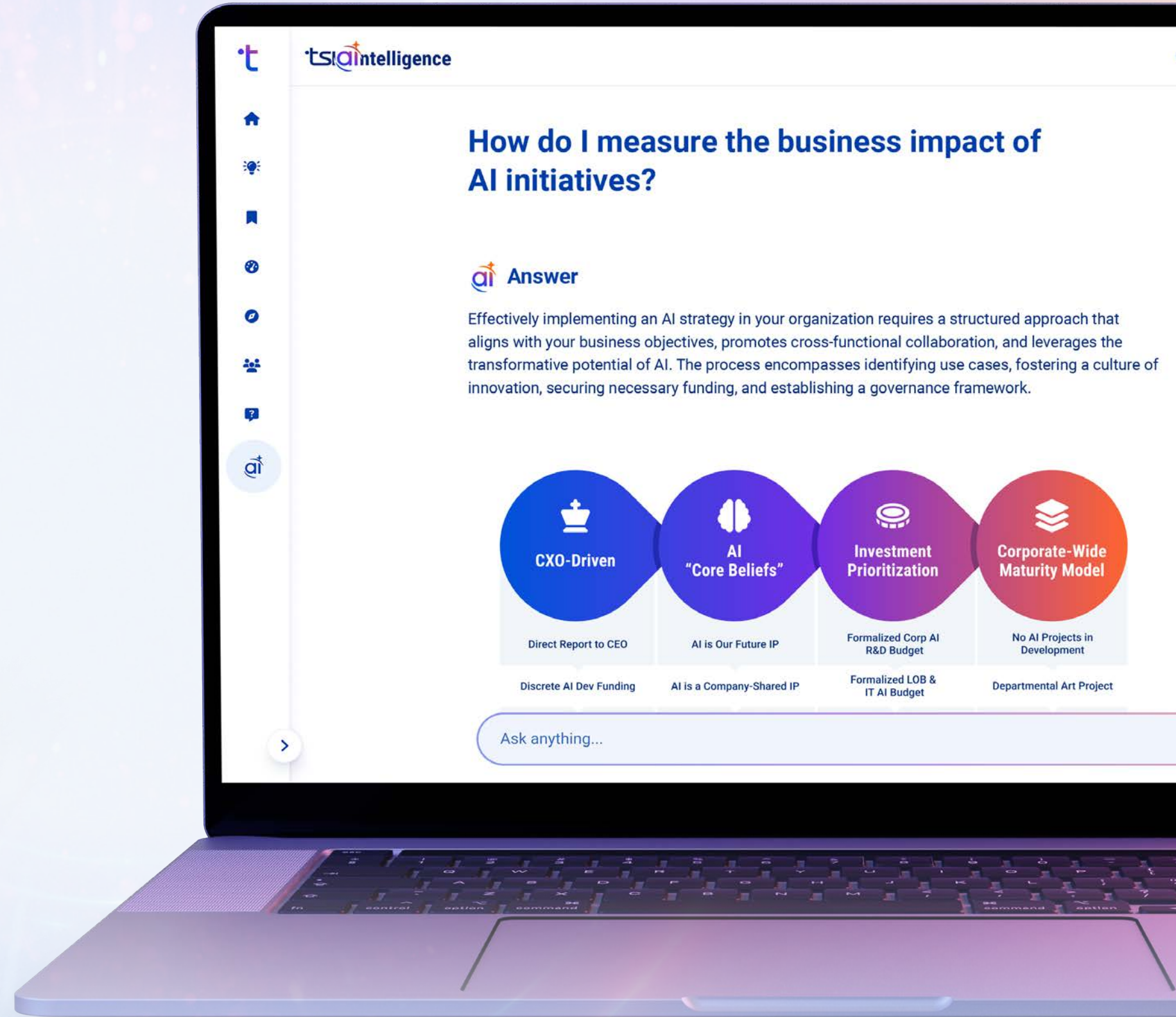


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Understanding TSIA’s Benchmarking Approach

Foundations of TSIA Benchmarking

[TSIA’s benchmarking](#) methodology prioritizes quality data and relevant comparisons. Key components include a robust scoring system, three-layer data validation, and comprehensive peer-group selection to ensure members’ performance metrics align with realistic industry and peer benchmarks. Accurate data and thoughtfully created peer groups are vital for relevant, reliable comparisons that inform strategic business decisions.

The Role of Peer Groups

Unlike oversimplified comparisons, TSIA’s peer groups consider nuanced factors like revenue model, company size, and vertical to ensure meaningful comparisons. With peer groups based on significant performance drivers, TSIA can deliver insight-rich analysis while avoiding misleading comparisons, as seen in the cautionary tale where improper peer selection gave the leader no clear improvement path.





