

ATTENTION SMB OWNERS! *It's been demonstrated repeatedly that Managed Services make clear sense for small businesses. In this article, published August 16, 2013, Steven Vigeant of Data Evolution discusses five primary benefits of Managed Services for small to mid-size businesses.*

5 Ways Your Business Will Profit from Managed IT Services

You know that your business needs IT. Do you think of the money you spend on IT as an expense or an investment?

When used correctly, your IT can help your end users become more efficient, giving your business the potential to produce more profit than it does today. It takes expertise though, and the best place to find the information and assistance you need is from a **managed IT services provider**. Here are a few of the ways that they can help you make more money.

Liberate Your IT Staff

If your small business has an in-house IT staff, they probably have a lot of responsibilities. A few experts tasked with managing your entire IT infrastructure can quickly find their resources spread thin. Handling software updates and maintenance checks are routine tasks, but they may be eating up the majority of your IT staff's time and wasting their skills.

Free your staff up to work on more important projects by outsourcing basic IT tasks to a managed IT services provider (MSP). That way, your in-house staff can focus on using technology to help your business grow, profit and run efficiently—rather than spending their days working on basic user problems or installing Windows and antivirus updates.

Predictable Costs and Service

For companies that don't have or don't need in-house IT, using a managed service provider is a great way for you and your staff to receive the support you need at a predictable monthly recurring cost. With today's tools an MSP can provide a high level of service for everyday IT occurrences, as well as monitor and manage your backend systems 24/7.

An MSP will have a variety of programs that can cover just about every aspect of your business IT needs, from end user and server remote support offerings, to managed antivirus and backup and disaster recovery programs, to cloud based programs.

Transition Seamlessly

Changing the technology your small business uses can be a stressful process. First, you have to research all your options and hope that you choose the right one. Then you have to implement the new system or program. You may even have to train all your employees on how to use the new technology so that your business operations are not interrupted. For companies who are not in the business of IT, this can be an overwhelming scenario.

In a situation like this, it pays to rely on a managed IT services provider. Their experts research new technologies and can help you choose the hardware and software that are right for your business. They can implement the new program and provide training if needed. This will alleviate the burden of trying to implement a new system yourself—and actually save you time and money.

Protect Your Data

One of the most costly disasters that can happen at a small business is a breach in your data security. If your computers are infected with a virus, or sensitive information is stolen off of them, it could collapse your business overnight. Smart small businesses profit by avoiding unnecessary expenses, and recovering from an IT attack is one of the most expensive.

Your MSP can supply you with the kind of data security expertise that all business need. The scope and complexity of security threats is always growing, which is why you need a dedicated professional on your side if you want to be truly protected.

Evolve Your Infrastructure

The kinds of IT that small businesses rely on have advanced in exciting ways in recent years. Unfortunately, taking advantage of tools like remote monitoring and electronic ticketing systems is expensive and complicated should you go it alone. Even worse, you may end up paying for more technology than you need.

If you work with an IT company, they can provide you with access to this technology and the training to use it effectively and spare you from having to make a full investment. You get the best technology that the present has to offer—without having to make an expensive investment in new IT.

Managed IT services providers are in the business of providing great service with modern IT tools and offer solutions to cover just about any small business IT need. It doesn't cost you anything to contact an MSP and listen to their experience and solutions that can help your small business operate at high efficiency.

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Note: JDL Technologies is a certified Trustmark MSP, and our JDL TechWatch Managed IT Services program is an ideal solution for small to mid-size businesses. Learn more at <http://www.jdltech.com/managed-services>.