

Managed IT Support Services – The Advantages



> Proactive > Consistent > Affordable



www.torixmsp.co.uk

It's Like Having Your Own IT Department



Managed Information Technology Services

Every business, from the smallest start-ups to large enterprises are developing a growing dependence on technology; whether its e-mail, e-commerce and websites, database management, or accounting software, there is hardly a business alive today that doesn't have some level of dependence on their computer network and the various applications and data it stores. The upside of technological advances is tremendous. When applied correctly, technology can provide your business significant competitive advantages in faster production, increased productivity, improved customer service, and up-to-the-minute reporting for strategic planning and decision making.

Downside of Technology

The downside of this vast dependence on technology is that when it doesn't work, it can become a tremendous source of frustration, putting a major strain on production, sales and fulfillment. No business is immune from computer problems and failures. Without proper network maintenance, the average business can end up with spyware, viruses, and system crashes that easily turn into major network outages lasting for hours; and that's not including the daily computer "glitches" and problems that frustrate you and your employees.

Then there's the complexity of it all. Installing and supporting even a small, 5 person network requires specialised knowledge and skills that most small business owners don't have in house.

If you are like most business owners, you probably shy away from most things technical in nature because you don't understand how it works, why it works, and how to operate it. After all, what you want are business solutions to drive sales and profitability; not whiz-bang gadgets and budget-busting non-solutions that break and make you life more complicated. Yet, the technology that runs your business is too important and too expensive to ignore.

Unfortunately, what we see most business owners doing is ignoring regular maintenance and only calling in a technician when something breaks or stops working. This reactive model of network maintenance is a guaranteed path to extensive downtime, lost data, and excessive spending on IT support, not to mention major disruptions in staff productivity, sales, cash flow, production, and customer service that can never be recovered.

Just take a look at these examples that happened to other small businesses that were NOT performing on-going maintenance on their computer network. All company names have been withheld to protect the companies' privacy.

- **A Start-up Loses 2 Weeks Work and Spends Over £3,000 to Clean Up A Virus**

A small high growth start-up discovered the importance of preventative maintenance the hard way. Without warning a virus was downloaded onto their system and started replicating and attaching itself to files. The virus brought their system down, stopped them sending or receiving emails and prevented them from using their PC's. Sorting out the problems cost them over £3,000, plus the loss of staff productivity.

Preventing the disaster would only have cost them less than £100 per month - a fraction of the cost of fixing the problem. And they would have experienced better performance and fewer problems with their network.

- **A Property Company Spends £25,000 To Sort Out Their Network Problems.**

A local property company was growing quickly adding new offices to their network. Each new office represented an investment of £150,000, but unfortunately their self installed and maintained network just wasn't up to the task. As a result the new offices weren't able to function properly. They had email outages, printer problems and were frequently unable to communicate with the database at head office. As a result they lost some of their key sales people and their expensive new offices just didn't provide a sensible return on their investment.

Stabilising their network and communications cost over £25,000 in hardware, software and consultancy services. But the real cost was in staff morale, high turnover and low profits.

Had an organisation like Torix been acting as their IT Department, their infrastructure would have been properly designed and maintained to do the job that they needed. Getting it right from the beginning would have saved them approximately £10,000 in IT costs alone, but more importantly the business would have performed significantly better.

- **Theft Causes An Architect's Firm To Lose Its Entire Database Costing £10,000 To Recover**

A company branched out by starting a new office. Not long after the satellite office was up and running all of their IT equipment was stolen. None of their email or data had ever been backed up.

The support company was able to recover some of the data from their head office server, but all the rest had to be recreated from scratch setting them back almost a full month.

They knew they should have been backing up, but they just never got round to it. An automated, online backup on each PC and Server was installed. Now all the backups happen automatically, in the background, without any hassle or human intervention. They also now have regular day-to-day maintenance and support of their systems to ensure that they operate efficiently and problem free.

How Managed Services Can Prevent These Disasters From Happening To Your Business

Thanks to advances in technology, most IT support organisations can now provide on-going remote maintenance and support to maximize the performance, reliability, and stability of your network. The industry term for this is called "managed services," although your consultant might have a different name for it.

The basic premise is this: for a fixed, monthly fee, they will take over the responsibility of performing regular, scheduled maintenance on your network to ensure your virus protection is up to date, your back ups are working properly, that critical security patches are up-to-date, that your firewall and other security settings are actively protecting you, and that all of the components of your network are functioning properly.

They should also be performing regularly scheduled maintenance to maximize the speed and performance of your network, as well as monitoring your network 24 hours a day, 365 days a year to detect, diagnose, and prevent lurking problems from turning into major interruptions to your business.

In essence, they are taking over the tactical, day-to-day maintenance and support of your network for a fraction of the cost of hiring a full-time technician.

What Are The Benefits of Managed Services?

According to a recent US survey, service calls to computer network systems not under a managed service plan require two to three times as long to diagnose and repair as compared to systems that are under a managed service plan. In addition to the added expense and time required to perform these repairs, some of the damage to your network can be irreversible, and could have been easily prevented if a solid managed service plan was in place.

