

Listicle

3 REASONS WHY YOUR SMB NEEDS A MANAGED SERVICE PROVIDER



Small to medium sized businesses often don't have the resources to fully support all of their IT infrastructure needs. Even if your business has one or several in house IT technicians on payroll, they are often so bogged down by routine daily tasks that their talent is wasted. These employees aren't adding nearly as much value to your business as they should be.

According to the research group Gartner, over 65% of IT budgets go towards tasks that do nothing more than keep the lights on. You are investing money that isn't improving operations and efficiency, or enhancing security.

Today, **Managed Service Providers (MSPs)** are being used by businesses everywhere to cost-effectively manage, service, and support their IT processes. MSPs are often called upon as an alternative to additional in-house staff.

A **hybrid approach** to IT that utilizes managed services, the cloud, and internal IT support can truly be the best of all worlds. They work simultaneously to help businesses achieve a greater ROI from their IT costs while allowing existing in house resources to be channeled into more important development roles.

Less Overwhelmed IT Staff

Many of those never ending tasks performed by in house support on a daily basis can be automated. While this might be interpreted as suggesting on site staff is not necessary, that couldn't be further from the truth. Your current staff can benefit from **MSP services** such as

- Proactive management
- Remote monitoring
- End user help desk
- 24/7 network operations center
- Disaster recovery/business continuity solutions
- Security audits/updates

These services free your in house staff from much of the routine daily issues taking up most of their time. Instead, they can focus on meaningful jobs that create value for the entire company. MSPs can remove the burden of routine tasks from in house support. With access to the MSP ticketing and monitoring system, and support from the 24/7 Network Operations Center, in-house IT have help identifying and addressing system issues before they become business disrupting problems. Additionally, daily interruptions like constantly having to run to Jane's computer to see why her system is running slow can instead be handled by the help desk.

Guided Focus & Direction

Working with a MSP gives existing in house support much needed focus and direction. MSPs commonly offer a complimentary consultation and network assessment that evaluates the overall performance and health of your IT infrastructure. From there, the MSP will recommend products and services most beneficial to current IT needs. The evaluation helps internal IT determine what system oversight and future planning they should be doing. Any regular system maintenance tasks can be performed by the MSP while in house IT can focus on processes that will drive down costs or increase revenue.

Reduce Failures & Human Error

A high percentage of costly security breaches are the result of human error. This is often because IT employees are stretched too thin and overlook vital security measures, such as applying tested security patches or updating anti-virus software programs. Working with a MSP will eliminate much of the work overload that often leads to system or security vulnerabilities. Systems can be backed up in the cloud for an immediate system restore if needed.

Many of the issues that become costly business interruptions, such as downtime-inducing hardware, software, and application failures are completely preventable if they are detected early and addressed promptly.

Summary

Many smaller firms have incredibly gifted and skilled IT employees that are burdened with way too many responsibilities, most of which are mundane and routine.

IT can be a catalyst in the firm's entire business strategy, but not if the staff is burdened with troubleshooting and putting out daily fires.

Datalink Networks is a managed service provider and a Microsoft gold partner based in Los Angeles, California. With 30 years of experience serving businesses of all industries and sizes, Datalink Networks can help your organization fulfill any IT needs. Contact us today to find out more information.

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