



Managed Services



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A Sentia Solutions White Paper

Managed Services and the Bottom Line

The Dollars and Sense of Outsourced IT Services





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The global credit crunch, fluctuating dollar, and an upsurge of global competition. What's next? It's time for Canadian enterprises to explore ways to sustain and evolve.

Organizations are seeking ways to remain competitive by reducing costs and streamlining operations.¹

For many businesses, IT departments are under close scrutiny. And rightly so. IT operations have a significant effect on the enterprise as a whole, so it stands to reason that improvements to an organization's technology operations would have widespread positive impacts.

How do you sort through the multitude of technology services on the market today and determine what would deliver the best value to your business? Should you build and manage your own infrastructure? Outsource some IT services? Leverage private, public or hybrid cloud?

Sentia shares its expertise to help you understand your options.

From 2006 to 2010

- 17% of Canada's mid-sized companies—those with between 100 and 499 employees – vanished.
- Manufacturing was hardest hit, with half of that sector's mid-sized firms disappearing. Ontario, Canada's manufacturing heartland and home to over a third of the country's mid-sized firms, saw 25% of its companies disappear.¹



IT Issues Affect Business Performance

An unreliable technology infrastructure is detrimental to your entire business operation – causing disrupted productivity, customer dissatisfaction, and lost revenue.

Narrow Knowledge Base

Technology is changing at the speed of light. Unless your staff is immersed in the field and has time for upgrade training, it's virtually impossible to keep up with the latest advancements. In house employees tend to become mired down with day-to-day tasks that prevent them from focusing on higher-level activities.

Reactive IT Management

Overloaded staff, combined with not enough hours in the day can thwart a progressive approach to managing your IT infrastructure.

Risk of Security Breach

Inadequate security measures can result in consequences like information privacy violations, lack of compliance, theft of intellectual property, and reputational damage.

Information and Application Loss

Without rigorous backup, recovery and storage management practices in place, organizational data and applications can be lost forever – causing significant business performance issues.

Limited Forecasting Ability

IT metrics are vital to understanding the efficiencies and gaps in your IT infrastructure. Many organizations do not have the budget, time or staff to adequately monitor operations.

Unplanned Downtime

Unanticipated downtime can bring your enterprise to a grinding halt, which negatively impacts your customers, your staff, and your profitability.



The Economic Upshot of Managed Services

A managed services model helps businesses leverage technology to strategic advantage – and boost the bottom line by providing cost-effective expertise that results in reduced downtime, high availability and an increase in workforce productivity.

Since technology investments are often big-ticket items, does it make sense for your enterprise to buy and build its own infrastructure – requiring significant capital expenditures (CAPEX) – or to purchase what you need as you need it, which can be reallocated as an operating expenditure (OPEX)?

Determining what makes the best financial and technological sense for your business requires a comprehensive evaluation. An IT services company – like Sentia – can provide deep expertise and professional guidance.

“By 2015, 90 percent of all North American companies will be using Remote Infrastructure Management services.”

The savings businesses realize when they outsource IT:

- Large businesses typically see a 20-35 percent drop in operating costs
- Small and medium-sized businesses typically see a 30-45 percent drop in operating costs
- 80 percent of customers experience improved performance.²



Advantages of a Managed Services Approach

Consider the shift to virtualization as a way to maximize hardware and software efficiencies. Outsourcing to skilled resources is no different – use the expertise you need, when you need it – and get a full-time commitment for part-time costs.

Skilled Resources

- Reputable MSPs employ level two and three technology experts who are skilled on advanced technologies – so that you can relieve your valuable employees to focus on their areas of expertise.
- Unlike your IT staff, MSPs don't go on vacation, become ill, or get too busy to manage your IT environment.
- Need to implement new technologies or upgrade existing systems? While your staff may have limited experience, MSPs have proven best practices and capabilities.

Scalable Resources

- MSPs provide on-demand scalability, allowing you to add expert resources as you need them – or remove the ones you don't – at a moment's notice.
- As projects arise, an MSP model allows you to grow the depth and breadth of your virtual bench without increasing your headcount and staffing costs.

