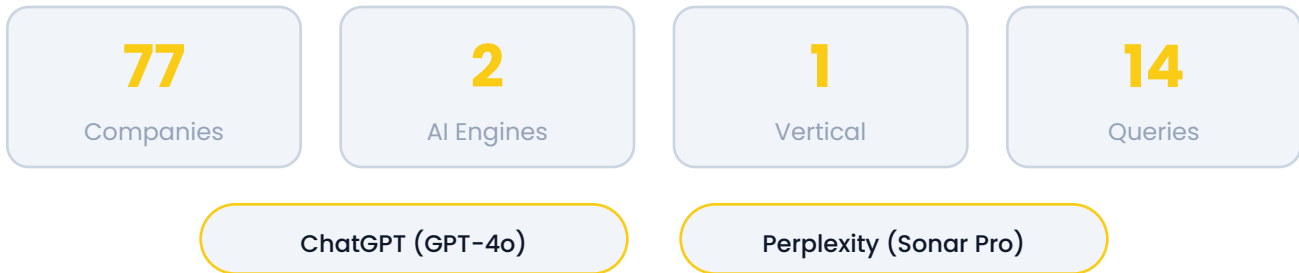


State of AI Search for MSP Software

Q2 2026 AI Visibility Report



Key Findings

NinjaOne leads the vertical with a score of 43, cited in 6 queries on both ChatGPT and Perplexity.

Atera, ConnectWise, and Syncro tie at 36 -- unified platforms dominate over point solutions.

Datto and SuperOps each score 32, with Datto stronger on ChatGPT (6 citations) and SuperOps more balanced.

IT Glue scores 14 for documentation, while Huntress leads MSP security at 18.

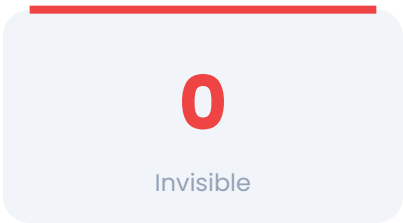
TABLE OF CONTENTS

01	Executive Summary	3
02	Methodology	5
03	Complete Rankings	7
04	Category Deep Dive	10
05	Engine Comparison	13
06	Invisible Companies	15
07	What Cited Companies Do Differently	17
08	Recommendations & Next Steps	19

EXECUTIVE SUMMARY

The AI Search Landscape for MSP Software

We analyzed 14 buyer-intent queries across ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to measure which msp software companies are being recommended by AI search engines. Out of 77 companies analyzed, 77 received at least one citation, while 0 were completely invisible. 22 companies were cited by both engines.



Top 5 Companies by AI Visibility Score

1.	NinjaOne	43
2.	Atera	36
3.	ConnectWise	36
4.	Syncro	36
5.	Datto	32

Category Breakdown

Companies are distributed across 7 sub-categories. The chart below shows the number of companies with AI visibility in each category.



METHODOLOGY

How We Measured AI Visibility

We designed 14 buyer-intent queries that reflect how real decision-makers search for msp software solutions. Each query was run through ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to capture which companies appear in AI-generated recommendations. Scores are weighted composites (0-100) factoring citation breadth, positioning strength, and category dominance.

Scoring Framework

75 – 100%	Highly Visible	Cited across majority of queries in multiple categories.
25 – 74%	Moderate Visibility	Cited in several queries but limited to specific categories.
1 – 24%	Low Visibility	Cited in 1-2 queries. Niche presence only.
0%	Invisible	Not cited in any AI search query tested.

AI Engines Tested

ChatGPT (GPT-4o)	OpenAI's flagship model with web browsing
Perplexity (Sonar Pro)	AI search engine with real-time web access

Queries Tested

The following 14 buyer-intent queries were used to measure AI visibility:

- 1 "best RMM software for managed service providers 2026"
- 2 "best PSA software for MSPs"
- 3 "best unified MSP platform RMM PSA"
- 4 "best backup and disaster recovery solution for MSPs"
- 5 "best cybersecurity stack for managed service providers"
- 6 "ConnectWise vs NinjaOne comparison"
- 7 "best IT documentation platform for MSPs"
- 8 "best MSP tools stack for small MSP business"
- 9 "best managed detection and response MDR for MSPs"
- 10 "Atera vs Syncro vs SuperOps comparison"
- 11 "best cloud backup solution for MSPs 2026"
- 12 "best MSP automation and orchestration tools"
- 13 "best endpoint security for managed service providers"
- 14 "best MSP marketplace cloud distribution platform"

