

Managed Services:

Which IT Support Model Comes Out on Top?

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CYBER SECURITY AND IT MANAGEMENT

When trying to focus on growing your business and progressing through a highly competitive world, the last thing you need is your technology holding you back. Hiring an IT company to come in on a case-by-case basis whenever something goes wrong or needs updating or upgrading is a solution. And many companies do that and feel it sufficiently serves its purposes.

Let's think about this differently- let's examine two friends: Bill and Dave. Bill met Dave at an industry event and instantly became friends. They do business in the same industry and enjoy friendly competition. However – Dave recently switched his IT support company to a managed IT service provider – while Bill decided to remain with his current IT company. Let's take a look at how both companies differ.



Better to Be *Pro*active or *Re*active?

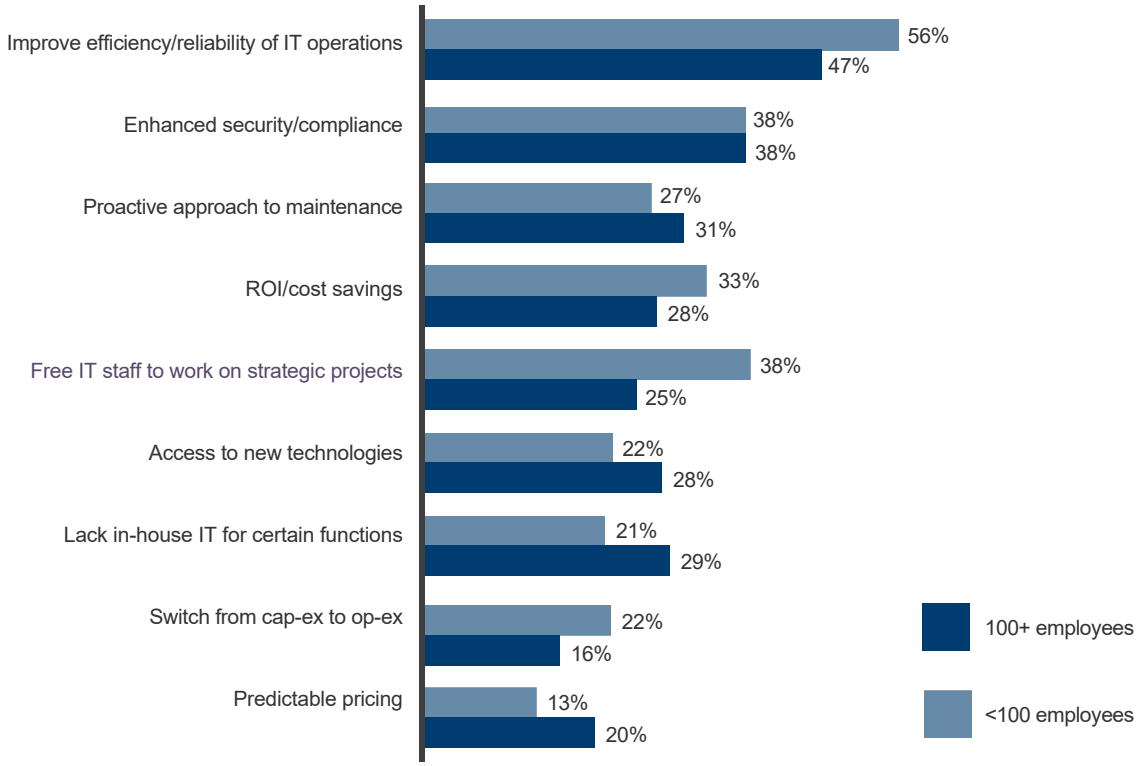
After meeting with the managed IT provider, Dave works with them to set up his company's managed IT services. At this point, Bill thinks he has the advantage by staying with his current "IT company," – which he feels is the less expensive option.

Both men begin the week as usual – until Bill comes into work one day to discover his network is down. He quickly calls his "IT company" and gets placed in the queue to have a technician come out and look at the possible cause of the problem. All the while, Bill's employees are now experiencing the dreaded *downtime*. They twiddle their thumbs, browse on their phones, and/or converse with one another until the technician fixes the problem and has their network back up and running.

Over the last few months, Bill has been noticing his IT company keeps him waiting awfully long for helpdesk assistance. Since hiring them, they haven't offered him any strategies for moving his business forward; they have no contingency for him in the event his company gets hit by a cyberattack – or worse yet – ransomware. And he's had to allot for a usual amount of downtime with them.

Based on industry surveys, Gartner discovered awhile back that the average cost of company downtime is $5,600 per minute, which equates to over $300K per hour.

Factors Executives Consider When Making Managed Services Decisions



Source: CompTIA 4th Annual Managed Services Trend Study | Base: n=224 end user businesses using managed services

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– Gartner

Dave's company also experienced the same issue as Bill's company this week. However, with IT managed services, the issue was proactively detected the moment it arose and handled remotely. The issue was never allowed to evolve into a problem that could take down his network or cost them severe downtime compared to Bill's company – allowing Dave's company to become far more productive.