Does TSIA Benchmarking Deliver Value for Managed Services Organizations?

The benchmark process includes a 90-minute tailored review of your results. With experience designing and managing managed services businesses, TSIA researchers provide expert insights to help you prioritize improvement initiatives.

Why Benchmark With TSIA?

[Benchmarking with TSIA](#) provides a reliable foundation for advancing your managed services organization. The process combines:

- 1 Validated data insights from a gold-standard database.
- 2 Expert guidance from seasoned managed services practitioners.
- 3 A proven methodology that delivers actionable, low-risk recommendations.

This approach empowers organizations to move forward confidently with strategic initiatives.

What Can You Expect From the TSIA Managed Services Benchmarking Process?

The TSIA benchmarking process is comprehensive, ensuring data accuracy and actionable outcomes. It includes:



Data validation: The process guarantees alignment with industry standards, enabling true “apples-to-apples” comparisons.



90-minute benchmark readout: Conducted by the Managed Services Research Team, the readout highlights high-priority initiatives and provides targeted resources to support improvement.

The result? Insights that are board-ready and a clear path to achieving measurable ROI.

Benchmarking Guidance Drives Measurable Improvements

“**The Managed Services Benchmark was the first time my entire leadership team could see a comprehensive view of our business. The data-driven insights TSIA provided helped us identify where to place investments to seize growth opportunities in the managed services market.**”

– Global Leader in Telecommunications Equipment and Services

In one example, a global telecommunications leader used TSIA’s Managed Services Benchmarking to gain a holistic view of their business, identify high-potential growth opportunities, and make targeted investments. The result? Improved performance metrics and measurable business outcomes (Figure 2).

Member Challenge

This **leading \$300 million technology services provider** was seeing growth and profitability in their managed services business. The C-suite and board of directors were unwilling to invest to grow the business.

TSIA Recommendations And Resources Used:

Technology & Services World (TSW) Conference

Brought senior leadership to the TSW conference. Learned how critical managed services is to growth. Discovered how the leadership understood about the key financial indicators for a managed services business.

TSIA Benchmark Program

Completed the MS benchmark to measure current performance across the entire business and identified opportunities for improvements. Member completed another benchmark 2.5 years later.

TSIA Advisory Workshop

TSIA research experts briefed member on pacesetter practices on premium offerings and bundling.






Figure 2. Success Story: Benchmarking Guidance Leads to Measurable Improvements.



Why TSIA Managed Services Benchmarking Is Unique

Over the decades, TSIA has refined its benchmarking process, building a robust database, enhancing validation methods, and developing scalable insights. Our methodology offers:

-  Clear comparisons of critical metrics, financial outcomes, and operational practices
-  Data-backed insights to identify areas of over- or underinvestment
-  Actionable recommendations based on best practices to drive performance improvements

Ready To Elevate Your Managed Services?

The TSIA Managed Services Benchmark provides the tools and expertise to unlock your organization’s potential. From reducing quote times to enhancing customer satisfaction, TSIA delivers the insights and strategies to ensure success.

For more details on TSIA benchmarking, [visit our Managed Services Benchmarking Page](#).



What is TSIA benchmarking?

Know where you stand. Discover your potential.

Welcome to [Performance Optimizer](#), the TSIA benchmarking tool! This powerful membership benefit allows you to assess your company's performance against the industry. Your organization's responses will be used to diagnose areas for performance improvement and adoption of best practices.

TSIA Gold Standard combined with our scoring and correlation methodology ensure the recommendations you get from TSIA research experts will be C-level ready.

TSIA's Benchmarking Gold Standard

20+ years of expertise:

Deep industry knowledge and proven benchmarking methodologies.

10+ targeted peer groups:

Compare yourself against the most relevant competitors based on key performance drivers.

Triple-verified data:

Unmatched accuracy and reliability in industry benchmarking, so you can make smart, data-backed decisions with confidence.

What Members Say About Benchmarking With Performance Optimizer

"The wealth of resource material TSIA can provide, especially at the level of detail that helps me access and improve our company's operations and offerings, is second to none. The benchmarking service really allows us to honestly access our performance and pinpoint the top focus areas to take our offerings to the next level."

VP, Success Operations,
AVEVA Software, LLC

"TSIA gave us not only breadth but also necessary depth and industry benchmark information to enhance our services strategy and in cases even change dramatically our trajectory! Highly valued service from my perspective."

Global Subscription Services Lead,
Dell Technologies

"I found the insights to be very tangible and the peer comparison to be accurate and relevant. The framework for analysis made it easy for us to apply our sense of priority to the recommendations."

