

Managed Services and the Outsourced Economy

From Trend to Competitive
Advantage

A White Paper by Sentia

IT Issues Are Business Issues

Dependable technology is crucial for maximizing productivity and boosting revenue in today's fast-paced digital landscape.

Businesses are increasingly turning to Managed Service Providers (MSPs) to enhance customer satisfaction and elevate the synergy between people and technology.

HERE'S WHY:

Narrow Knowledge Base

In-house employees are dedicated to ensuring the success of day-to-day tasks – that prevents them from focusing on higher-level activities. Expanding your in-house knowledge on an ad-hoc basis is how to scale effectively.

Reactive IT Management

Reactive in place of proactive IT management makes a difference to your bottom line when employees are in firefighting mode and aren't able to make proactive decisions.

Risk of Security Breaches

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

Information and Application Loss

Finding the right information at the right time is imperative to your business performance. Without rigorous backup, recovery and storage management practices in place, organizational data and applications can be lost forever.

Limited Forecasting Ability

IT metrics should be part of your overall business performance metrics yet many organizations do not have the budget, time or staff to adequately monitor operations.

Unplanned Downtime

We live in a connected world. Unanticipated downtime can bring your enterprise to a grinding halt, which negatively impacts your customers, your staff, and your profitability.

Using a Managed Services model helps businesses leverage technology and expertise to strategically augment operations.

To build or to buy in-house IT and skilled resources?

It's a common dilemma in the realm of IT investments due to their significant costs. While there are advantages to both approaches, the ideal solution lies in a hybrid model - granting you the flexibility to decide between internal development and external support for implementation and management.

Deciding on the most cost-effective and technologically sound solutions for your business demands a thorough assessment. With Sentia's seasoned expertise and expert advice, you can navigate the complexities with confidence.

According to IBM's publication: *Top 10 criteria for selecting a managed services provider*¹:

70 percent of CIOs who are focused on growth plan to partner extensively for new skills and expertise rather than doing everything in-house.

Integrated managed infrastructure services (servers, storage, devices, middle) can expect a **≥ 20% payback in 12-18 months.**

*"The managed IT services market is expected to reach **\$372.6 billion** by 2028². Companies are relying more on these services because of their increasing dependence on IT assets to boost business productivity."*

The Bottom-line Benefits of Managed Services

Compete on cost and customer satisfaction – no need to choose.

MSPs give you flexibility and value you can pass onto your clients. Having access to deep industry knowledge and implementation and management expertise gives you a solution that benefits your top and bottom lines.

HERE'S WHY:

Skilled Resources

Trusted MSPs enlist seasoned technology specialists at levels two and three who are adept in cutting-edge technologies. In a study by Statistic Brain, it was revealed that 28% of businesses that outsourced IT saw improved focus on their primary business objectives.³

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.

Minimized Risk

Security management tools enhance visibility, enabling proactive monitoring, threat detection, and prompt response to mitigate potential threats, strengthening cybersecurity defenses and instilling confidence in stakeholders.

Actionable Reporting

Experienced MSPs have state-of-the-art reporting tools and the know-how to run them.

Leading Tooling Systems Company Positioned Well for Growth with New Technology

■ Business Problem:

Castool needed to modernize their technology infrastructure across offices in Canada and abroad to improve efficiency. Seeking innovative IT solutions for global expansion, they looked for a provider to deliver within tight timelines and budgets while supporting their evolving needs beyond borders.

■ Sentia's Solution:

Sentia validated the compatibility of the existing environment aboard and shipped necessary components for Castool's new infrastructure. Sentia subsequently collaborated with their Canadian and international teams on an intensive 10-day project. This included overhauling storage architecture with IBM solutions, adding new servers, and implementing VMware for enhanced management and resilience. Sentia's professional services supported design, configuration, and execution of the solution.

■ Results Achieved:

The result was a complete technology makeover, enabling Castool to streamline business operations nationally and internationally and maintain quality standards in a cost-effective way. Castool now benefits from a modernized technology solution that can scale to public, private, or hybrid cloud as needed.

How to Make the Most 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:

-  Assessment and Advisory
-  Storage Infrastructure
-  Data Protection & Management
-  Advanced Virtualization Solutions
-  Network and Security
-  Managed Disaster Recovery
-  Server Infrastructure
-  Application Management

You are partnering with IT professionals

Your Managed Services Provider should offer a wide range of services and flexible options that add end-to-end value. Core competencies should include:

Best Practices Methodology A proven approach to developing a managed services roadmap – including analysis, planning, design, and implementation capabilities.	Expertise Support provided by local, dedicated experts 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.
Technology Know-how Strong relationships with key technology vendors and a deep understanding of new and emerging technologies.	Proof Points Case studies and direct customer references that underscore experience, expertise, and a successful track record.

Are Managed Services right for your organization?

Learn how Managed Services can benefit your business. Contact Sentia to meet with our industry-leading experts for your next steps.

Sentia is a leading MSP provider with core services areas in:

 Network Security	Scalable, resilient, cost-effective networking solutions, including ZTNA, SASE, Next-gen firewall and more.
 Cybersecurity	Safeguard your business through robust cybersecurity solutions including pen tests, consulting, XDR and more.
 Backup & Recovery	Proactively protect your business from outside threats through modern data protection solutions.
 Remote Monitoring and Management	Ensure your systems are always running securely and smoothly.
 Infrastructure Management	Assess, manage, monitor, repeat.
 Cloud Storage & Backup	Flexible cloud solutions, on or off prem, to ensure optimum scalability and security.
 AI Solutions	From enhancing productivity to taking supply chain to the next level, streamline efficiencies through the latest AI innovations.

Sentia – At a Glance

At Sentia, we help you achieve your business goals with a comprehensive and consultative mindset. Acting as an extension of your team, we tackle challenges and seize opportunities from your perspective. Our focus is on designing a solution that provides the utmost long-term, cost-effective value, while staying ahead of game-changing trends and emerging technologies.

Based in Richmond Hill, ON, we proudly serve clients in Ontario, across the nation, and internationally.

Let's Talk



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¹ [Top 10 criteria for selecting a managed services provider](https://www.marketsandmarkets.com/PressReleases/managed-services.asp)

² <https://www.marketsandmarkets.com/PressReleases/managed-services.asp>

³ <https://www.statisticbrain.com/>