

5 Ways a Managed Services Provider (MSP) Promotes Revenue Growth



To gain and maintain a competitive edge, small to mid-size businesses (SMBs) require the same technologies as larger corporations. With enterprise needs and small business budgets, more and more SMBs are turning to managed services providers (MSP) to move them ahead of the curve.

While some businesses view IT consultants simply as a means to keep computers up and running, others see the possibilities for powerful, strategic partnerships. [Choosing the right MSP](#) not only helps your organization work smarter; it can also help you grow your business and improve your bottom line.

Consider these five ways a quality managed services provider (MSP) can promote revenue growth.

1. Increased Productivity

For business owners, the adage that “time is money” rings especially true. For a Pennsylvania tax consultant, partnering with a managed services provider (MSP) led to a 20% increase in revenue. Staff [productivity doubled](#), cutting return processing time in half and reducing payroll costs by 15 percent.

Upgraded technology made it possible for employees to access server-based software from anywhere. Because the MSP managed the servers, integrating critical processes in one



package, server downtime was eliminated. The reduced tax processing time resulted in new referrals and the 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 expense. The right MSP gives your employees the ability to bring the office wherever the work takes them, with features such as:

- [Office 365](#) and enterprise-grade cloud services
- State of the art video conferencing
- Email hosting
- Secure remote print access
- File sharing and collaboration tools

2. Budget for Growth

Budget spikes 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.

With a managed services provider (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.

Because technology expertise is the business of a MSP, you get up-to-date technology without a huge capital expense. With a predictable budget, you can 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.

3. 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.



4. 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.



5. In-House IT Available for Specialized 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 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. One of the [top-ranked managed services providers](#) in the world is focused on serving SMBs.

The NYC area IT company combines technology leadership with deep industry 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.

2015 | 2013 | 2012 Microsoft
Partner of the Year



Inc. 500 ||| **5000**
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010

