

OUTSOURCED IT

*INCREASE PRODUCTIVITY
REDUCE COSTS
IMPROVE OPERATIONAL EFFICIENCY*



think
CSC

Your
Chief
Technology
Office

THE IT DILEMMA

As a small business or startup, everyone on the team plays an IT role. You're all responsible for sourcing apps and software that will serve your business effectively; you all work on updating systems. As you hire new people, you might just head to Best Buy and grab a laptop off the shelf for the new hire.

Your business will hit a point, however, where it's no longer feasible to take such a casual approach to IT, so you pick the most technocally-minded person on your team and they become your designated IT person.

Sound familiar? It's a pretty common scenario for entrepreneurs, early startups and small businesses (SMBs). Somewhere along this continuum, you will be presented with an option: keep hiring people who can handle IT for you, or find a company to outsource your IT to. And the choice you make here is critical.

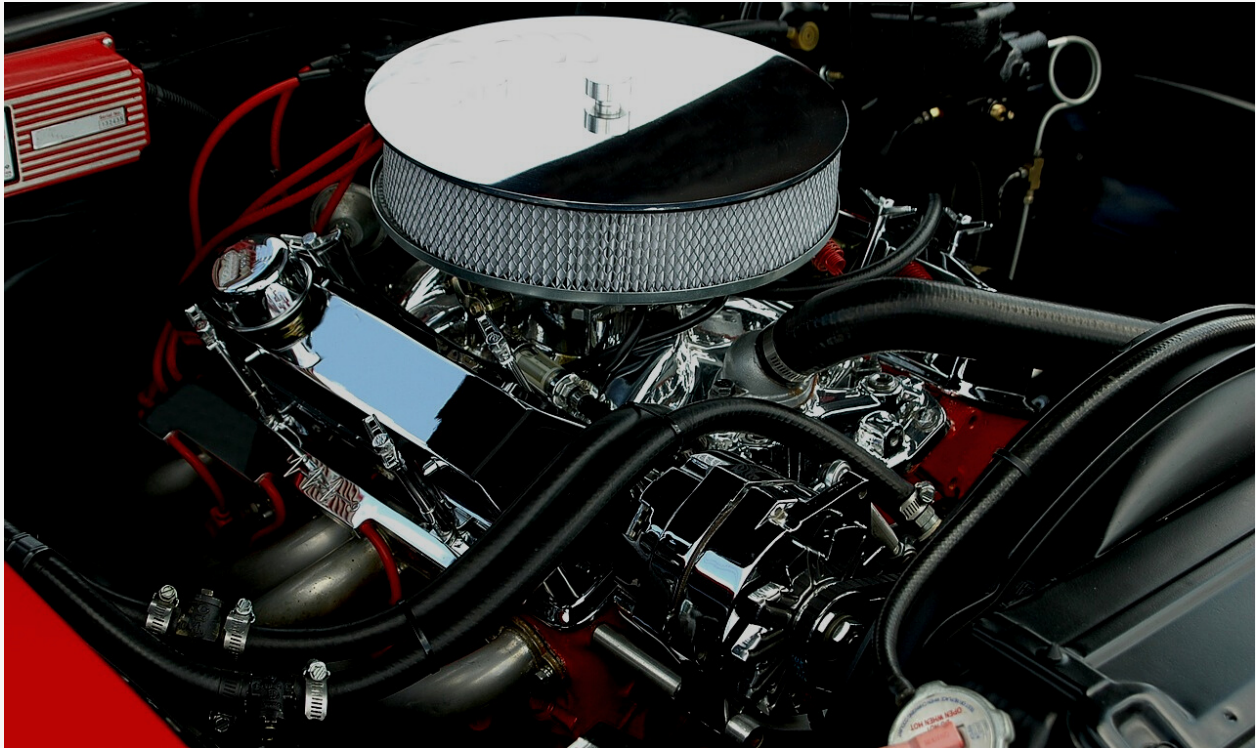
What so many business owners end up doing is hire someone that somebody in the office knows who knows a little bit about computers or can help get your website updated. .

