

5 reasons why your clients need a Managed Service Provider (MSP)



Not so long ago, most companies relied on an in-house IT team to maintain systems and fix issues. While these IT-teams are still around, it has become impossible to keep up with the pace of innovation and technology.

In many organizations, tools and systems are unable to respond to the digital demands of a growing business. This is where a Managed Service Provider (MSP) comes in. Companies are no longer looking for someone to just integrate a solution. They want to outsource their IT to a trusted partner who can continue to guide them along the way.

But what are managed services? Some IT integrators may already be providing some of these services without realizing it. In fact, you can outsource almost anything these days, but an MSP is typically someone who supports companies with managed IT services.

Think of cloud storage, data backup & recovery, security, authentication, or infrastructure management. IT has grown into a huge tree with many different branches that are growing too fast and becoming too complex to be maintained by traditional IT departments.

Organizations need to respond quickly to trends and customer expectations. That

means they cannot wait for weeks or even months to provide a solution or scale up a system. This is the case in large companies, but small and medium-sized businesses also rely on managed services to sustain their growth on a limited IT budget.

To meet this growing need for managed services, many IT system integrators are evolving into a Managed Service Provider. Here are five reasons why companies find this important:

1. IT teams want to focus on core business objectives

We have already mentioned that IT departments cannot keep up with all

the technological developments, but digitization also increases their workloads. IT teams are overwhelmed with requests and cannot scale with the growth of the business. It becomes more and more difficult to focus on their primary tasks, which could result in costly downtime for the organization.

Outsourcing work to an MSP enables IT employees to better manage their time. They can concentrate on their core responsibilities and help generate value for the company.

2. An MSP offers expertise that most IT teams cannot provide

Technology enables companies to grow, but it also makes them more vulnerable to threats and interruptions. Problems must be fixed or proactively resolved before they cost the organization a lot of money. Existing IT teams often do not have the expertise or experience to solve these issues. After all, a modern IT infrastructure is very complex and requires many resources.

One solution would be to hire IT staff who are more aware of new technologies. But recruiting people and training employees takes a lot of effort. Moreover, there is a huge shortage of IT talent on the job market, so it is not easy to attract the right profiles.

With an MSP, companies do not have to worry about this. They can continue to work with their own IT staff and leave the most complex issues to specialists. Some integrators probably already offer support as soon as a system is implemented. So why not make it a managed service and become a loyal, long-term partner to your client?

3. Companies are looking for cost-effective solutions

An MSP eliminates the cost of hiring new IT staff, but there are other reasons why a

Managed Service Provider is the most cost-effective solution for organizations. An MSP model is usually subscription-based with clients paying annual or monthly fees for what they need, rather than expensive packages of services they do not need. This allows them to efficiently manage their IT budgets and reduce the total cost of ownership.

4. Businesses need to be able to quickly scale up or down

Scalability is critical in any growing business. As technology advances, organizations need to scale their resources up or down. They want solutions that are future-proof and will support their business for years to come. An MSP guarantees this scalability and enables companies to stay productive, cope with rapid change, and improve system availability.

A great MSP also provides a single point of contact, a consultant who knows the client's business and can offer proactive monitoring and services. A Managed Service Provider is able to respond to changes in demand in real time, so clients do not have to worry about system downtime.

5. An MSP interacts with vendors on behalf of the company

A Managed Service Provider is the fastest channel to communicate with vendors. They know who to call and can ensure that any issues are resolved quickly. Vendor coordination is often very complicating, especially when organizations work with multiple vendors. Outsourcing vendor management to an MSP eliminates this pain point. It gives companies a trusted partner that ensures operability and relieves IT staff of the task of following up on vendor interactions.

Interested to become a MSP partner?

Contact Arrow Virtualization Team at virtualization.ecs.be@arrow.com or visit our website www.arrow.com/ecs/be