



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.

Research conducted by Gartner reveals that worldwide IT spending is projected to total \$5.1 trillion in 2024, an increase of 8% from 2023, according to their latest forecast. This indicates that businesses are investing a large sum of money without receiving notable improvements in their operations, efficiency, or security.

It is essential for companies to find a solution that allows them to optimize their IT resources and boost overall productivity. 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 greatly benefit from the services provided by Managed Service Providers (MSPs).

These services include:

- Proactive management
- Remote monitoring
- End user help desk support
- 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, your in-house IT team will receive assistance in identifying and addressing system issues before they escalate into major problems that disrupt business operations.

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.

During this assessment, the MSP will thoroughly analyze your IT systems, identifying any weaknesses or areas for improvement. By gaining a clear understanding of your current IT needs, the MSP can then recommend the most beneficial products and services for your business. This evaluation can be a valuable tool for internal teams, helping them determine the necessary system oversight and plan for future growth.

One of the key advantages of working with an MSP is the ability to offload regular system maintenance tasks. MSPs are equipped to handle things like software updates, security patching, and system monitoring, allowing in-house IT staff to focus on more strategic initiatives. By outsourcing this strenuous maintenance to the MSP, businesses can ensure that their systems are always up-to-date and secure.

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 possess a wealth of knowledge and expertise. However, they often find themselves overwhelmed with an excessive amount of responsibilities, many of which are mundane and routine.

IT has the power to 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 national managed service provider and a Microsoft Solutions partner based in Santa Clarita, 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



1-877-IT-SERVE



sales@datalinknetworks.net



www.datalinknetworks.net