Managed Services:

Which IT Support Model Comes Out on Top?

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When you're trying to focus on growing your business and make progress in a highly competitive world, the last thing you need is to be held back by your technology. Perhaps you hire an IT company to come in on a case-by-case basis whenever something goes wrong or needs updating. Many people do that and feel it sufficiently serves their purposes.

Let's take a look at two friends: Bill and Dave. Bill met Dave at an industry convention and struck up a friendship. They're in the same industry and enjoy friendly competition. However – Dave recently made the decision to switch his IT management to managed services with us– while Bill chose to remain with his current IT company. Let's see how their business lives change as a result.

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

After Dave met with us and worked with them to set up his new managed services, Bill thinks he has the advantage by taking what he feels is the less expensive option. Both men begin working as normal – until one day, Bill comes into work to find his network down. He quickly calls his IT provider and is placed in the queue to have a technician come out and take a look at the problem. All the while, Bill's employees are stuck in the dreaded *downtime*. They twiddle their thumbs, read a book, and converse amongst one another until the technician has fixed the problem and has their network back up-and-running.
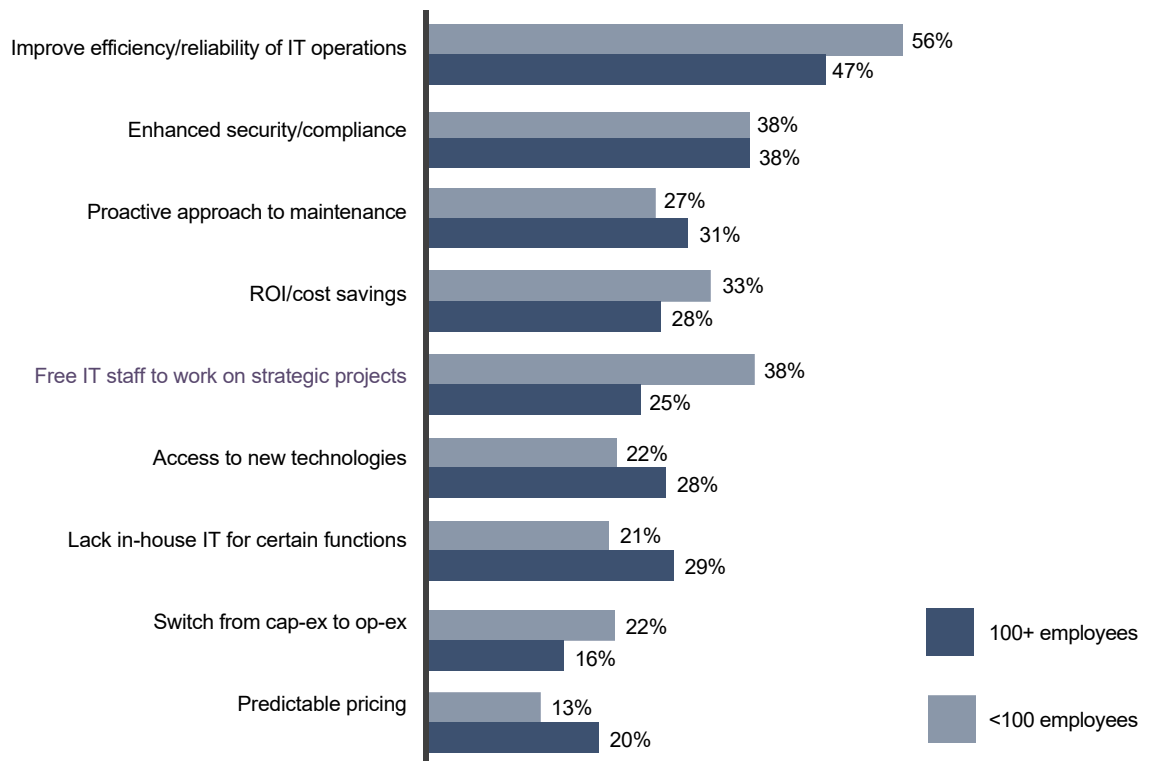
Over the last few months, Bill has noticed his IT provider keeps him waiting an awfully long time for assistance from the help desk. They haven't offered him any strategies for moving forward, they have no contingency for him in the event he is hit by a cryptovirus – or worse yet – ransomware. And he's had to allot for a usual amount of downtime with them "managing" his IT.

