



Managed Services Providers (MSP)
Promote Revenue Growth

To gain and maintain a competitive edge, small and medium sized enterprises (SMEs) require access to the same technologies as their larger counterparts. However, enterprise needs and small business budgets, SMEs turn to Managed Service Providers (MSPs) to help them stay ahead of the curve.

While some businesses view an IT consultants as a means to keep computers up and running, other view them as possibilities for powerful, strategic partnerships. Choosing the right MSP not only helps your organisation work smarter; it can also help you grow your business and improve your bottom line.

Increased Productivity

The adage, “time is money” rings especially true in the case of small business owners. A tax consultant in Pennsylvania partnered with an MSP which led to a 20% increase in revenue. Staff productivity doubled, cutting return processing time in half and reducing payroll costs by 15%.

Upgraded technology made it possible for employees to access server-based software from anywhere. As the server management was outsourced to an MSP, integrating processes in one package, server downtime was eliminated. The reduced tax processing time resulted in new referrals and a 20% growth in revenue.

For similar small businesses, facilitating remote access for employees often means organizations can accomplish more work in less time and with less capital outlay. The right MSP gives your employee the ability to bring the office wherever the work take them, with features such as:

- Enterprise grade cloud services
- State-of-the-art video conferencing
- Email hosting
- Secure remote print access
- File sharing and collaboration tools

Budget for Growth

Unplanned budget hikes can cripple a small business. Replacing aging technology, renewing software licenses, recovering from a security breach or an extended outage all pose significant financial risk with unexpected hits to the bottom line.

Onboarding an MSP, you pay a monthly fee based on a scalable service contract tailored to your business needs. In return, the MSP implements, upgrades and maintains the technology you need and handles software licensing, enhancing business continuity.

As technology expertise is the forte of an MSP, you get up-to-date technology without a huge capital expense. Additionally a predictable budget allows you to plan for growth projects. Also, since most MSPs provide scalable technology solutions, with pricing based on usage and/or number of devices, your technology grows as you grow.



More Security, Less Downtime

According to a recent survey by Imperva, the business cost of a ransomware attack runs from \$5,000 to \$20,000 per day. Those costs come primarily from downtime due to lack of system access. The resulting idle sales staff and offline eCommerce directly impact revenues. Increasingly, cyber criminals have begun to target smaller businesses.

To combat cyber threats, MSPs provide 24-hour remote monitoring, multi-layered virus protection, server and desktop management, and more. Effective network security measures will anticipate and prevent problems before they can cause damage. In addition, 24/7 proactive support means that your problems are addressed immediately—often before you are aware of them—keeping you up and running.



The Best Tool for the Job

The right technology can mean the difference between a business that gets by and a business that thrives. MSPs have the resources to stay ahead of the technology curve, and your organization benefits from that expertise.

A small retail furniture chain turned to its MSP to implement new technology. The upgrade resulted in improved internet access and more reliable tools. Standardized print services and a more efficient point of sale system smoothed the sales process, reducing lost sales.

Updated technology allowed the company to open a new location in weeks rather than months. Because the solution was scalable and standardized, the MSP was able to manage a multi-location rollout and achieve key business objectives.



In-House IT Available for Specialised Projects

While some businesses find it easier to outsource all their IT needs, others offload the day-to-day technology maintenance to their MSP but still retain an in-house IT staff. The MSP implements and maintains critical business technologies such as servers and email.

Meanwhile, with infrastructure running smoothly, your organization can focus on strategic business objectives. Instead of installing software and solving downtime issues, the in-house IT staff is free to address specialized projects, such as revenue-enhancing initiatives or using technology to improve workflows.



MANAGED SERVICES



Managed Services Provider (MSP): Your Partner for Growth

The best MSPs for small and mid-size businesses (SMBs) offer a comprehensive suite of managed services and cloud solutions tailored to meet your business goals. Top ranking MSPs in the world are focused on on serving SMBs.

CSG Technologies combines technology leadership with deep domain expertise. From network monitoring to full cloud services, its team of experts helps business owners and CEOs leverage the right technology to grow their business.