COMPLETE RANKINGS

#	Company	Score	ChatGPT	Perplexity	Status
1	NinjaOne	43	43%	43%	Moderate
2	Atera	36	29%	43%	Moderate
3	ConnectWise	36	36%	36%	Moderate
4	Syncro	36	36%	36%	Moderate
5	Datto	32	43%	21%	Moderate
6	SuperOps	32	36%	29%	Moderate
7	Acronis	21	21%	21%	Low
8	CrowdStrike	21	21%	21%	Low
9	SentinelOne	21	21%	21%	Low
10	Huntress	18	29%	7%	Low
11	Veeam	18	21%	14%	Low
12	Bitdefender	14	14%	14%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
13	IT Glue	14	14%	14%	Low
14	Microsoft Defender	14	21%	7%	Low
15	N-able	14	29%	0%	Low
16	Sophos	14	21%	7%	Low
17	Blackpoint Cyber	11	14%	7%	Low
18	Cove Data Protection	11	21%	0%	Low
19	HaloPSA	11	14%	7%	Low
20	MSP360	11	14%	7%	Low
21	Avanan (Check Point)	7	14%	0%	Low
22	Confluence	7	7%	7%	Low
23	Duo Security	7	14%	0%	Low
24	Hudu	7	14%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
25	IT Portal	7	7%	7%	Low
26	Keeper Security	7	14%	0%	Low
27	Microsoft Sentinel	7	14%	0%	Low
28	Pax8	7	7%	7%	Low
29	Rewst	7	7%	7%	Low
30	Ansible	4	7%	0%	Low
31	AppDirect	4	0%	7%	Low
32	Arctic Wolf	4	7%	0%	Low
33	Arrow Electronics	4	7%	0%	Low
34	Axcient	4	7%	0%	Low
35	Bitwarden	4	7%	0%	Low
36	BookStack	4	7%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
37	Cisco	4	7%	0%	Low
38	Comet Backup	4	7%	0%	Low
39	ConnectSecure	4	7%	0%	Low
40	Cortex XSOAR	4	7%	0%	Low
41	DNSFilter	4	7%	0%	Low
42	Docusnap	4	0%	7%	Low
43	DokuWiki	4	0%	7%	Low
44	Domotz	4	7%	0%	Low
45	Dropsuite	4	7%	0%	Low
46	Elastic Security	4	7%	0%	Low
47	Guardz	4	0%	7%	Low
48	Hook Security	4	7%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
49	Hornetsecurity	4	7%	0%	Low
50	Hoxhunt	4	7%	0%	Low
51	Ingram Micro	4	7%	0%	Low
52	Ironscale	4	7%	0%	Low
53	Kaseya	4	7%	0%	Low
54	KnowBe4	4	7%	0%	Low
55	Level.io	4	7%	0%	Low
56	MSPbots	4	0%	7%	Low
57	Make	4	7%	0%	Low
58	Microsoft Power Automate	4	7%	0%	Low
59	NAKIVO	4	0%	7%	Low
60	Proofpoint	4	7%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
61	Pulseway	4	0%	7%	Low
62	Qualys	4	7%	0%	Low
63	Rapid7	4	7%	0%	Low
64	Red Canary	4	7%	0%	Low
65	Redstor	4	0%	7%	Low
66	ScreenConnect	4	7%	0%	Low
67	Scribe	4	0%	7%	Low
68	Servosity	4	0%	7%	Low
69	Sherweb	4	7%	0%	Low
70	Splashtop	4	7%	0%	Low
71	StackStorm	4	7%	0%	Low
72	SyncMonkey	4	0%	7%	Low

