



Advise IT Solutions  
*Productive IT.*

# Advantages of successful **Client-MSP Partnership**

# SUMMARY

Many businesses consider partnering with managed services to provide IT solutions. They are typically thinking about technology availability, reliability, and security. Yet, when you partner with a top-notch managed service provider (MSP), there are more ways to improve business. This eBook explores the many advantages of a successful MSP partnership.





# UNDERSTANDING MANAGED SERVICES

Managed services can make a business executive's job easier. By hiring an MSP, you gain seasoned IT expertise, and you do not have to work to find and retain your own tech personnel. Your business gains support from a team focused on delivering reliable, secure technology.

Managed services can be many different things. The relationship may begin as a break-fix one – that is when the business brings its troublesome tech in for repair – but that is not taking full advantage of all an MSP can offer:

- It offers quality service and support.
- It enhances IT capabilities for company end-users.
- It frees up any in-house IT personnel to focus on key strategy instead.

- It improves cost control.
- It future-proofs IT services.
- It offers greater risk management.

You need an MSP if your company is:

- dealing with too many service outages or downtime.
- overspending on its business application(s).
- losing data due to lack of knowledge.
- struggling for service and support.

The MSP typically charges one monthly, consistent fee for their services, and you will be able to select your service level to control costs. Enjoy letting someone else manage your software and hardware, secure the network, and keep tech running.

That all sounds great, right? These tech benefits are the bread and butter for an MSP, but an MSP with specific industry knowledge around compliance or security can add greater benefit. Their tech expertise can help improve efficiency and productivity, too. Next, we will discuss four areas of business improvement to consider.



# Time is money



Assessing the cost of tech downtime is difficult. Of course, there are estimates. For example, 2019 research found application downtime costs Australian businesses an average of more than \$762,000 per incident.

Yet ensuring constant availability of mission-critical services is not all an MSP can do.

The MSP can also make suggestions about process improvements. You may be overlooking software integrations, process automation, or cloud benefits. Plus, letting managed services do the research and implementation saves setup time and effort.



# Greater productivity

The MSP provides reliable, resilient technology. Gaining the peace of mind that your network and systems are secure and managed by experts help. Your internal resources can lead and deliver on strategic initiatives advancing business goals.

Beyond cutting IT worries, the MSP can also get to know your business and suggest tools that fit your business. So, you are reducing risk and giving people access to the best available tools, and you are cutting risk and driving efficiency, too.

# Process-driven culture

The MSP focuses on putting processes in place that are supported by technology. This process perspective can help your business in many areas. Establishing streamlined approaches can improve company rhythm. It may also make accountability easier to track, plus, it can help identify bottlenecks.

At the same time, you can document processes for knowledge transfer and retention.



# Inspire culture of innovation

Loyalty to legacy processes, with people sitting in cubicles pushing paper, hurts competitiveness. With the MSP's input, you can keep up with digital-native companies and grow more innovative.

Unchain your workers from their desks. Gain guidance to install AI-powered chatbots, robotic process automation, and mobile and remote technology.

All this can remove the routine and mundane from employees' docket. Who knows what great idea could come out of that freedom? Certainly, it might help people become more engaged with their work. The productivity and agility can also feed their sense of accomplishment and purpose.



# HOW TO CULTIVATE A STRONG MSP RELATIONSHIP

Now you know why to rethink your managed services relationship. Aligning with a great MSP, you can see this team of experts doing even more to help your people and culture thrive.

Avoid common challenges such as:

- missed SLAs.
- installing tech that does not offer improvements.
- failing to be proactive about innovation or security.

Foster a strong MSP relationship and gain more investment in your business success. How do you do it?

Encourage employees to interact and collaborate with the tech team. By looking at an MSP as more than a supplier, you will gain access to expanded operational expertise.

Inviting the MSP into your culture can help identify opportunities for business improvements. In conversations with your people, tech experts learn more about your business's uniqueness, and this leads to technology decisions directed by your people with their needs in mind.

Get the MSP involved in your strategic technology roadmap. Drawing on knowledge of your culture and processes, they can better align tech. The focus expands beyond making sure that a server or printer remains productive, as they will be looking to provide options to improve operations and competitive advantage.



You can start out simply by working with your MSP on a small project to improve your business processes. This could be introducing an Enterprise Resource Planning solution or testing a new Content Management System or automating payroll. This provides a chance to establish the parameters for your enhanced working relationship.

## **Make Business Improvements with Your MSP**

Yes, with the right technology in place, you can level the playing field with competitors. Still, that is not the only reason to partner with managed service provider experts. Engage with your tech partner to advance your people and processes at all levels.

Our friendly IT experts are eager to help your business thrive. We can help you personalize experiences, enhance brand relationships, and embrace digital transformation. Let us begin deepening our business partnership today!



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