



Making it easier to grow your managed service business

March 2026

Solution guide



hello
nebula.
msp



What is your next step?

// A transformational technology, an unprecedented challenge and a huge opportunity.

For many partners, managed services have become a vital part of their business and an area of much greater potential. The challenge they now face is how to exploit that opportunity and move to the next stage of their journey as an MSP. So, how can you stand out?

The MSP market is growing and so is the competition. The three most talked about trends and growth areas are security, MSP and most recently the topic of artificial intelligence (AI) has dominated almost every industry. So how can these emerging technologies help our MSPs on their quest to grow?

There is no question that AI technology is tremendously exciting and controversial at the same time. According to some leading experts, AI has the potential to entirely transform our working and personal lives. And although undoubtedly it does bring new and unprecedented challenges, it can also present incredible opportunities.

The increased automation made possible by AI will eliminate many routine tasks, speed up processes and virtually eradicate errors. In the world of networking and communications that will mean faster configuration and deployment, more intuitive applications, enhanced productivity, greater efficiency and swifter problem

identification and resolution. It will enable end users and organizations to get even more out of their investment in technology.

At the same time, AI brings some significant challenges – and it's also seen by some as a threat that could radically alter or even entirely eliminate some jobs. The impact could be huge in many industries, including the IT sector itself. AI can and is already being used to speed up or replace manual research and analysis, to make coding and document checking faster and more accurate, and to automate simple customer service interactions and processes.

AI is also adding to ever-growing concerns about digital security. AI algorithms are already being used by cybercriminals to mount more sophisticated 'brute force' attacks on networks, which utilize intelligence to be more efficient and effective at guessing passwords and encryption keys.

£51 billion
revenue

£22.3 billion
Gross Value Added

UK government research published in November 2025 estimated that there were 12,867 active MSPs in the UK and that these businesses were generating an estimated £51 billion in revenue and £22.3 billion in Gross Value Added (GVA).

[Read more here.](#)

The maturing managed services market

According to market analysis by Mordor Intelligence, the managed services market in 2026 was estimated to be worth \$430.56 billion and it is expected to grow at a compound annual growth rate of 10.34% to \$704.2 billion by 2031*1. While that's extremely healthy, the market has now matured to some degree and there is strong competition for business.

This is why Zyxel Networks' continued commitment to the continuous development of its networking and security products and the enhancement our cloud management platform is so important. We want to ensure our MSP partners can meet the ever-changing needs of their customers and scale up their operations to meet growing demand.

As part of our efforts, we have been using AI and machine learning (ML) technologies to give Nebula new capabilities that make it an even better platform for the remote management of multiple client sites.

*1: [Managed Services Market Size & Share Analysis - Growth Trends and Forecast \(2026 - 2031\)](#)





How Nebula helps you as an MSP

With its built-in AI and ML technologies, Nebula enables you to become more efficient and productive as an MSP. You can bring more customers on board and deliver the same levels of service without having to reciprocally scale the size of your managed services team.

This may seem remarkable, but it's exactly the kind of benefit to which AI and ML technology is suited. We use it to identify patterns and potential issues and provide effective resolutions. These will often be detected and the resolution implemented before the customer even knows about the potential problem.

For the MSP, this means no intervention is needed to solve the most commonplace and frequently occurring issues. Furthermore, by making it possible for MSPs to set the parameters and thresholds that dictate when actions should be taken and whether or not they can be applied automatically, Nebula ensures that the partner is always in control of exactly how customers are managed. This enables our MSP partners to fine-tune the degree of automation for each customer and make appropriate adjustments when required. You get all the benefits of AI- and ML-driven automation, while retaining full control.



Harnessing the power of AI and ML

AI and ML are playing an increasingly important part in the development of our products and services. We are also using these technologies to make Nebula even better suited to supporting the continued growth of our MSP partners.

As we've already mentioned, Zyxel Networks has been integrating AI and ML into its products for some time. We've also been bringing all the information we collect from Nebula-managed devices around the world together and making use of that data to automate the optimisation of network performance and security.

Through Nebula, we have been building a vast knowledge base to feed the dynamic intelligence that gives our WiFi access points, switches and security appliances the ability to adapt to changing conditions on the network and in the workplace environment, delivering optimum reliability, throughput and protection. It also means we can save time for our MSP partners by providing more accurate and advanced information on potential issues, and on how solutions can be configured and fine-tuned to provide the best levels of performance and operational consistency.

In short, we are using AI and ML to make our solutions better – for our MSP partners and our mutual customers.





Why AI must be seen as an opportunity

Despite the potential challenges and threats, AI presents an opportunity for us all. It enables us to get results faster, more efficiently and more accurately. It accelerates research and development in key areas of science, medicine and technology. It will enable us to deliver as-yet-unimagined outcomes and benefits and address large-scale challenges in ways not previously imagined.

As AI continues to develop and improve, there will be even more potential to harness it as a positive force – and to counter unknown threats. While cybercriminals can make use of AI to accelerate their activity, refine their approach and target more potential victims, we in the IT security industry can also make use of AI to make network defences smarter and better equipped to recognize and repel more sophisticated efforts to infiltrate or corrupt systems.

We can also use AI to make the connections between devices faster and more reliable than ever before, adapting and reshaping bandwidth and signals to provide optimum performance at all times. We can use AI to monitor the health of networks and take action that will prevent potential problems becoming real issues.