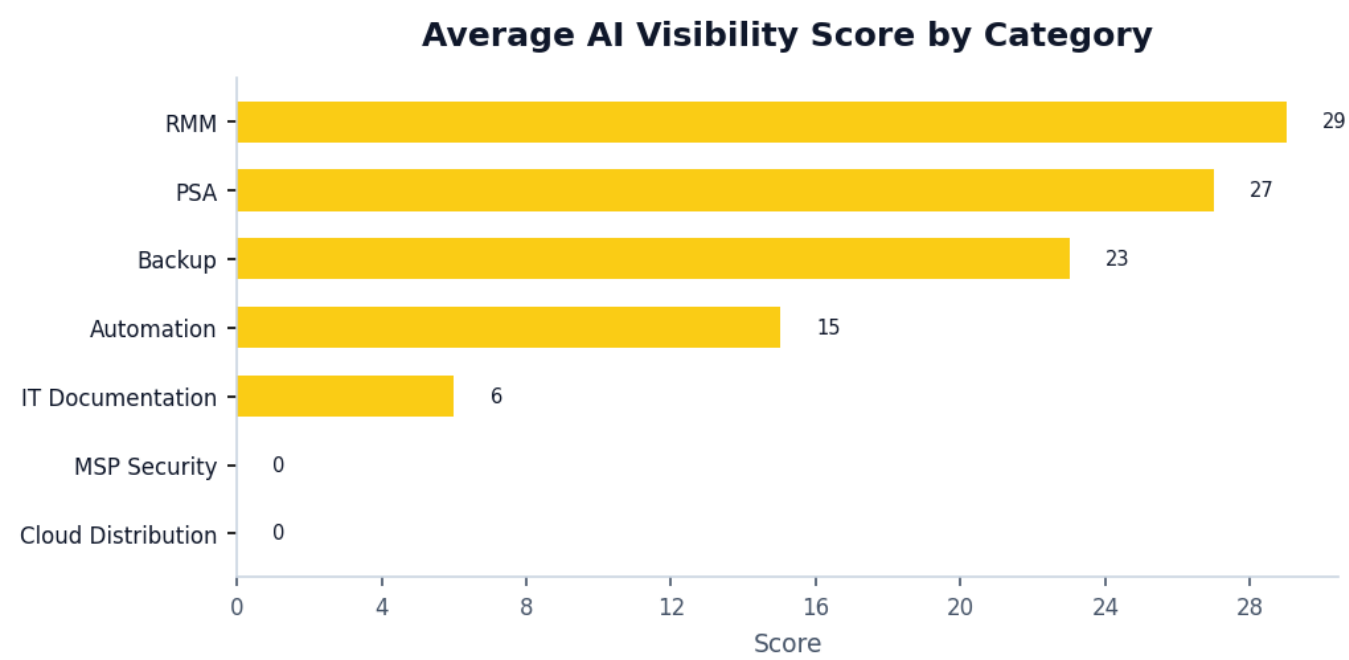
Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
73	TD SYNnex	4	7%	0%	Low
74	Tenable	4	7%	0%	Low
75	Tines	4	7%	0%	Low
76	Zapier	4	7%	0%	Low
77	n8n	4	7%	0%	Low



CATEGORY DEEP DIVE

Analysis of AI citation patterns across 7 msp software sub-categories reveals significant concentration.



Key Findings

NinjaOne Leads, Three Platforms Tie for Second

NinjaOne scores 43 with balanced citations across both engines (6 each). Atera, ConnectWise, and Syncro all hit 36. Atera skews toward Perplexity (6 citations vs 4 on ChatGPT), while ConnectWise and Syncro split evenly at 5/5. Point solutions cap out at 4-7.

Datto Holds Strong Despite Kaseya Acquisition

Datto scores 32 with citations in BDR, cloud backup, PSA, and RMM. ChatGPT cites Datto 6 times vs Perplexity's 3. Kaseya itself scores just 4, appearing only in PSA queries -- the acquired brand carries far more AI visibility than the parent company.

