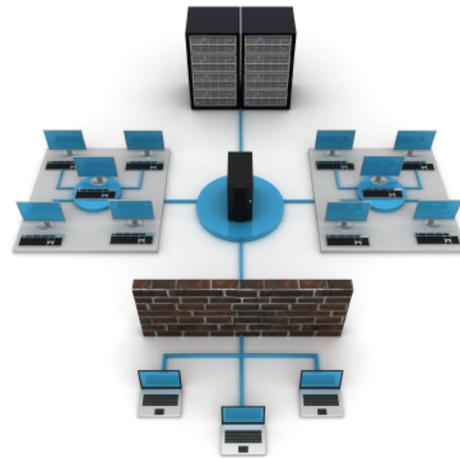


Managed Services for Your Competitive Strategy

In today's fast-paced and cut-throat world of business, every little bit counts. CXOs spend countless hours poring over each line item that can be optimized, often leading to changes in marketing budgets, sales tactics, and project management.

Managed Services is the next big tool to consider in your strategy to be the best at what you do.

As your organization's information technology gets increasingly more complicated, you must adopt new strategies for managing your business-critical IT. New technologies such as cloud computing, video conferencing, IP telephony, mobility, and growing data are serious conduits to increased productivity, efficiency, and reduced operations costs. Each one of them comes with its own load of IT burden.



Do you have an internal IT staff? If so, what are they doing? They should be focused on strategic projects to move the needle in your company. Projects such as enabling employee mobility, spinning up new productivity applications, improving service quality, upgrading legacy systems.

Most internal IT staff get caught up doing things like responding to helpdesk calls, monitoring network routers, removing viruses from employee machines, and performing system updates. In the worst case scenario, somebody from your company who is NOT in IT is burning their precious time fixing these problems. This is a waste of productivity considering that managed services can fill this gap.

How does managed services help you get an edge on your competition?

...what is managed services anyway?

When your company signs up for a managed services program you partner with an expert IT provider. That company, your managed services provider (MSP for short), handles all the day-to-day grunt work of IT management – remotely. Without even entering your building, they monitor and resolve issues with your network, remove and prevent viruses, they schedule and perform system updates. They can even take all of your helpdesk calls and walk employees through steps to resolution over the phone or through ticketing systems.

That means, your IT staff (or your “wannabe computer wiz staff”) can go back to doing what you are paying them to do – pushing the business forward!

The result of purchasing managed services can lead to cost savings upward of 60%. (Cisco study).

Say goodbye to network downtime.

Because of their expertise in monitoring and resolving network issues, most MSPs offer clients a guarantee of 99.99% network uptime. That means you will never find yourself in a position of frustrating internet outages. In fact, your 24/7 MSP can resolve network issues even while you sleep – eliminating those painful mornings when you reach your desk to find out the internet is down again.

Imagine what downtime actually costs you. In an organization of 100 employees, let's consider an average wage of \$25 per hour per employee. For each hour of network downtime you are losing \$2500 of employee time, not to mention the ripple effects of this loss of productivity.

One online study by the Ponemon Institute (2014) showed that the average cost of per-minute downtime across companies was \$7,900.

A CloudEndure.com analysis showed these results for a \$10 Million organization with 20 employees experiencing 9 hours of downtime in a given year:

Loss of revenue	\$10,273.95
Cost of productivity	\$ 4,680.00
Cost of IT recovery	\$ 2,340.00
Loss of repeat sales	\$ 3,595.88
Loss of referred sales	\$ 2,054.79
Total cost of downtime	\$22,944.62

These figures don't take into account the other day-to-day IT issues that we experience. "I can't find an important email." "How do I connect to the new printer?" "I think I have a virus." "My PC is running slow; is something wrong?" After all of that loss, managed services more than pays for itself.

When was the last time you evaluated your IT strategy? Can you relate to some of these common issues?

Would you like to explore more about how managed services can help your organization get on track to better efficiency? Contact Advanticom today for a consultation on whether or not managed services is right for you. We will walk you through all steps to unlimited uptime and positive ROI. Get a one-up on your competition with Advanticom's managed services program.



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