

# Top 10 Benefits of Using a Professional Technology Services Provider

## INTRODUCTION

To remain competitive, small businesses must maximize current technologies. They must do this cost effectively and with little direct Information Technology (IT) experience. Maintaining a dedicated, full-time IT department, as do their larger counterparts, is simply too expensive, time consuming and inefficient for small businesses. The answer to this predicament is solved by using a true Professional Technology Services Provider. These providers offer on-demand talent, depth of experience, deep resources and huge economies of scale that allow small businesses to receive both peace of mind and affordable professional-class IT service.

### BENEFIT #1: GAIN TIME TO FOCUS ON CORE BUSINESS FUNCTIONS

People are generally happiest doing what they do best. And they get frustrated by distracting tasks that have nothing to do with their essential job functions. Doctors, Lawyers, Accountants, Architects, Engineers, Marketers, Executives, Office Managers and most everyone else are at their best when they focus on their core competencies. The time and effort spent on figuring out Information Technology has a very real opportunity cost. Researching solutions, implementing new technology and fixing IT-related problems are extremely inefficient for non IT professionals. By using a professional technology services provider, internal staff is free to spend time focusing on revenue generating opportunities and the business of the business.

### BENEFIT #2: TAP ECONOMIES OF SCALE AND PURCHASING POWER

Technology services providers achieve greater efficiencies and economies of scale because they have a single focus on IT. They consolidate purchasing power and have access to deep and broad knowledge bases. They can therefore deliver better, faster and cheaper technology solutions and services. Using developed best practices, these providers simply complete tasks far more efficiently, often to an order of magnitude greater, than small businesses can do on their own. All this translates into real cost savings in terms of both time and money.

### BENEFIT #3: REDUCE COST AND CONTROL OPERATING EXPENSES

Predictable IT costs. The business value of technology services providers go well beyond the cost reduction of their efficiencies and result in very hard dollar savings. In almost all cases, small businesses

will spend 25% to 50% less than the cost of even one mid-level IT professional. Additionally all cost savings are realized since recruiting, training, vacation, sick days, turnover and other management issues are all taken out of the equation. When utilizing a professional technology services provider, costs are budgeted, planned and controlled.

#### BENEFIT #4: ACCESS HIGHLY SPECIALIZED TALENT

The complicated nature and rapid change in fields such as legal, accounting and information technology are best left to the experts, if only due to the sheer amount of effort required to gain even baseline knowledge. The resources of technology services providers allow small businesses to draw upon specialized expertise that would otherwise be too expensive to develop and maintain in-house. Small businesses cannot cost effectively achieve the human scale and flexibility necessary to properly support their technology environments. Even a very experienced and dedicated IT employee has limits to their skills, and limited avenues for help with issues beyond their grasp. Professional technology services providers offer access to teams of IT specialists that deliver the cross-sectional IT knowledge needed to provide both on-going and critical support for small business networks.

#### BENEFIT#5: OBTAIN ON-DEMAND RESOURCES

Many small businesses find themselves with the challenges of growth or at times with the burden of scaling back. Both cases present a genuine human resources dilemma when relying on in-house IT resources, especially when these events are unplanned. These all-too-sudden requirements rarely come in neat 40-hour blocks. Small businesses may need to selectively add or reduce administrative functions, strategic expertise or a combination of both. They need the agility of just-in-time resources for emergencies and the capability to rapidly adjust day to day technology support levels. By utilizing a professional technology services provider, this flexibility comes with ease and without effecting the livelihood or moral of employees.

#### BENEFIT #6: IMPROVE PRODUCTIVITY

Technology improves productivity by enabling communication, collaboration, and knowledge sharing that allows employees to innovate. These capabilities are delivered through a multitude of technologies including file servers, central databases, broadband connectivity, mobile platforms, email communications, and many others. However, true productivity and business benefit can only be realized when this complex technology is properly planned, implemented and maintained. The best practices and comprehensive experiences around planning, implementing and maintaining such systems allow technology services providers to successfully deliver these productivity improvements.

#### BENEFIT #7: REDUCE DOWNTIME

Even a few minutes of systems downtime carry enormous business costs. Maximizing uptime must be a high priority. Small businesses can no longer afford issues with internet connectivity; email communications, corrupt data or systems failure, the cost of reacting to these events is just too high. Professional technology services providers offer planned, measured approaches to pro-active systems maintenance, security, backup and disaster recovery. When providers couple this with remote systems monitoring and 24/7 response capabilities they reduce and often totally eliminate costly downtime.

#### **BENEFIT #8: REALIZE A TECHNOLOGY EDGE OVER COMPETITORS**

Take advantage of new technologies that will help your business recognize competitive advantage versus just leveling the playing field. Technology services providers keep up with the latest information technologies through ongoing training and real world experience. They know how to implement the latest hardware, software, and network applications available. As importantly they know which technologies are not worth the investment. The capability of these providers to make rapid moves, helps small businesses speed time to market. This offers a competitive advantage and also increases the ability to react to competitive threats.

#### **BENEFIT #9: ATTRACT AND RETAIN EMPLOYEES**

Employees want to work in an environment where their computers are up and running. Where down time is minimal and the software works like it is supposed to. Employees want to be competitive with their rivals and they want the technology tools that really help them deliver. Employees expect to be up and running with current technology solutions that help them exceed, and not just meet expectations. Those entering the workforce today weigh a company's technology prowess. Utilizing a professional technology services provider allows small businesses to meet these expectations and increases their ability to attract and retain employees.

#### **BENEFIT #10: ACCESS TO OTHERWISE UNAVAILABLE VENDOR SUPPORT**

Access to manufacturers is crucial in effectively supporting complex technology. Technology manufacturers traditionally provide little direct end-user support. When available, this support is basic and often unreliable. This is exceedingly frustrating for small businesses that call customer support, but rarely receive it. Through a relationship with a well established professional technology services provider, small businesses enjoy the benefits of priority access to Microsoft, Cisco and thousands of other technology vendors.

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