MSP Security Is Competitive, Not Concentrated

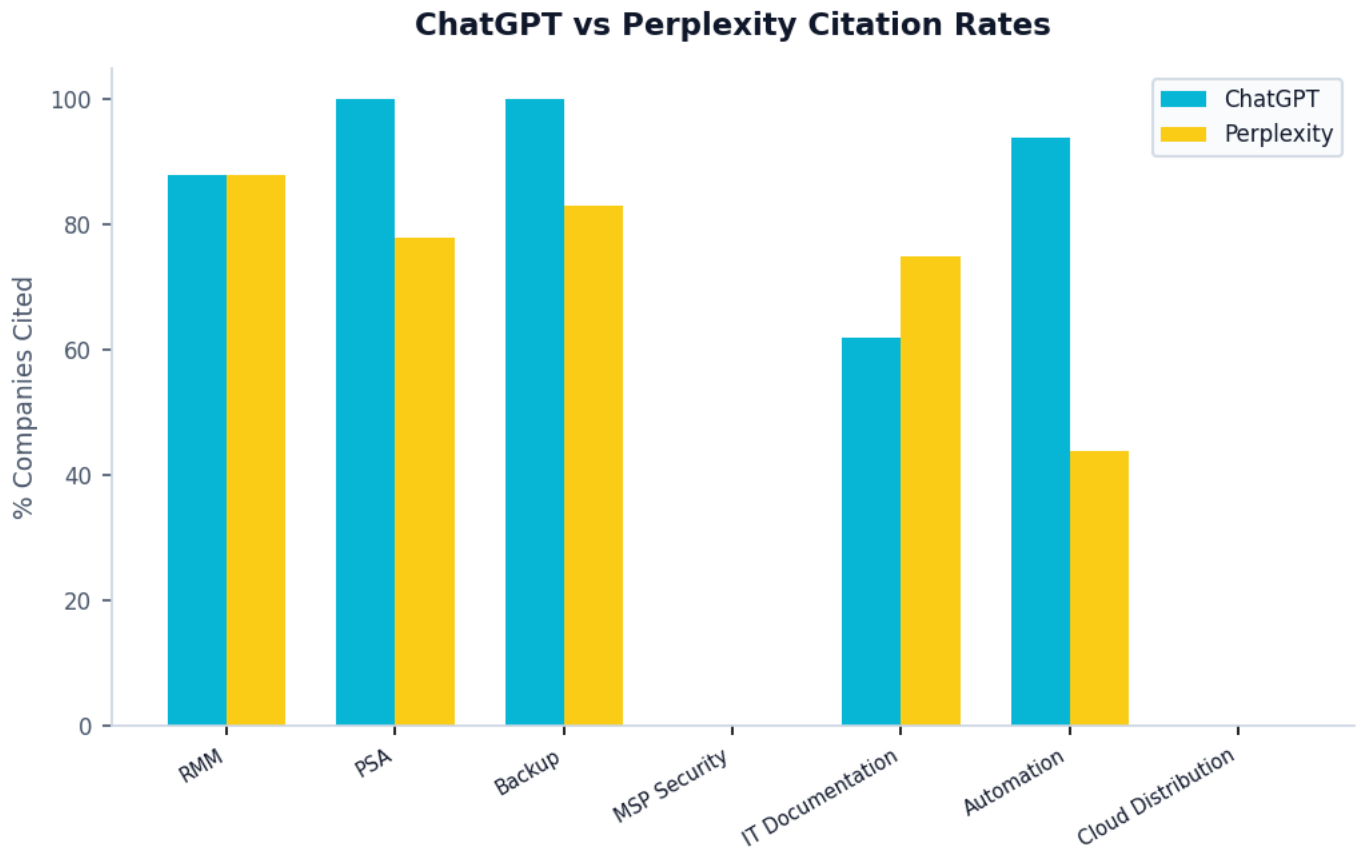
Acronis and CrowdStrike tie at 21, followed by Huntress (18), SentinelOne (21), and Veeam (18). Bitdefender, Microsoft Defender, N-able, and Sophos each score 14. No single vendor dominates the way NinjaOne dominates RMM.

Backup and BDR Is a Five-Way Race

Acronis (21), Veeam (18), Datto (32 overall but BDR is one of 6 categories), MSP360 (11), and Cove Data Protection (11) all compete. Perplexity and ChatGPT split preferences here -- Acronis scores equally on both, while Cove and N-able appear only on ChatGPT.

ENGINE COMPARISON

Comparing citation patterns between ChatGPT and Perplexity reveals differences in how each engine surfaces companies for buyer-intent queries.



Key Insight

Perplexity shows clear preference for Atera (6 citations vs ChatGPT's 4) and NinjaOne (6 vs 6, tied). ChatGPT favors Datto (6 vs 3), Cove Data Protection (3 vs 0), and N-able (4 vs 0) -- all brands with longer market tenure. SuperOps scores 5 on ChatGPT and 4 on Perplexity, suggesting both engines recognize its unified platform positioning.