Based on industry surveys, Gartner has discovered the average cost of company downtime is $5,600 per minute, which extrapolates to well over $300K p/hour.

Factors Executives Consider When Making Managed Services Decisions

Factor	<100 employees	100+ employees
Improve efficiency/reliability of IT operations	56%	47%
Enhanced security/compliance	38%	38%
Proactive approach to maintenance	27%	31%
ROI/cost savings	33%	28%
Free IT staff to work on strategic projects	38%	25%
Access to new technologies	22%	28%
Lack in-house IT for certain functions	21%	29%
Switch from cap-ex to op-ex	22%	16%
Predictable pricing	13%	20%

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 had the same issue as Bill's company. However, with our managed services, the issue was proactively detected the moment it arose and handled remotely. Dave's issue was never allowed to evolve into a problem that could take down his network, and his staff continued working throughout the downtime of Bill's company – as well as throughout every other downtime Bill's company experienced thereafter, allowing his company to become far more productive.

Enjoying the Benefits of Vendor Management

Throughout his business day, Bill often receives multiple messages from his staff regarding the software they use.

- "Bill? Our version of BangZoom 123 is no longer supported. What should I do?"
- "My copy of WriteNifty 3000 isn't activating, Bill."
- "It looks like our licenses for Videoblast 10 has expired. Should I renew, Bill?"
- "What about this, Bill?"
- "Do you know how to upgrade, Bill?"
- "Bill?"
- *"Bill??"*
- *"BILL??!!"*

By the end of the week, Bill is ready to climb into a hole and never think about another software issue or upgrade again.

Dave, on the other hand, happily granted management of all his technical vendors to us – who monitor all of Bill's software *and* hardware for him. They even manage his service with his Internet provider. Now whenever a licensing or other software issue springs up, we received a warning in advance and works with the vendor to solve the issue before it can affect Dave's company. They also ensure Dave's people always have the latest version of their programs and know how to use them.

Dave's people are delighted with how they never have to deal with their vendors or software issues, while Bill is still looking for a hole to crawl into.

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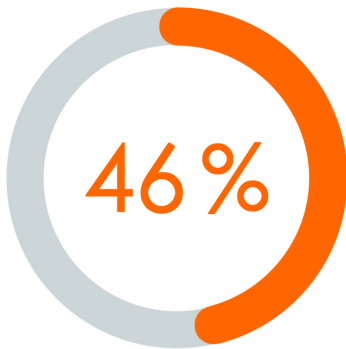
"46% of firms have trimmed their annual IT expenditures by 25% or more as a result of their shift to managed services."

Enterprise-Level IT Support at SMB Prices

When Dave told Bill he was going with managed services by our company, 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 new CompTIA study, revealing that among current users of managed services, 46% trimmed their annual IT expenditures by **25% or more** as a result of their shift to managed services – including 13% that slashed annual IT expenditures by **50% or more**.

He encouraged Bill to get a price quote with him, but Bill had no interest. "I'll just do what I'm doing – you give your idea a try, and we'll just SEE who comes out on top in the end," Bill chuckled in response.

A week later, Dave was in a meeting with us – discussing all the benefits of managed services, the aspects of Dave's business they will manage, and the cost. Dave left the meeting with a handshake and a large smile on his face, as he was astounded by the affordability of his new managed services plan. Dave would now receive the same level of IT support that large-scale companies receive, but the cost fits into his monthly budget.

As a result, Dave saw definite and measurable advancements within his company, and the reasonable cost offered by us allowed him to continue to receive that same level of service indefinitely.

Guess Who Came Out Ahead in the End?

A year later, Bill was highly impressed at how Dave's company had benefited from managed services. He readily admitted defeat and promptly fired his IT company in favor of us. Today, both Dave and Bill are enjoying the freedoms and assistance they receive from managed services and, in addition, have also arranged for us to manage their security and professional services as well.

We will be happy to do the same for you. Please reach out and let us know how we can help you.

Contact Us

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