Enjoying the Benefits of Vendor Management

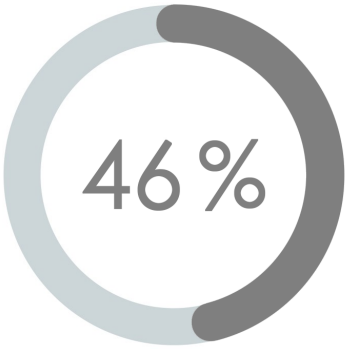
Throughout the work day, Bill often receives multiple messages from his team regarding their software.

- “Bill? Our version of Quickbooks is no longer supported. What should I do?”
- “My copy of Microsoft Word isn’t activating, Bill.”
- “It looks like our licenses for Adobe has expired. Should I renew, Bill?”
- “What about this, Bill?”
- “Do you know how to upgrade, Bill?”
- “Bill?”
- *“Bill??”*
- *“BILL??!!”*

By the end of each week, Bill is ready to climb into a hole and doesn't ever want to think about another software issue or update again.

Dave, on the other hand, happily granted management of all his technical vendors to their new IT provider – who monitors all of the company's software and hardware for him. They even manage his service with the internet provider. And whenever an issue does spring up, a warning is sent to the managed IT provider where they can now work with the necessary vendor to solve the issue at hand before it can affect the entire company. They also ensure Dave's entire team has the latest updates to their programs and not to mention will even aid in training.

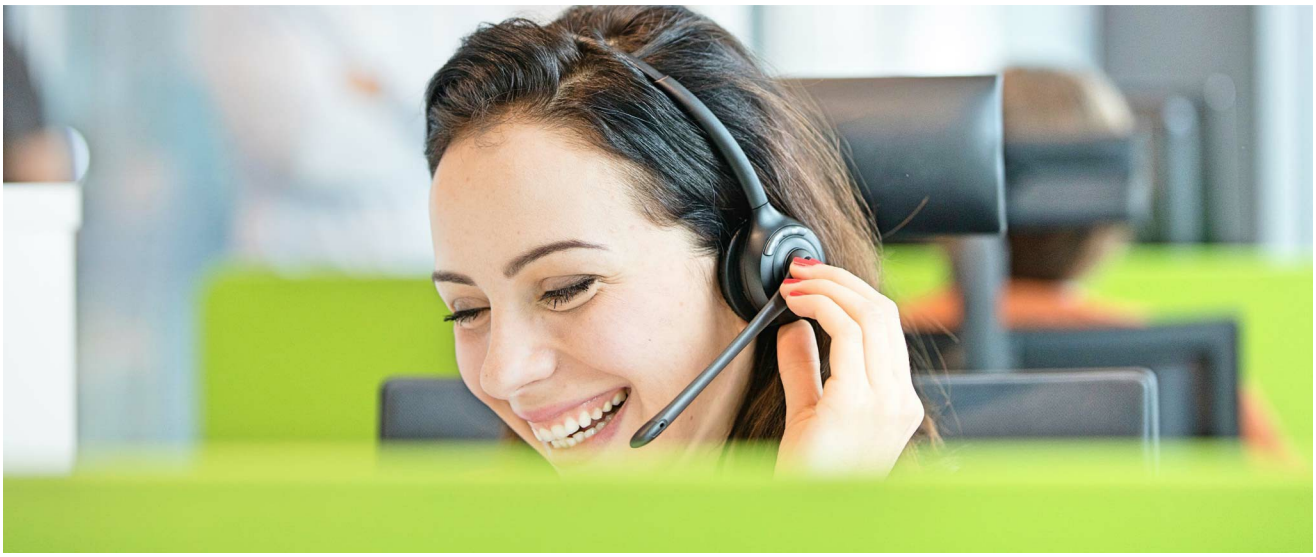
Dave's management team is delighted that they never have to deal with the company's vendors or technology issues, while Bill is still looking for a hole to crawl into.



"46% of firms have trimmed their annual IT expenditures by 25% or more as a result of their shift to managed services."

Enterprise-Level IT Support at SMB Prices

In the beginning, Dave told Bill he was signing up for managed services with a managed IT provider; Bill thought he was crazy. "Expensive!" he exclaimed. "We run small companies. We can't afford a service like that. Maybe in a few years." But Dave was undeterred. He read a CompTIA study once, revealing that among current users of managed services, 46% trimmed their annual IT expenditures by **25% or more** due to their shift to managed services – including 13% that slashed annual IT expenditures by **50% or more**.



He recommended Bill to get a consultation and a price quote from a managed IT provider of his choosing, but Bill had no interest. "I'll just do what I've been doing – you give your idea a try, and we'll see which of our companies comes out on top in the end," Bill chuckled in response.

After a week, Dave met with the managed IT provider to discuss all the benefits of managed services, every aspect of Dave's business they will be managing, and the cost. Dave left the meeting with a handshake, a signed deal and a giant smile, astounded by the affordability of his new managed services plan. Dave will now be receiving the same level of IT support that large-scale enterprises receive but at a flat-rate fee that fits into his monthly budget.

As a result, Dave saw definite and measurable advancements within his company within months, and the reasonable cost offered by the new IT provider will allow him to receive enterprise-level service indefinitely.

Guess Who Came Out Ahead in the End?

A year later, Bill was impressed at how Dave's company had benefited since moving to managed IT services. He accepted defeat and promptly fired his IT company in favor of a managed IT service provider. Today, both Dave and Bill enjoy the freedoms and peace of mind they receive from their IT support.

Please reach out to learn more about what managed IT services can do for your organization. Contact us today.

Contact Us

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