Engine-Specific Patterns

ChatGPT (GPT-4o)

Companies cited: 66

Avg citations/company: 1.6

Coverage: 86%

Top: Datto (6/14)

Perplexity (Sonar Pro)

Companies cited: 33

Avg citations/company: 0.8

Coverage: 43%

Top: Atera (6/14)

INVISIBLE COMPANIES

No companies in this vertical scored a perfect zero -- every company received at least one citation. However, several companies have dangerously low visibility scores.

Near-Invisible Companies

These companies have minimal AI visibility with scores under 15. They appear in at most one or two queries and risk becoming completely invisible as AI search grows.

Bitdefender	14	Low
IT Glue	14	Low
Microsoft Defender	14	Low
N-able	14	Low
Sophos	14	Low
Blackpoint Cyber	11	Low
Cove Data Protection	11	Low
HaloPSA	11	Low
MSP360	11	Low
Avanan (Check Point)	7	Low
Confluence	7	Low
Duo Security	7	Low
Hudu	7	Low
IT Portal	7	Low
Keeper Security	7	Low
Microsoft Sentinel	7	Low
Pax8	7	Low
Rewst	7	Low
Ansible	4	Low
AppDirect	4	Low

WHAT CITED COMPANIES DO DIFFERENTLY

Analyzing the top-performing companies reveals five consistent patterns that drive AI search visibility. These are not theories -- they are observable behaviors of companies that AI engines consistently recommend.

Deep, Specific Content

Top-cited companies publish detailed, query-matching content: pricing guides, comparison articles, technical deep dives, and category-specific landing pages. This content directly feeds AI training data and RAG retrieval pipelines.

Strong Domain Authority

Companies with high domain authority scores and extensive backlink profiles from industry publications, analyst reports, and review sites get cited more frequently. AI engines use the same trust signals as traditional search.

Active Community Presence

Appearing in Reddit discussions, G2 reviews, Gartner Peer Insights, and Quora answers creates community consensus signals. AI engines reference these platforms when generating recommendations.

Schema & Entity Markup

Companies with proper Organization schema, product schema, FAQ markup, and clear entity definitions on their websites make it easier for AI engines to extract and cite structured information about their offerings.

Recent, Fresh Content

AI engines with web access (Perplexity Sonar Pro, ChatGPT with browsing) prioritize recent content. Companies publishing 2025-2026 dated content score higher than those with stale marketing pages from 2022-2023.

RECOMMENDATIONS

Based on our analysis, here are tier-specific recommendations for improving AI search visibility. The actions differ based on your current visibility score.

For Invisible Companies (Score: 0%)

- Audit your web presence: ensure your company has a Wikipedia entry, Crunchbase profile, and G2/Gartner Peer Insights reviews.
- Publish 5-10 deep comparison articles targeting exact buyer-intent queries in your category.
- Implement Organization schema, product schema, and FAQ markup on your website.
- Build citations from industry analysts, review sites, and trade publications.
- Create entity-optimized content that clearly defines what you do, who you serve, and how you compare.

For Low Visibility Companies (Score: 1-50%)

- Double down on the categories where you already appear -- publish 2-3 new pieces per category.
- Target head-to-head comparison queries (your brand vs competitors).
- Publish pricing guides, ROI calculators, and implementation guides that AI engines cite as authoritative.
- Increase review volume on G2, Gartner Peer Insights, and TrustRadius -- community consensus drives citations.
- Submit for industry awards -- award winners correlate strongly with AI citation rates.

For Highly Visible Companies (Score: 75%+)

- Defend your position by publishing fresh, dated content monthly.
- Expand into adjacent categories where you have product capability but low citations.
- Monitor AI search results weekly for competitive positioning changes.
- Build proprietary data assets (benchmarks, reports, surveys) that become citable sources.
- Consider GEO (Generative Engine Optimization) as a dedicated marketing channel with its own budget.

AnswerManiac

Get your brand recommended by AI

Get Your Free AI Visibility Audit

answermaniac.ai/audit

Data collected June 2026 | MSP Software | Q2 2026
77 companies | 14 queries | 2 AI engines