VP, Customer Engagement,
Zscaler, Inc.



Start benchmarking with TSIA's Performance Optimizer.

From Benchmark to Action—Elevate Your Performance With TSIA.

Introducing TSIA [Performance Optimizer](#): a digital benchmarking platform that goes far beyond traditional benchmarking to empower your organization by →

Module performance

An overview of practice adoption and metric performance across each module.

	Practices	Metrics & results
Success fundamental	55%	22%
Charter	43%	46%
Talent management	50%	12%
Customer satisfaction	83%	70%

Benchmarking & Diagnosing underlying operational strengths and weaknesses to show you where you're at as an organization.

Practice

Quick win

Invest in dedicated resources for data science/analytics

Module Success fundamentals Lagging adoption Best practice

See how

Prescribing tailored initiatives designed to address specific challenges and opportunities and get you where you need to be.

Key areas of high performance

	Peer median	Pacesetter	Industry median	My company
Managed Services high touch account revenue	\$5.0M	\$9.6M	\$4.9M	\$9.4M

Key areas of that need attention

	My company	My company
Managed Services primary role for renewals	Quick win	Not adopted

Prioritizing these initiatives to ensure optimal allocation of resources and maximum impact.

	Industry	Peer
Managed services	90.9%	92.9%
Professional services	68.2%	92.9%
Customer success managers (CSMs)	63.6%	50.0%
Training	50.0%	64.3%

Supporting performance improvement with a wealth of research, data, and expert advisory services from TSIA.



How does Performance Optimizer benchmarking work?

From survey to digital insights to formal readouts, everything happens seamlessly in the TSIA Portal—making benchmarking your organization easier, faster, and more accessible than ever. Your designated member success manager and your TSIA research team will be involved throughout the process to guide and support your team. Have questions? TSIA can help align you and your team to get started.

- **Flexible pace:** Go at your own pace, skip around and answer questions in any order that suits you.
- **Team collaboration:** Multiple stakeholders can now work on the benchmark at the same time—highlighting when another team member is working on a question, so you can collaborate in real time and avoid overwriting each other's answers.

Step 1

- Initiate and align
- Kickoff meeting (optional)
- Build your team

Step 2

- Gather and input data
- Data collection period begins
- Review, approve and submit benchmark

Step 3

- Validate and refine
- Data validation and analysis
- Collaborative refinement

Step 4

- Assess and plan
- Results are ready in the TSIA Portal
- Schedule results presentation

Get started

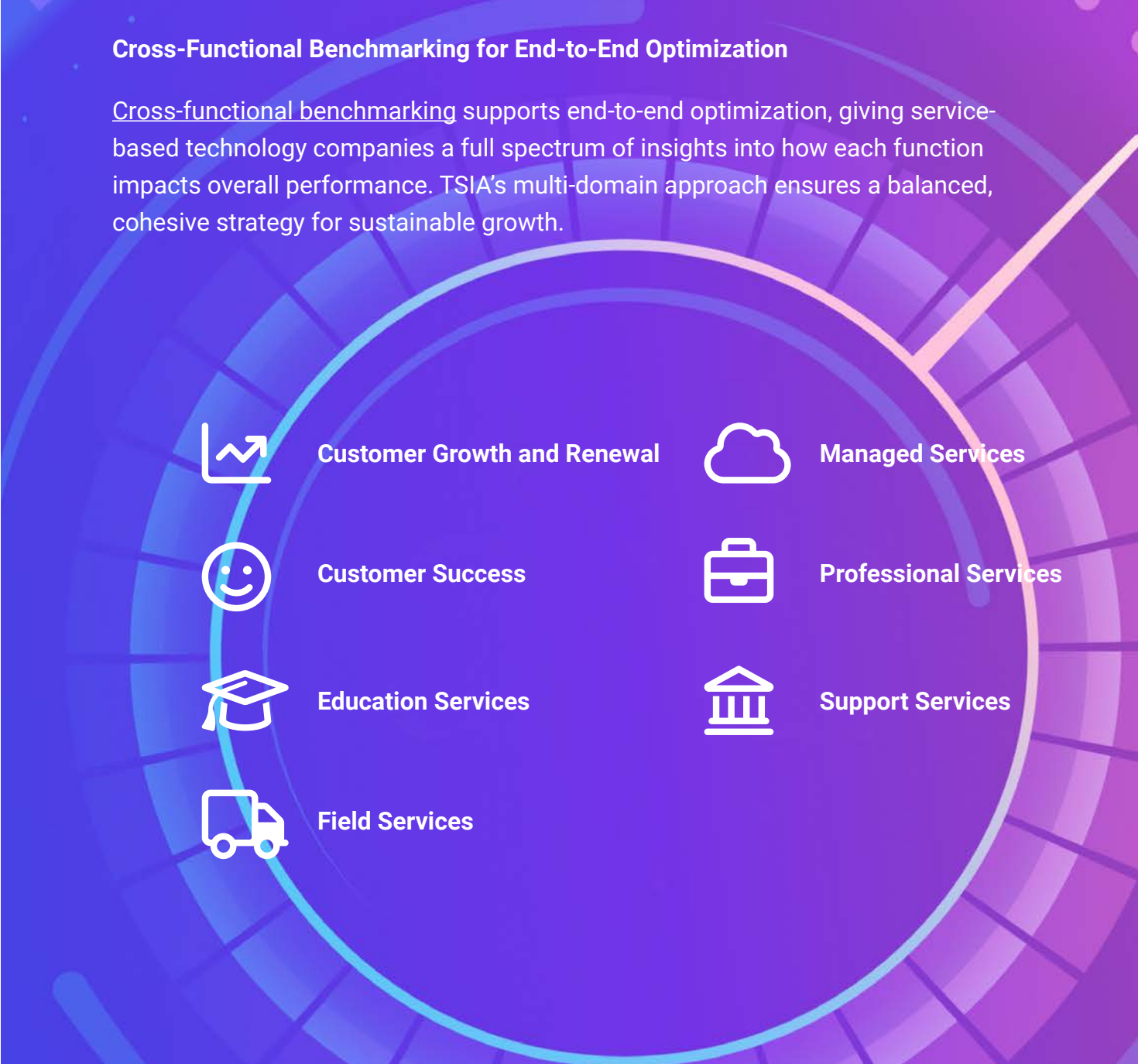
Comprehensive Benchmarking Across TSIA Research Areas

