



Managed Services and the Outsourced Economy

From Trend to
Competitive Advantage

A White Paper by



IT Issues Are Business Issues

Without a reliable technology infrastructure, productivity, customer satisfaction and revenue get left on the table. In this age of the outsourced economy, there is a global movement towards using Managed Service Providers (MSPs) to augment two critical aspects of running your business – 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?

This is often the question when it comes to IT investments because they are such big ticket items. There are benefits to both, but the best scenario is a hybrid solution – that is, having the power to choose when to build internally, and when to implement and manage with outside support.

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.

According to IBM's white paper, *Top 10 criteria for selecting a managed services provider*²:

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 **\$282.0 billion by 2023**¹. 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

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. In fact, in a study conducted by Statistic Brain, 28% of companies who outsourced IT found that they were better able to focus on their core business goals.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 and correlation tools provide visibility to reduce the risk of security related events.

Actionable Reporting

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

Managed technology foundation positions Roots for growth and deeper customer engagement

Business Problem:

- Business was booming at Roots, in fact, the company had achieved double-digit growth in the past few years. But an aging point-of-sale (POS) system was limiting its ability to support that momentum.

Sentia's Solution:

- After evaluating several potential vendors, Roots awarded the project to Sentia, which drew up requirements for the 100-plus stores across North America, taking into consideration the unique physical characteristics of each location. In collaboration with Roots' IT team, store technicians and third parties, the wired and wireless network solution was designed and then deployed.

Results Achieved:

- Customers enjoy an enhanced shopping experience via a wireless POS system that speeds up checkout and communicates valuable information to their mobile devices. The IT team now has full visibility into infrastructure status; it can accurately track store traffic, application and mobile device usage. Roots has greater ability to further personalize the shopping experience.

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

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:

<p>Best Practices Methodology</p> <p>A proven approach to developing a managed services roadmap – including analysis, planning, design, and implementation capabilities.</p>	<p>Expertise</p> <p>All-Canadian support operations center</p> <p>Support provided by local, full-time employees that take the time to get to know you and your business.</p> <p>Innovative thinking, premium levels of certification and specialization for various platforms and technologies, and a commitment to ongoing learning.</p>
<p>Technology Know-how</p> <p>Strong relationships with key technology vendors and a deep understanding of new and emerging technologies.</p>	<p>Proof Points</p> <p>Case studies and direct customer references that underscore experience, expertise, and a successful track record.</p>

Are Managed Services right for your organization?

Understanding how to best use Managed Services for your business is our specialty. Contact Sentia to book a meeting with industry-leading experts that will provide you with the right next step for your company.

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

 Network & Security	<p>Security, compliance and peace of mind.</p>
 Backup & Recovery	<p>Proactively protect your business from outside threats.</p>
 Remote Monitoring and Management	<p>Ensure your systems are running securely and smoothly - at all times.</p>
 Data Center Infrastructure Management	<p>Assess, manage, monitor, repeat.</p>
 Cloud Backup	<p>Flexible cloud solutions, on or off prem, to ensure optimum scalability and security.</p>

Sentia – At a Glance

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. Our team of dedicated professionals share a deep appreciation for our work and pride in our customers' successes. We are Canadian-based with our head office in Richmond Hill, ON, proudly serving customers across Ontario, nationwide and internationally.

To learn more and keep up to date with our latest offerings, please visit us at www.sentia.ca



People + Technology Building Value

END NOTES

¹ <https://www.ibm.com/services/technology/managed-it>

² <https://www.ibm.com/downloads/cas/5GKMXAYZ>

³ <https://www.statisticbrain.com/>

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