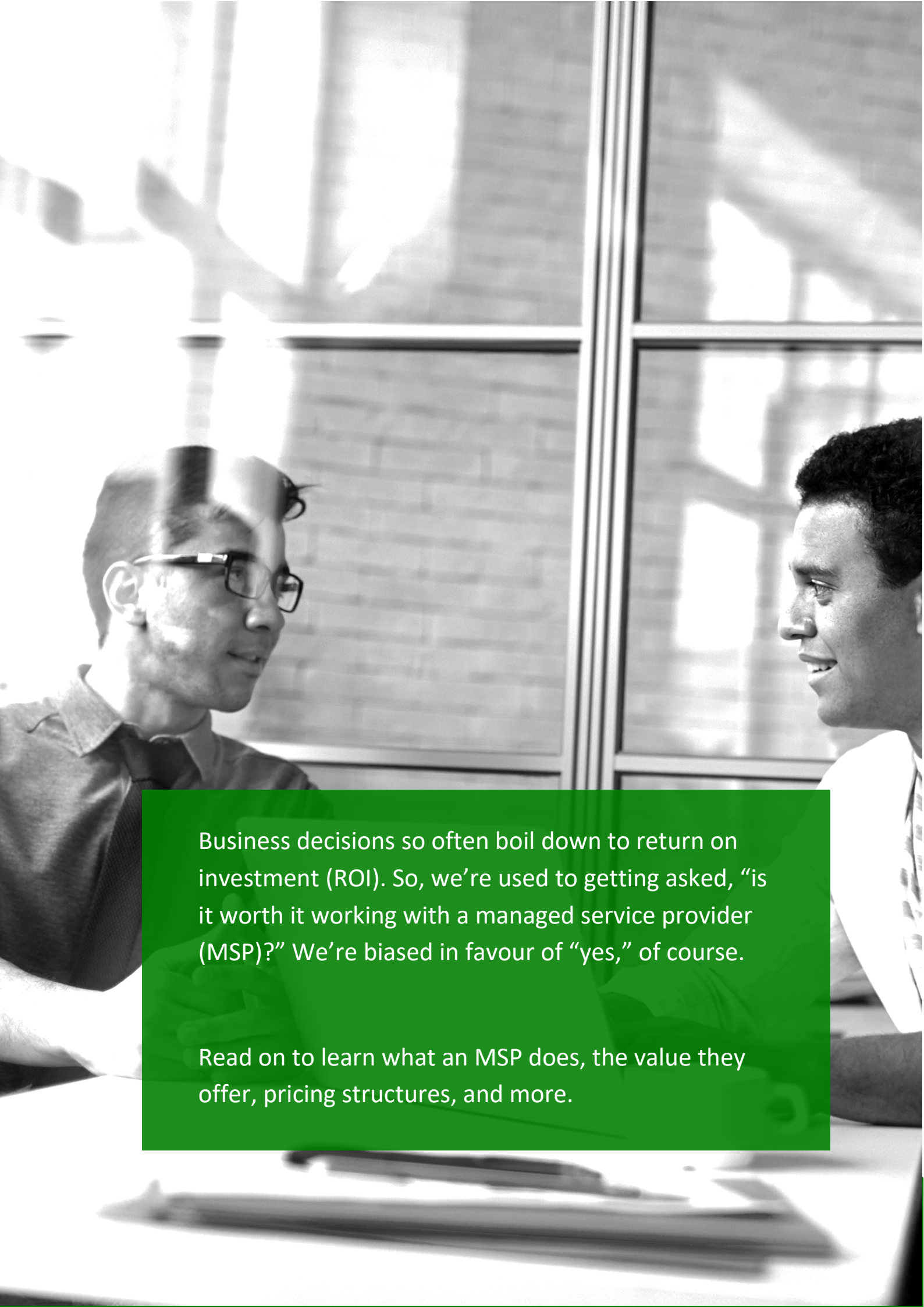
NextGEN IT Solutions

WHAT'S THE ROI OF

WORKING WITH AN MSP?



Business decisions so often boil down to return on investment (ROI). So, we're used to getting asked, "is it worth it working with a managed service provider (MSP)?" We're biased in favour of "yes," of course.