"It is very appealing for [customers] to roll out a new application and leverage standard solutions without expanding their IT organizations or building a lot of infrastructure. MSPs can help them do it quicker and with less upfront investment and risk. So outsourcing and MSPs are key trends."³



Minimize Risk

- With advanced tools, MSPs provide valuable IT visibility required for KPI reporting to help manage your business, prevent capacity and performance issues, and enable rightsizing.
- Security management and correlations tools provide visibility to reduce the risk of security-related events

Actionable Reporting

- Get the information you need, such as compliance reports, without having to procure and manage complex reporting systems.
- Experienced MSPs have state-of-the-art reporting tools and the know-how to run them.

Look ahead. Today's decisions can have far-reaching consequences – where will your business be in two or more years from now?

How Sentia Solved a Construction Company's Data Management & Protection Issues

Business Problem:

A Canadian construction company with over 500 TB of data, 350 servers, 10,000 employees –and growing – was struggling to manage and protect its corporate data. Due to an inability to recover files and the loss of key data, business performance was being affected.

Sentia's Solution:

After conducting an assessment of the enterprise's existing backup and recovery practices, Sentia implemented a plan to outsource the day-to-day administration and management of the backup environment.

Results Achieved:

Since outsourcing to Sentia, key IT personnel have been redeployed to focus on more strategic projects, and the company consistently meets and exceeds all SLAs for corporate data across the various lines of business.



Achieving a Solid Technology Foundation with Managed Services

Establish the end goals for your organization’s technology – then realize them by leveraging the key elements of Managed Services: consulting and advisory services, support services, and tools.

Cornerstones of a Solid Technology Foundation				
Reliable IT Infrastructure / Data Centre	Secure IT Infrastructure	Flexible Network Infrastructure	Disaster Ready Compute Infrastructure	
Data Centre design support, optimization, capacity planning, availability, upgrade or consolidation planning, backup and rec	Data Centre, Enterprise and mobility design consulting. Data Management strategies	Design Services – Data Centre, Enterprise, Security, BYOD, DR Architecture, Backup and Recovery	Backup and Recovery Design, DR planning and design, availability optimization	 Assessment and Advisory
Problem isolation and problem remediation	Incident escalation and remediation, forensics	Traffic re-routing, failover-failback, data migration	Backup and Recovery out-tasking and support, DR support	 Remote Management
Key Performance Indicators for proactive capacity and performance planning Monitoring tools for predictive or proactive event management	Security Reports, (events, traffic, users, posture, compliance)	Capacity planning, automatic resource provisioning and scaling	Reporting	 Remote Monitoring



Evaluating the Viability of Managed Services

An experienced MSP operates as an extension of your IT staff and has a well-defined process, industry-leading tools and highly skilled experts on hand. Services typically provided include:

- Data Management
- Network and Security
- Server Infrastructure
- Storage Infrastructure
- Virtual Solutions
- Managed Disaster Recovery
- Applications

Partnering with an IT Professional

Your Managed Services Provider should be able to provide you with flexible options and a wide range of services – from out-tasking to strategic visionary support. Established MSPs offer these core qualities:

<p>Best Practices Methodology</p> <ul style="list-style-type: none"> ▪ A thoughtful approach to developing an managed services roadmap – including analysis, planning, design, and implementation capabilities. 	<p>People with Proven Expertise</p> <ul style="list-style-type: none"> ▪ All-Canadian support operations centre ▪ Support provided by local, full-time employees that take the time to get to know you and your business. ▪ Innovative thinking, premium levels of certification and specialization for various platforms and technologies, and a commitment to ongoing learning.
<p>Technology Know-how</p> <ul style="list-style-type: none"> ▪ Strong relationships with key technology vendors and a deep understanding of new and emerging technologies. 	<p>Proof Points</p> <ul style="list-style-type: none"> ▪ Case studies and direct customer references that underscore experience, expertise, and a successful track record.



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Are Managed Services right for your organization?

Call today to schedule a meeting with one of Sentia's Managed Services experts.

Call us!

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About Sentia

At Sentia, we take a comprehensive and consultative approach to helping you achieve your business goals. We are an extension of your team, always looking at challenges and opportunities from your perspective. Along with offering the highest quality products from leading vendors, we keep an eye out for game-changing trends and emerging technologies. Each Sentia solution is built to deliver long-term, cost-effective value. Sentia's team of senior architects lives and breathes IT, offering superior skills and a proven track record. Our entire staff shares a deep dedication to our work and pride in our customers' successes.

People + Technology Building Value

END NOTES

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