Moving your business to the next stage

Most IT resellers are already well advanced on their journey to becoming an MSP. Indeed, many of our partners have used Nebula as the foundation for their managed services business and are now looking to move to the next stage of development.

They face two significant challenges – finding new customers in a competitive market and then scaling up operations to meet the needs of a growing client base. The AI and ML technologies that we have added to Nebula make it much easier to manage more customers and locations, and thus scale and grow your business. And, as your reputation for delivering excellent and consistent service grows, it will also become easier to attract new customers.

The intelligence that is now built into Nebula and the data-sharing ecosystem that Zyxel Networks has established between all Nebula-managed devices across the globe (now approaching one million), means that Nebula can help you to identify and address issues before they become actual problems. It saves you time and makes it easier to manage more customers, sites and locations.

Just getting started as an MSP?

If you are just getting started with managed services, Nebula is the ideal platform on which to start building your confidence and your customer base.

While we've been adding more sophisticated AI and ML technology into the platform, Nebula is designed to be easy to learn and use. If you decide to become a Zyxel Networks MSP Partner, we provide you with enablement training and support, so you are never on your own – especially in the early stages.

As an MSP partner you will get a multi-tenant licence for Nebula, which means you can provide remote configuration and managed network services for all of your customers, sites and devices. With Nebula, there are no limits.



Delivering a better customer experience

Making WiFi healthier and happier

There are two key functions in which we've made use of AI and ML in our wireless access points. WiFi Health monitors connections between access points and makes or recommends changes to prevent issues or enhance performance. WiFi Aid looks beyond the link between the access point and the client device at what happens on the network itself.

Both are available in Nebula and are designed to give the customer a better experience and make life easier for MSPs and network admins.

Switched on for smoother performance

Through Nebula, we monitor the connections between switches and other devices. We can see Power-over-Ethernet connections and as well as the speed of traffic, we can monitor and record the level of power consumed by devices. If devices are inactive, they can be rebooted and Nebula will also detect certain kinds of traffic that may cause issues and implement or suggest changes.

Smarter security for the whole network

We use AI and ML to provide enhanced security at both a local and global level. Our unified security gateways are constantly updated from our security cloud to protect networks against new threats.

We have also added security features to our WiFi access points and switches and enabled them to share information between Nebula devices on the local network. We then apply AI and ML technology to identify the threats being used most often to attack that kind of network and apply a unique set of signature profiles for enhanced protection.

In addition, Nebula's collaborative detection and response (CDR) feature continuously checks for any devices that might be unsafe and is able to contain them in accordance with conditions set by the administrator or MSP.



AI with Intent: our AI-driven self-help model

One of the results of our research and development work into AI and ML over the past few years is Intent. This is Zyxel Networks' own AI tool. It's available within Nebula and enables you to make natural language enquiries about the general health of the network and ask for guidance on how to set up specific devices or connections. You might simply want to ask "How's my network today?" or "How do I set up a new wireless network?", for example. Intent will provide a detailed response.

We are constantly building the knowledge base for Intent and as we do, it becomes better at answering any kind of query about our products and services. While Intent is relatively new and is – and always will be – in development, it's a really useful way to find out what you need to know about our products and solutions. As we add to its capabilities, we expect it to become an invaluable self-help and time-saving tool for all our managed services partners and Nebula administrators.





Bringing data together to enhance performance and security

As well as using AI and ML in our three main product sets, we pool information from thousands of Zyxel Networks devices deployed all around the world together to get the bigger picture. This enables us to deliver better performance and security for all Zyxel Networks customers and makes it easier for

our MSP partners to provide effective monitoring and management for their clients. Importantly, in doing this and helping you to work smarter not harder, we're also enabling MSPs to scale and grow their business.

This is really important, because while there is

excellent potential for them to add new customers for their services, finding, training and retaining skilled technicians is a constant challenge. With built-in AI and ML, Nebula helps you manage more customers with the same resources. It also presents you with more opportunities. In order to benefit from the remote management capabilities of Nebula and the services our MSP partners offer – and the AI and ML technology that is making them ever-more effective – customers need to have Zyxel Networks devices deployed on their networks.

By making use of Nebula to provide a network management service, our partners are also expanding the potential to sell more of our products.

As the number of Zyxel Networks devices in use grows, so does the wealth and richness of the data that we are able to gather and process within our Nebula and security clouds. As we continue to apply AI and ML to that information, we can enhance the performance and security of networks even more – and make it even easier for our MSP partners to meet the needs of their customers and grow their business.



Where do we go from here?

We will continue to develop Nebula and all of our products to meet the changing needs of our customers and partners.

That will – unquestionably – mean that we'll be making even more use of AI and ML technologies to enhance performance and to make it easier to identify potential and actual issues or threats, and address or resolve them before they become problems.

What you can be sure of – as a Zyxel

Networks partner or as a user of Zyxel Networks networking and security devices – is that we will carry on taking your feedback onboard and monitoring emerging technology developments as we continue to develop and improve our platforms and devices.

If you have any questions about Zyxel Networks, Nebula cloud, our wireless, switching and security devices or our use of AI and ML technologies, please get in touch by emailing sales@zyxel.co.uk.

Become an MSP with Zyxel Networks today

W msp.zyxel.com/en

T 0118 912 1700





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