Read on to learn what an MSP does, the value they offer, pricing structures, and more.

Take a moment to think about your business and the ways in which you protect your success. Do you have insurance? Probably. You might have insurance for your office space and equipment. How about business insurance? You may have that to avoid paying out-of-pocket for damages, accidents, or lawsuits.

Well, when thinking about whether an MSP is worth the cost, you might want to think of this as technology insurance. An MSP can ensure that you have tech support available. They can help keep your technology reliable and resilient.

Still, we're often asked to help potential clients understand the value of partnering with an MSP. This eBook will improve your understanding of MSP ROI by discussing:

What an MSP does for your business?

The value MSPs offer.

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Hiring IT employees versus using an MSP.

Technology is the backbone of your business. Keep reading to learn how to reduce risk and improve productivity with an MSP.

WHAT AN MSP DOES TO YOUR BUSINESS?

Look at it with a wide-angle lens. An MSP can optimize IT infrastructure so that technology better supports your business. They increase operational efficiency and employee productivity with the best hardware and software. The MSP can also harden your security posture.

Zooming in more, what does that look like? Well, you can contract with an MSP to:

- Support your technology in a break-fix situation.
- Provide server monitoring and IT maintenance.
- Reduce your business costs by reducing hardware and software infrastructure costs.
- Secure your systems and back up your data.
- Plan for disaster recovery.
- Support your users and their IT needs.
- Develop a strategy for your smooth cloud migration.

Your MSP should get to know your business. That's not just what you do but also how you do it. We also want to understand short- and long-term goals. That helps us manage your systems and match the right technology to your evolving tech needs.

MISCONCEPTION #1:

MSPs do Everything!

While we're discussing all an MSP can bring to your business, let's also take a quick look at what an MSP can't or won't do.

- Fix everything immediately;
- Prevent every issue;
- Intuit what's wrong with your IT infrastructure;
- Force you to change your business operations;
- Get you coffee or walk your pets.

WHAT VALUE DO MSPs OFFER?

Did you read that list of all the things an MSP can do for you? The MSP is entirely focused on serving cybersecurity and day-to-day business technology needs, and there are two ways MSPs can work with your business:

- In conjunction with your onsite IT team, they take care of mundane and routine tasks your in-house people don't want to handle. Or they tackle more complicated stuff your own staff doesn't have the skills to do alone.

- As your off-site IT vendor, the MSP works for you, as well as other clients, which allows you to gain access to expert help while taking advantage of economies of scale,

Of course, MSP value will depend on IT maturity, engagement scope, and other factors unique to you. Yet with the second approach, you'll save the time and effort of hiring and retaining your own IT team. With the first, you gain high-quality support to relieve your overworked on-site IT people.

MISCONCEPTION #2:

You'll lose control of your technology.

Many businesses worry this will be the case with an MSP.

When contracting with your MSP, read the Service Level Agreement closely.

Be sure it documents expectations, roles and responsibilities, and scope of services.

You'll also want to know what level of communication you can expect from your MSP.

WHAT VALUE DO MSPs OFFER? (cont'd)

An MSP can take care of user support, manage tech, and protect your network and endpoints. Taking that from the on-site team leaves people with more time to drive revenue and innovate.

There's also the added benefit of having an outsider's perspective. You get the help of people who are current on the latest threats or newest technology, yet you don't have to pay for their continuing education.

Still, want more value from your MSP relationship? You might find a partner that can provide cybersecurity awareness training. MSPs can also be strategic advisors, too.

EXPLAINING MSP PRICING STRUCTURE

Outlining the main MSP pricing structures may also help you to gauge the value of partnering with an MSP.

One option is to pay an **all-inclusive, fixed fee.** Your business is charged a set amount each month that covers everything within the SLA's scope. The rate is typically determined by the number of users at your business.

Another approach is the **hourly or break/fix** model. In this case, your business is viewing the MSP more like you do a washer repairman. You'll call on the MSP when you're experiencing an issue and pay for their services at an hourly rate. But keep in mind that this provider focuses on fixing problems, not preventing them or protecting your business.

Then there's the **retainer** structure, also sometimes called block time. You contract with the MSP for the number of hours you need for a set period. You'll get a discounted hourly rate this way.