If the data and operation of your network is important to your business, then you need to make sure you are taking the necessary steps to ensure its safety and security; that is what managed services can do for you. A good managed service plan will provide the following benefits:

- ✓ **You'll practically eliminate expensive repairs and data recovery costs.** By detecting and preventing network disasters before they happen, a good managed service plan will save you thousands of pounds in repairs and downtime.
- ✓ **You'll receive faster support while lowering your repair costs.** Thanks to remote monitoring software, your technician will be able to access and repair most network problems right over the Internet. No more waiting around for an engineer to show up or paying for overinflated call out fees.
- ✓ **You'll experience faster performance, fewer problems, and practically zero downtime.** Some components of your network will degrade in performance over time, causing it to slow down, hang up, and crash. The regular, preventative maintenance offered through a managed service plan will make sure your computers stay in tiptop shape for maximum speed, performance, and reliability.
- ✓ **You'll get top level IT support without the costs and overhead of hiring a full-time IT manager.** A junior technician can cost your company £25,000 to £30,000 a year in salary, taxes, and insurance, and a senior technician could cost twice that amount. Under a managed service plan, you get to share a senior technician with other businesses to greatly reduce your costs without sacrificing experience or quality of work.
- ✓ **You will receive discounts on new projects and better service.** Most IT organizations will offer priority service and a discount to clients on their managed service plan. Plus, your technician will become more familiar with your hardware, software, settings, and history, and therefore provide much faster service than the technician who is not familiar and has to spend time "feeling around" your network.
- ✓ **You can budget for IT support just like rent or insurance.** If your IT support bill varies from month to month, a managed service plan will help even it out and make budgeting much easier. Just make sure the plan you sign up for is all-inclusive with no hidden charges, caveats, or fees.
- ✓ **You will safeguard your data.** The data on the hard disk is always more important than the hardware that houses it. If you rely on your computer systems for daily operations, it's time to get serious about protecting your critical, irreplaceable electronic information. A good managed service plan will greatly reduce your chances of losing critical company data, files, and information.
- ✓ **You'll feel as though you have your own in-house IT department without the costs.** As a subscriber you'll have access to a knowledgeable support staff that can be reached immediately for any kind of technical problem or question.
- ✓ **You'll gain incredible peace of mind.** As a business owner, you already have enough to worry about; the last thing you need is a computer crisis. Having a managed service plan in place takes that worry off your plate.
- ✓ **Reduce Total Cost of Ownership and Increase Return on Investment.** By utilising managed IT services you will ultimately reduce your Total Cost Of Ownership as problems are fixed before they happen and when they do arise they are fixed quickly and effectively. This will impact on your Return On Investment for the better by allowing you to be more productive reducing down time and thus increasing value to the company.

Keep in mind that this is just a starter list of services to look for. The size and complexity of your network, the security required, the software and systems you use will largely determine the type of on-going support you need. A good IT support organisation will take time to understand your needs and offer multiple plans to choose from. They will also be flexible and allow you to upgrade or downgrade the level of support provided should you discover that your plan is not meeting your needs.

Okay – So What's the Approximate Cost of This Service?

Let's do a quick comparison – it will cost you a minimum of £30,000 to employ even a fairly inexperienced technician (£25,000 salary plus £5,000 payroll and employment costs). And almost every business owner knows that the best IT people don't really want to join a small to medium sized business. If they do it's only a stop gap before they get a more varied and interesting IT job and you'll be recruiting again inside 12 months.

Or you could hire a local person on an ad hoc basis – we call these "Break-Fix" technicians. You call them when something stops working. Invariably they arrive, 24 to 48 hours later, rush in, do something magical and rush out to fix a problem for somebody else. This type of technician usually cost you at least £80 per hour. However the average cost of these repairs is usually £400 to £1000 by the time you include their travel costs; and that doesn't even include the cost of any software or hardware that may be required.

The Break-Fix technician never explains why the problems happened, or takes the trouble to investigate the underlying cause. Let's face it – it's not in their interest to prevent problems – they make money every time you have a problem!

While our competitors' profit 2 or even 3 times for problems we provide a fixed price, all you-can-eat support service – with Torix you'll never pay any extra, no matter what it takes.
--

On top of these direct costs there is the related productivity costs and time lost. It's difficult to calculate these costs; however, no business owner can deny the fact that an interruption in their business does cost them money. If you've ever had your business grind to a screaming halt because you and your employees could not access the data or systems necessary for operations, you must have some idea of the frustration and financial loss to your business, even if you can't calculate the exact figure.

But we're not going to charge anywhere near these amounts so you will make significant savings.

These would be typical subscriptions for each of the services:

- **SoHo business** with 5 PCs might pay less than £120 per month - less than 80p per day per PC. Online backup and monitoring services included.
- **Small business** with 10 PCs and a server might pay as little as £12 per day or £400 per month — this is an ‘all-you-can-eat’ support service including an online backup, critical service, virus and spyware management.
- **Medium business** with 75 PCs, 2 servers and Microsoft Exchange email would pay from as little as £1950 — a fraction of the price of employing your own IT person and having to purchase Antivirus, Spyware, Disaster Recovery, online backup and monitoring services separately. Because we are bundling these vital services in you are able to save almost £6,000 per annum in license costs and services — we pay them instead.

What's more is that all of these services are proactively managed by us. None of them are passive or just waiting to break. Perhaps this doubles the value to your business in reduced downtime?

Please do contact us if wish to discuss anything further or require more information.

Tel: 01494 714411

Email: info@torix.co.uk

Or visit our website for more info www.torixmsp.co.uk

Torix Managed Services Ltd. 60 Brimmers Hill,
Widmer End, High Wycombe Bucks HP15 6NP
Tel: 01494 714411

www.torixmsp.co.uk