

# State of AI Search

## MSP Software

Q3 2026 — Vertical Deep Dive



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### KEY FINDING

ScalePad led the vertical at 11% AI visibility. 8 of 14 MSP Software challengers were cited; 6 were invisible. Perplexity cited 8, ChatGPT 2.

## AI Visibility in MSP Software

We tracked 14 growth-stage MSP Software challengers for Q3 2026 — none carried over from our Q2 study — and ran 22 unbranded, buyer-intent queries through ChatGPT (GPT-4o) and Perplexity (Sonar Pro). We measured each company's AI visibility rate: the share of the vertical's queries where it appeared. 8 were cited by at least one engine; 6 were invisible. Perplexity cited 8 of the 14 companies while ChatGPT cited 2. Figures are a dated snapshot for the exact prompts and engines below, in English.

8

Cited

6

Invisible

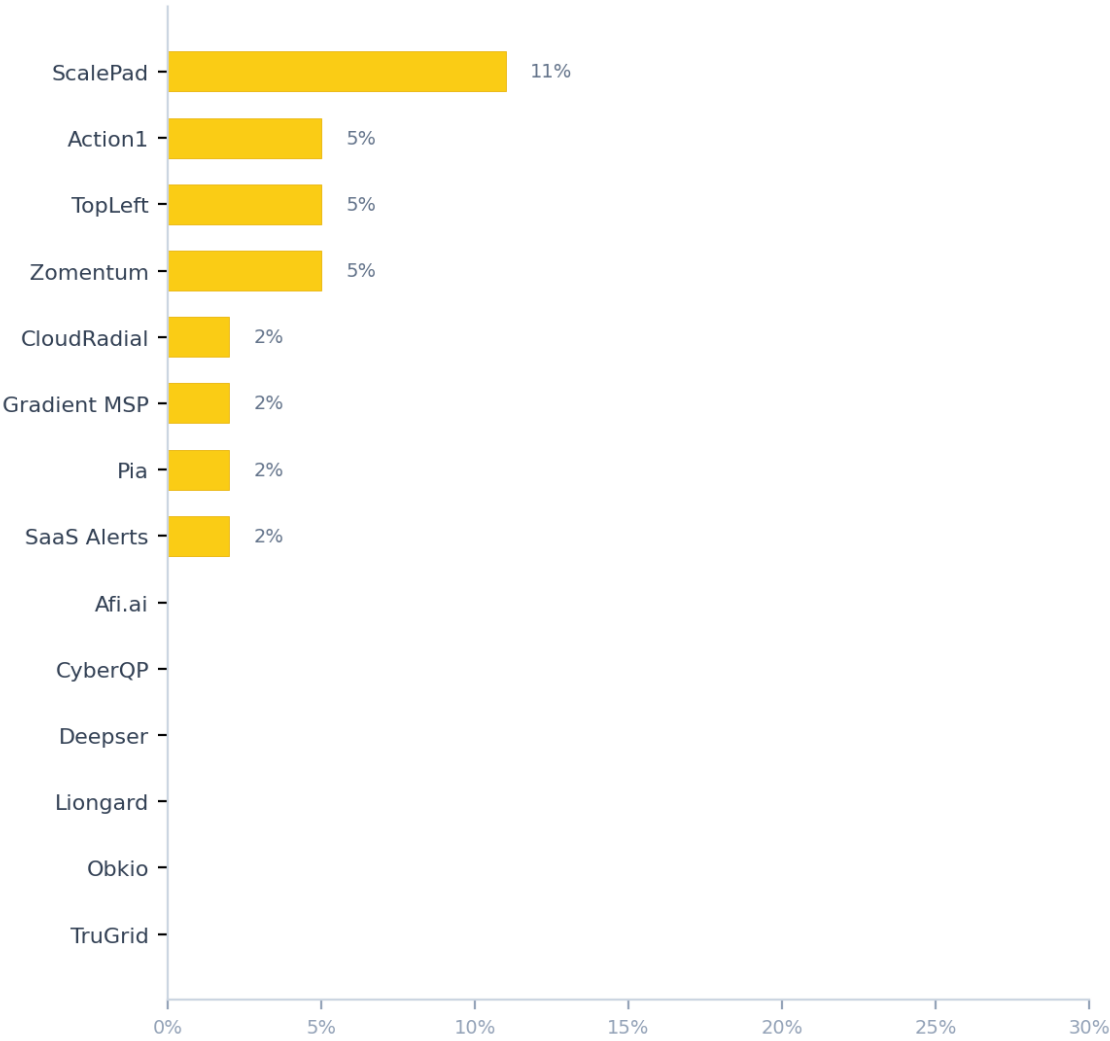
2

On Both Engines

## All 14 Companies Ranked

| #  | Company      | Sub-Category                 | Overall | ChatGPT | Perplexity |       |
|----|--------------|------------------------------|---------|---------|------------|-------|
| 1  | ScalePad     | Reporting & Analytics        | 11%     | 0%      | 23%        | Cited |
| 2  | Action1      | RMM / Patch Management       | 5%      | 0%      | 9%         | Cited |
| 3  | TopLeft      | Reporting & Analytics        | 5%      | 5%      | 5%         | Cited |
| 4  | Zomentum     | Quoting / Billing / Invoicin | 5%      | 5%      | 5%         | Cited |
| 5  | CloudRadial  | Co-Managed IT Tooling        | 2%      | 0%      | 5%         | Cited |
| 6  | Gradient MSP | MSP Automation / Integration | 2%      | 0%      | 5%         | Cited |
| 7  | Pia          | MSP Automation / Workflow    | 2%      | 0%      | 5%         | Cited |
| 8  | SaaS Alerts  | MSP Security Tooling         | 2%      | 0%      | 5%         | Cited |
| 9  | Afi.ai       | Backup / BCDR                | 0%      | 0%      | 0%         | INVIS |
| 10 | CyberQP      | MSP Security Tooling         | 0%      | 0%      | 0%         | INVIS |
