



**swatsystems**  
TECHNOLOGY SOLUTIONS

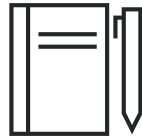
**SERIOUSLY:  
WHY MANAGED  
SERVICES?**

# Expertise Without The Big Expense



## Higher level techs

Access to higher tiered  
engineers and consultants  
in one place



## Collective knowledge

MSPs get exposure to  
shared knowledge and  
cross-training opportunities

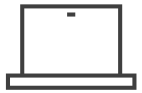


## Run your business

You can focus on what you  
do best – let your MSP focus  
on IT

# 24/7/365 Tech Support

Reduce the risks and support gaps of a one-man team



## No sick days

Viruses can take down techs, but not support



## No vacation days

Engineer rotations ensure no gaps in service



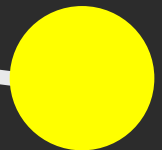
## Around-the-clock

After-hours engineers and server-outage alerts



# Incentivized Solutions Provider

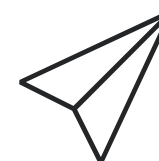
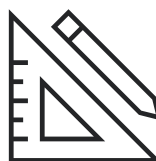
Reduction in support issues equals higher profit margin. That's why "really" fixing issues the 1<sup>st</sup> time is a high priority for MSPs.



# Open Accountability



Receive and understand the data that shows the ins and outs of your IT



## Tracking Data

Access to systems run by people who know to leverage the data

## Business Reviews

Honest and transparent face-to-face meetings with meaningful reports

## Service-level Agreements

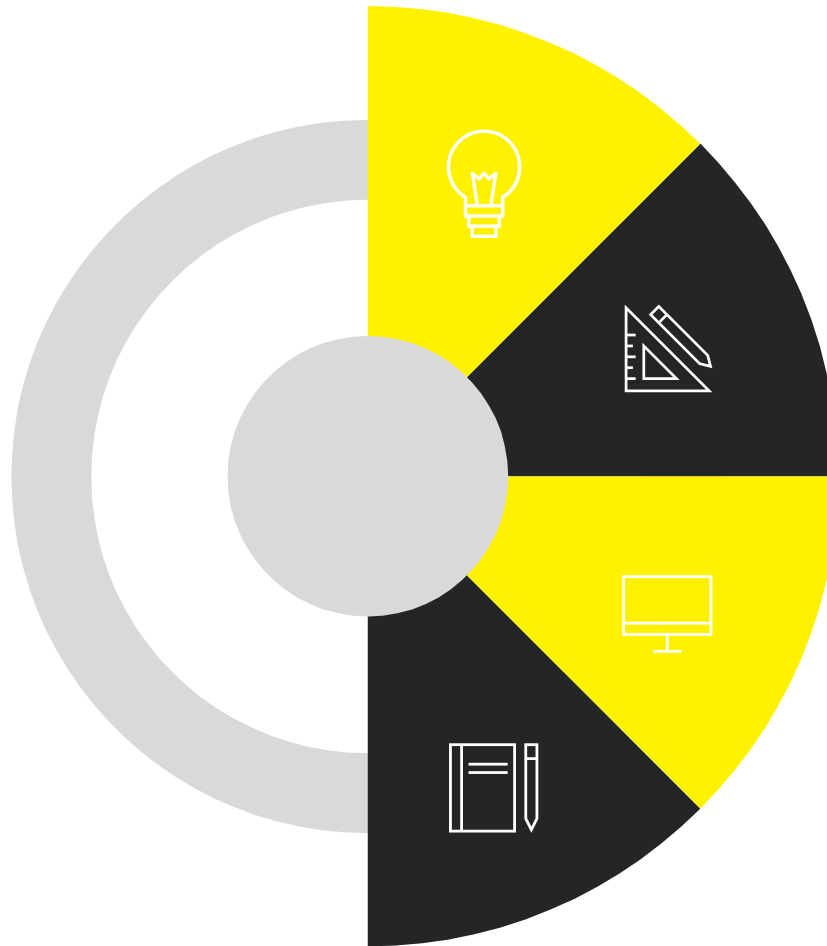
The service you are promised, with statistics to prove it

# Value-added Tools

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Utilize enterprise-class software already included in your managed services price

\$20-40 per user/month



## Issue Tracking

Tickets, statuses, and history of actions and communications

## Inventory

Digital and physical technology assets with important statistics

## Antivirus

Desktop and server protection against malware/threats

## Backups

Protecting data through retention and recovery software

# IT Needs of an Average Company

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- Very small companies can often get away with just one junior IT person, but often need some outside help with higher level planning and projects.
- Once infrastructure grows to a certain point, most organization require frequent input from an experienced resource. This is often a high-stress position and it can be hard for this person to maintain a work-life balance.
- Larger organizations often have enough data and IT infrastructure that an entire team becomes needed to provide the varied experience and coverage needed.

| Size     | Junior | Senior |
|----------|--------|--------|
| < 20     | 1      | 0.25   |
| 21 - 50  | 0      | 1      |
| 51 - 200 | 1-2    | 1-2    |

# Salary Ranges for In-House IT

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- Seattle market wages have consistently increased YoY and are projected to continue rising.
- Junior level will need higher level guidance for many things, and is likely too inexperienced for big projects/budget management.
- Experienced/Senior level are very expensive and \*very\* competitive to hire.

| Experience  | Base Pay | w/ Benefits | Monthly \$ |
|-------------|----------|-------------|------------|
| Junior      | 50k      | ~58k        | \$4,833    |
| Experienced | 70k      | ~81k        | \$6,750    |
| Senior/Mgr  | 100k+    | ~115k       | \$9,583    |



