



How Can Managed Services Help Increase Productivity – And Your Bottom Line

With the constant developments in IT, it's difficult for small to medium-sized business owners to keep up with the latest technology. By using Managed Services, not only are you up to date, you also are free to focus on the aspects of your business that bring in more income.

The term Managed Services is defined as “the practice of transferring day-to-day related management responsibility as a strategic method for improved effective and efficient operations”. (Wikipedia) While large corporations regularly choose this technology solution, many owners of small and medium-sized businesses aren't yet aware of this route. Here are some reasons Managed Services can benefit all sizes and types of business:



1. IT is an integral part of most businesses. Especially in recent years, the business world has become increasingly dependent on IT. Almost all businesses rely on some sort of technology. With this increased use of IT comes an increase in problems and outages – and even loss of data – all of which result in loss of productivity.

2. Faulty or under-supported IT causes costly downtime. Small, in-house IT departments of one or two people are usually not able or equipped to handle occasional IT breakdowns, and employees must call on somebody else for help, sometimes resulting in hours or even days of lost productivity. This downtime greatly affects the bottom line of your business.

3. Technology is constantly improving. Improvements in technology are continuing at a rapid pace. Equipment is upgraded and new specialties in IT are emerging. Small to medium-sized businesses are not equipped to keep up with these constant changes.

4. IT Managed Services provide state-of-the-art solutions. Managed Services providers are experts in the field of technology, and bring knowledge and experience in the latest solutions to your business. And taking advantage of scale of economies, the Managed Services model gives you access to affordable state-of-the-art technologies previously only available to large enterprises.

5. Many businesses involve special compliance requirements. Even small to medium-sized businesses can have complicated compliance requirements, but most owners do not fully understand how to comply with these regulations. Many Managed Services providers stay current on these regulations and requirements, and can help you translate them to your technology needs in order to stay compliant and avoid fees – and possibly worse.

6. IT Managed Services cost less in the long run. With today's economic downturn, IT budgets have been slashed in most companies. But bear in mind that businesses still depend heavily on IT, and work increases as resources diminish. This can bring about low morale for employees and lost productivity – and ultimately customer satisfaction suffers. While IT Managed Services may cost more in the beginning, lost productivity and lost customers cost a lot more.

The question is, are you an expert in IT? Most entrepreneurs aren't. If you want to concentrate on your company's core competencies without having to worry about your IT infrastructure, outsource your IT services to ProductiveTech!

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