| 11 | Deepser      | PSA / Service Desk           | 0%      | 0%      | 0%         | INVIS |
| 12 | Liongard     | IT Documentation / Discovery | 0%      | 0%      | 0%         | INVIS |
| 13 | Obkio        | Network Monitoring           | 0%      | 0%      | 0%         | INVIS |
| 14 | TruGrid      | Remote Access                | 0%      | 0%      | 0%         | INVIS |

# AI Visibility Rate by Company



**WHAT THE DATA SHOWS**

Most visible: ScalePad, Action1, TopLeft.  
Invisible (0%): Afi.ai, CyberQP, Deepser, Liongard, Obkio, TruGrid.

# ChatGPT vs Perplexity

| ChatGPT |          |    | Perplexity |              |     |
|---------|----------|----|------------|--------------|-----|
| GPT-4o  |          |    | Sonar Pro  |              |     |
|         |          |    |            |              |     |
| 1       | TopLeft  | 5% | 1          | ScalePad     | 23% |
| 2       | Zomentum | 5% | 2          | Action1      | 9%  |
|         |          |    | 3          | CloudRadial  | 5%  |
|         |          |    | 4          | Gradient MSP | 5%  |
|         |          |    | 5          | Pia          | 5%  |
|         |          |    | 6          | SaaS Alerts  | 5%  |
|         |          |    | 7          | TopLeft      | 5%  |
|         |          |    | 8          | Zomentum     | 5%  |

## 6 MSP Software Companies AI Doesn't Recommend

| Company  | Sub-Category                 |
|----------|------------------------------|
| Afi.ai   | Backup / BCDR                |
| CyberQP  | MSP Security Tooling         |
| Deepser  | PSA / Service Desk           |
| Liongard | IT Documentation / Discovery |
| Obkio    | Network Monitoring           |
| TruGrid  | Remote Access                |

### RECOMMENDATIONS

- Entity optimization first — make sure AI knows what you do and in which sub-category.
- Publish comparison and buyer-intent content targeting the exact queries in this report.
- Earn third-party mentions (Reddit, G2, industry guides) that Perplexity and ChatGPT cite.

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