



Executive Brief:

Seven Business Reasons
To Leverage IT Managed



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Seven Business Reasons To leverage IT Managed Services

How can small and mid-size companies benefit from IT managed services? We've listed seven business reasons where IT managed services can provide a strategic, cost-effective solution. If your company is facing or considering the one of these, there is strong rationale for considering an IT managed services solution.

1. Our business wants to increase revenues and profitability.

- o We prefer to dedicate our resources to our core competencies rather than IT functions and support
- o We want to start using IT as a strategic asset to our company.
- o We view outsourcing our IT functions as a good strategy for gaining efficiencies and reducing costs.
- o We want to automate specific tasks to increase margins and drive value to our customers.
- o Our sales team travels locally, nationally, and globally, they need mobile tools and easy access to data and information to increase sales performance.

2. Our business is in transition.

- o Our growth targets require us to implement new technologies.
- o We are experiencing significant business growth but we don't want to add headcount
- o We need to upgrade our existing computers and servers. We don't know whether to buy or lease.
- o We are merging our operations with another partner/company.
- o We are expanding our business nationally and globally.

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3. Our business needs to manage risk and ensure business continuity.

- o Our digital assets include both internal and client sensitive documents and data.
- o We are required to have secure data, transactions, and communications.
- o We need a business continuity plan in case of a natural or man-made disaster.
- o We want to know how quickly we can be operational after a natural or man-made disaster.
- o We have a small IT department. We need to ensure our systems aren't compromised if IT personnel leaves or is dismissed?
- o We want to ensure that our systems are protected from the latest viruses and threats.

4. Our business needs to increase productivity and streamline operations.

- o We service our customers 24x7.
- o We operate real-time – locally, nationally, and globally.
- o We need to minimize systems glitches and fix problems quickly.
- o When our people aren't productive, we are losing money and customers.
- o Our IT systems capabilities cannot keep up with our business growth.
- o We need to reference historical client data to drive efficiencies and predictability.

5. Our business needs to maximize ROI and manage costs.

- o We want to predict our IT budget accurately and control costs.
- o We need to decide whether to buy or lease our computers and equipment.
- o We want confidence that our IT investments are delivering enough value.
- o When we add up IT salaries, software, hardware, etc., it's a significant cost to our business.
- o We want to leverage a third party's economies of scale to deliver more IT value.
- o A standard computing environment would provide reliability, consistency and lower our operational costs.

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6. Our business needs to leverage IT as a strategic asset.

- o We want to respond to changing business conditions.
- o We need to stay up-to-date with new and evolving technologies.
- o Our systems and PC's are getting older. We need to upgrade but we're unclear which ones and how.
- o We want access to IT expertise and thought leadership.
- o We require flexibility to create a competitive advantage.
- o The future of our company requires us to evaluate new technologies and trends.

7. Our business delivers first-class products and customer service.

- o We want to respond quickly to customer needs and expectations.
- o When we hire new people, they need to be trained and operational through a standard and efficient process.
- o Our systems are an extension and representation of our company to our customers.
- o We automate tasks so we can provide value-add to our customers.
- o We utilize many channels to interact with our clients including the Internet.
- o We can reach many prospects and service customers through online and interactive communications and functions.

Today's small and mid-size businesses are seeking effective business solutions that increase revenue, performance and productivity and can scale for the long term. Choosing one or several from the list provided is a clear indication of how IT managed services can deliver strategic value to your organization. IT managed services will continue to play a critical role in the small and mid-size marketplace as organizations take advantage of performance and productivity-enhancing technology and applications without the distraction and expertise required to manage them. The question is not whether to use them - but how.

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About ORBIT Systems

ORBIT Systems is an IT Managed Service Provider (MSP), providing complete IT outsourcing to small and mid-size companies in the Twin Cities seven county metro area. By combining world-class IT systems and award winning customer service, ORBIT makes it easy for companies to do what they do best – focus and grow their business. ORBIT's OfficeReady® solutions offer a line of software and services designed to include everything an office needs to work efficiently, right from the start.

To find out how your company can make your IT investments a strategic asset, contact an ORBIT representative at (651) 767-3322. Or check out our website at orbits.net.

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