A fourth option is the **fixed/base fee plus hourly** model. As part of your fixed base fee, you can get monitoring, maintenance, and some proactive work. You may also get a certain number of hours of support. But if you need to go over the fixed fee or outside the SLA scope, you will pay hourly.

MISCONCEPTION #3:

In the cloud, MSPs aren't needed.

There are many good things about Microsoft or Google cloud platforms, but if something goes wrong with your software or storage, you will still need support.

You could call a help desk for Google or Microsoft, but that will be in reaction to something bad happening. The MSP will give you more protection and keep you aware of any security threats. That way, you can be proactive.

MSPs are always working to keep clients safe and to avoid costly downtime.

COMPARING HIRING IT EMPLOYEES WITH USING AN MSP

Working with an MSP can enable you to avoid recruiting and retaining your own large in-house IT team. Yet you may not be convinced that outsourcing IT is the way to go. OK. Let's dig deeper.

In many cases, using an MSP is cheaper than going with internal IT hires. You can end up with more people working for you, solving problems, and protecting your network. Yet you are getting that at a lower cost.

After all, you don't have to spend time recruiting and training those employees. You don't have to invest effort in retaining the MSP's IT experts. You also avoid paying the salary, benefits, and taxes for those tech gurus.

What does your IT budget look like today? Internal IT costs are typically high and often unpredictable. Your MSP arrangement can make IT operating expenses easier to budget.

MSPs also provide long-term cost savings by:

- Reducing downtime.
- Cutting IT infrastructure costs.
- Optimizing productivity.
- Helping you to avoid costly cyberattacks.

MISCONCEPTION #4:

I'm too small to be at risk.

Sorry, cyberattacks against small businesses are on the rise. Not only are they more frequent but also more severe. It doesn't matter how big you are (or not) or what industry you're in.

Any small company can suffer a cybersecurity incident. That makes it smarter to think in terms not of "whether" it will happen but rather "when."

BENEFITS OF WORKING WITH A MICROSOFT PARTNER

In today's fast-paced digital landscape, businesses are constantly seeking innovative ways to stay ahead of the competition. Harnessing the power of cutting-edge technology has become essential to drive growth, enhance productivity, and streamline operations. One such technology leader at the forefront of the industry is Microsoft, and NextGEN IT Solutions has positioned itself as a trusted partner in unlocking the full potential of Microsoft's suite of solutions.

NextGEN IT Solutions is proud to be a Microsoft partner, leveraging a strategic alliance that benefits both the company and its clients. By aligning with Microsoft, NextGEN IT Solutions gains access to a vast array of resources, expertise, and support, enabling them to deliver top-notch IT solutions to businesses across industries.

As a Microsoft partner, NextGEN IT Solutions has met rigorous criteria set by Microsoft, showcasing their technical prowess, experience, and commitment to excellence. This partnership signifies that NextGEN IT Solutions has deep knowledge and expertise in Microsoft technologies, empowering them to provide tailor-made solutions that align with clients' unique requirements.

BENEFITS OF WORKING WITH A MICROSOFT PARTNER (cont'd)

Choosing NextGEN IT Solutions as a Microsoft partner provides businesses with a competitive edge. Our deep understanding of Microsoft technologies, combined with ourbility to deliver customized solutions, sets them apart from competitors. Clients can trust NextGEN IT Solutions to provide industry-leading IT services that drive efficiency, agility, and innovation within their organizations.

NextGEN IT Solutions' partnership with Microsoft offers significant benefits for businesses seeking to unlock their full potential. By leveraging Microsoft's robust suite of solutions, NextGEN IT Solutions can provide tailored, innovative, and scalable IT solutions that drive growth, improve productivity, and streamline operations. With their deep expertise, collaborative approach, and access to the latest technology, NextGEN IT Solutions is well-positioned to empower businesses to thrive in the digital era.

KEY TAKEAWAY

Underperforming technology can mean inefficiency, downtime, productivity loss, and even cultural decline. All that can lose you revenue. Hiring internal IT experts is always an option, but tech experts are in high demand and short supply. Partnering with an MSP you can achieve positive outcomes and enjoy real value.

We're here to help. Contact us today to see what benefits we can offer your business.

NextGEN IT Solutions

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