Expanding Insights With TSIA's Multi-Domain Approach

TSIA offers a holistic view of organizational performance by benchmarking across diverse research areas. Each area provides insights that support specific functional improvements, but combined, they allow for comprehensive optimization.

Cross-Functional Benchmarking for End-to-End Optimization

Cross-functional benchmarking supports end-to-end optimization, giving service-based technology companies a full spectrum of insights into how each function impacts overall performance. TSIA's multi-domain approach ensures a balanced, cohesive strategy for sustainable growth.



Conclusion

Transforming Benchmark Data Into Business Transformation

Explore how benchmarking is more than just data comparison—it’s a strategic tool for growth and operational excellence. Technology services companies can make informed, actionable improvements by leveraging TSIA’s robust peer groups, percentile-based scoring, and customized approach to insights. Whether by identifying relevant peer groups, validating data accuracy, or adopting best practices, TSIA’s methodology ensures that benchmarking leads to transformative insights, helping companies close performance gaps and seize new growth opportunities.

Next Steps With TSIA

Now is the time to move from knowledge to action. For organizations looking to enhance their operational performance and achieve measurable results, TSIA’s benchmarking services offer a pathway to success. We encourage readers to explore TSIA’s benchmarking opportunities and use these insights to fuel strategic initiatives. By embracing data-driven improvement, companies can optimize services, elevate performance, and build a foundation for long-term growth.

Start your journey toward peak performance with TSIA and transform benchmarking insights into real-world business impact.

Ideas for Action

Do these challenges resonate with you? If you’re a tech services professional uncertain about the changes your organization needs to make—or concerned about how your role may be affected—TSIA can help.

Start your journey with us:



[TSIA World Conferences](#)

Connect with a diverse community of your peers and industry experts, attend inspiring keynotes and breakout sessions, and solve your business’ most pressing challenges.



[TECHtonic: The TSIA Podcast](#)

Join host Thomas Lah as he discusses tried-and-true strategies companies need to employ to stay relevant, get profitable, and succeed in the ever-changing technology and services space.



[TSIA Research Journeys](#)

Obtain solutions to your toughest industry challenges with expert insights, real data, and board-ready recommendations for impactful decisions.



[TSIA Intelligence](#)

Meet TSIA’s new AI-powered assistant—designed exclusively for Technology Services. It delivers real-time, actionable insights drawn from TSIA’s trusted, industry-validated research, empowering you to make smarter, faster decisions with confidence.



[TSIA Webinars](#)

Stay current on the latest tech industry trends and best practices with highly interactive sessions led by our experts and partners.



[TSIA Blog](#)

Want to stay up to date on the latest industry trends and developments impacting the technology and services space? You’re in the right place.



Make smart decisions.™

TSIA (Technology & Services Industry Association) is dedicated to helping technology and services organizations large and small grow and advance in the technology industry. Find out how you can achieve success, too.

Have questions? [Let us know.](#)

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