

Proactive Managed Services Elevate the 24x7 Business

This white paper covers the changing guard for managed services, including the growing need for proactive IT management to support today's mid-market needs.

What Managed Services Represent Today

The IT landscape for small and medium sized businesses (SMBs) is changing rapidly. New technology is generating an expectation of greater uptime and expanded mobility for employees to access critical resources. The role of IT has evolved from break-fix to an integral element of short-term and long-term business endeavors.

Managed service providers (MSPs) are being leveraged as partners that can bridge the gap for complex integrations or end-to-end infrastructure management. As CRN recently revealed in their "Top Five Trends for Managed Services in 2014" article, companies are progressively turning to their providers to manage everything—from services, hardware, and everything else in-between.¹

A big driver for more managed services investments is cloud computing. A prime example of this is Cloud Based Disaster Recovery. SMBs can leverage a relationship with an MSP to replicate critical data and services to the Cloud to ensure that these are available even in the case of a site disaster. MSPs can also host systems and services to deliver key resources from the cloud.



The 24x7 Workplace and Downtime are at Odds

Coinciding with the big SMB managed services push is the evolution of the 24x7 business. Even if 9-5 is the standard allotted hours that most businesses abide by, work is being completed before and after those hours, and on weekends too. Commerce is constantly running around-the-clock. Today's workforce is also using mobile devices and remote networking to extend their productivity. SMB Group research reveals that 67% of SMBs view mobile solutions and services as "critical" to their businesses. Moreover, 83% have already deployed mobile apps to help improve employee productivity.²

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From a competitive standpoint, if a business is unable to support operations at all hours, its chances for sustainability will take a hit. What's the biggest threat standing in the way of continuous operations? Downtime.

The impact of downtime can lead to³:

- » Revenue losses
- » Impact to cash flow
- » Productivity losses
- » Compliance and/or reporting penalties
- » Penalties and loss of discounts
- » Negative impact to customers and strategic partners
- » Loss of employee morale and employee confidence in IT
- » Damage to reputation and goodwill

For growing SMB organizations, the ability to prevent downtime is even more critical. They don't have the resources or reputation of their enterprise counterparts to endure productivity setbacks. Their margin of error is razor thin. There are also service level agreements (SLAs) that many organizations have to adhere to in order to honor their agreements. Therefore, the services they choose to keep their data and network upright need to be comprehensive, resilient, and dependable.

The Evolution of Proactive Managed Services

To combat downtime, organizations are looking at ways to enhance their resiliency and improve recovery capability. Proactive managed services play a big role in this process. The idea behind proactive management of an IT environment is to quickly identify and remediate potential problems before they spiral out of control. These services are also a big aid to businesses that simply don't have the manpower to monitor their IT networks at the same rate of consistency as a dedicated MSP.

VMware defines proactive management as the *"monitoring and filtering of events, automatic incident resolution, and problem diagnosis."*⁴

In a proactive setting, organizations are not calling their service providers after an incident occurs. Instead, performance and capacity issues are handled upon detection as part of a systematic maintenance function. In some cases, this could actually result in the service provider calling the SMB to inform them of a detected issue.

This is a big development in the business world. Less time and money is being spent on rework. And ultimately, downtime can be largely controlled under the right IT management approach.

How Proactive Managed Services Support the 24x7 Business

For the midmarket, the need for continuous uptime cannot be overstated. The stakes are even higher, as these businesses are expected to deliver services to their customers without any glitches. They are also competing with other organizations for power positioning in their respective markets.

Managed services can be a key differentiator to run a business with confidence. By alleviating the routine checks, maintenance, and break-fixes, business personnel can actually innovate and advance their long-term goals.

Proactive managed services offer several valuable IT management advantages:

- » Reduces the time that an IT staff spends fixing problems
- » Problems are anticipated as opposed to reacted upon
- » Automates labor-intensive processes and frees additional resources
- » Mitigates downtime and ensures better SLA compliance
- » Operating expenses (OpEx) can be decreased
- » End users' productivity is protected
- » Cultivates a more strategic environment for broader business impact
- » Increases confidence in IT Systems

An MSP you can Trust

As a trusted IT service provider and partner for over 40 years, DP Solutions can take IT management off your plate. You certainly have better things to do. When you work with DP Solutions, you're not outsourcing – you're tapping a powerful resource. Our Confidence Plus managed IT services offer value far beyond your savings by eliminating the need for fulltime IT staff with: virus, spam and spyware protection; proactive patching and monitoring, infrastructure, server and workstation management; 24x7 live service desk support and Virtual CIO technology planning services.

Free Assessment

Ask about our Free Network Assessment

The comprehensive review will determine your current network status including any issues requiring correction. We will provide you with a report outlining your high-risk areas for viruses, downtime, and other threats.

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