# Hidden Costs of In-House IT

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## **New Technology Experience**

In-house IT lack exposure to technology and systems outside of current stack

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## **Scaling + Growth Difficulty**

Large, often unplanned "jumps" in cost when the team needs to grow

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## **Training + Ramp-up Time**

Often takes 3-6 months for an employee to fully "spin up" in a new environment

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## **Vacation/PTO Down Time**

Without a team, full coverage cannot be achieved

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## **Cost to Rehire for Positions**

Average tenure in IT is 5 years (2016); 1-2 years in hot IT markets

# Side-by-Side Benefit Comparison

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## In-House IT

- A physical body in the office most of the time (barring vacation/sick time/off-shift hours)
- They only work on your environment and know it extremely well



## Managed IT

- Better \$\$\$ value
- Diverse range of expertise
- Full coverage/Doesn't "burn out"
- Comes with best-in-class toolset/procedures
- Scales automatically
- Incentivized to be as efficient as possible

# Small Company – 20 Users

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## In-House IT

Salary + Benefits (Single junior level)

~\$4,833/mo

+ Tool costs

+ ~\$500/mo

= Total cost

\$5,333/mo + hidden costs

## Managed IT

Full Remote support:

20 users x \$125/user

= \$2500/mo

Full Remote and Onsite support:

20 users x \$175/user

= \$3500/mo

# Small Company – 40 Users

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## In-House IT

Salary + Benefits (Single Experienced/Senior level)

~\$6,750 - \$9,583/mo

+ Tool costs

~\$1000/mo

= Total cost

\$7,750 – \$10,583/mo + hidden costs

## Managed IT

Full Remote support:

40 users x \$125/user

= \$5000/mo

Full Remote and Onsite support:

40 users x \$175/user

= \$7000/mo

# Small Company – 100 Users

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## In-House IT

Salary + Benefits (Small team 1-2 people)

- \$4,166/mo + \$9,583/mo
- \$6,750/mo + \$9,583/mo

+ Tool costs

~\$2500/mo

= Total cost

\$16,249 - \$18,833 + hidden costs

## Managed IT

Full Remote support:

100 users x \$125/user  
= \$12500/mo

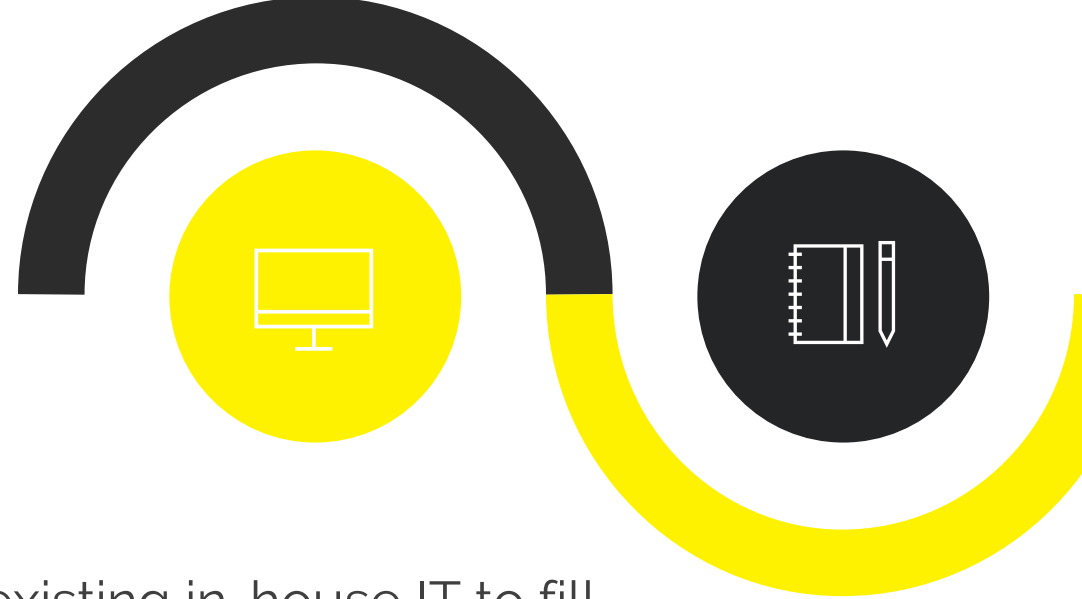
Full Remote and Onsite support:

100 users x \$175/user  
= \$17500/mo

Notice: "Co-managed/hybrid" starts to make sense

# Co-Managed Support

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- The “Hybrid Approach” involves supplementing existing in-house IT to fill skill/resource gaps.
  - Company A has a fantastic head of IT for planning and roadmapping, but doesn't want to deal with hiring/training/scaling a helpdesk team to carry out most of the work. A MSP can provide the helpdesk/tools/services at a fraction of the cost and take away scaling headaches!
  - Company B has a well-liked junior employee who can handle most of the day to day questions, but doesn't have the experience to run large projects or help with IT roadmapping and budgeting. A MSP can serve as the escalation support and high-level planning the organization needs, while using the junior tech as “remote hands” when needed!
- Very popular approach – having a knowledgeable point of contact helps us as well!

# Variable + Flexible Cost

As your business scales, so can your IT management and support.

## 02. Stabilize

Repair long-time issues and standardize

## 04. Growth

Hire additional employees and managers

## 03. Boost

Invest in systems and tools to increase revenue

## 01. Baseline

Start with your current employee count