YOUR CORE BUSINESS IS NOT IT

As a small business owner, you may have been managing everything yourself, from marketing and product development to customer experience. You may have even managed IT security because there was no budget to afford an IT team. But as your business grows and you employ more people, add more equipment to your business, and store more data for your customers, IT security and management can become a deterrent to growth if you continue managing it yourself. At the same time, it can cost more than you can afford to hire an appropriate team of IT professionals in-house. Outsourced IT - partnering with a managed IT firm - lets you focus on growing your business without risking customer data.



OUTSOURCED IT: THE AUTO MECHANICS OF THE BUSINESS WORLD



If you've ever owned a classic 60s or 70s automobile (or if you're old enough to remember them), you'll remember how much easier it used to be to change the oil, replace the spark plugs, and complete other basic maintenance yourself. Now some car manufacturers make it complicated to open the hood, let alone handle any of the maintenance on your own. As cars become more computerized and complex, we rely more heavily on trained, certified mechanics to provide even the most routine maintenance. Your IT infrastructure has likely become just as complicated, requiring the same level of expertise to keep it running efficiently and safely. Sure, you can do it yourself. But at what risk - and at what cost?

IN-HOUSE IT IS COSTLY

Would you always keep a mechanic on standby just in case your car broke down? That's an expensive proposition, but it would ensure that you were never without a ride. You could do the same for your IT - hire a CIO and staff an IT department - but when you consider the cost of one or more full-time IT employees (and the difficulty in retaining tech employees in a tight talent market), you can see the cost benefit of outsourcing your IT needs to a managed service provider (MSP) that can keep you up and running for a fraction of the cost.

OUTSOURCED IT REDUCES RISK

The unemployment rate for IT professionals in the Columbus area is zero. Even if you want to have your own IT staff, finding talent – and keeping it – is costly and time-consuming. What happens when you're relying on your own IT staff and someone quits, or when you can't keep the position filled? Your security and infrastructure suffer. When you work with an outsourced IT firm, they assume the risk of keeping an experienced team of experts available, and they assume the financial and operational risk of having the 24/7 staffing you need to keep your business safe.

OUTSOURCED IT CONTROLS COSTS

In addition to reducing labor costs, outsourced IT allows you to control operational costs more effectively, converting variable costs into a fixed, predictable monthly cost you can plan your business around. By outsourcing IT to an experienced managed services provider, you secure access to a pool of experts who will partner with you to assess your operational needs and align your IT infrastructure and security to meet those needs, help you grow, and keep you profitable.



PROACTIVE RESPONSE

When you outsource your IT to a company that is focused only on IT infrastructure, IT security, managed IT services, and the technology that makes businesses run efficiently and safely, you obtain access to experts who can help you stay one step ahead, not only of hackers and threats, but of your competition, too.

COMPETITIVE ADVANTAGE

Partnering with an outsourced IT company is like having an entire IT department at your disposal, with a variety of professionals and decision-makers that would be extremely costly to keep on staff. This extended reach levels the playing field for smaller businesses who could not easily afford to hire their own IT staff and provides a distinct competitive advantage.

PEACE OF MIND

It can be hard to quantify the value of peace of mind, but when you're running a business – or are in charge of a nonprofit, a government agency, or a school – the last thing you want to have to worry about is whether or not your organization is compliant, protected, patched, licensed, updated, monitored, backed up, and secure. You can rest easy knowing your outsourced IT partner has it covered.

Outsourced IT solves a variety of problems for organizations of all types and sizes, from managing cloud security to assuming risk. Whether you want to outsource most or all of your infrastructure management, or if you simply want to optimize the systems already in place, personalized IT expertise that saves money and provides the manpower that ensures your infrastructure is always an asset – never a liability.

YOU CAN'T HIRE FOR THAT: WHY ENTERPRISES NEED MSPS



KEY FINDINGS

A September 2019 study sponsored by Dell, "Demystifying Cloud Transformation: Where Enterprises Should Start," confirmed something that thinkCSC has been saying for a long time: a managed services partner can save your organization time, money, and risk. According to the study, enterprises need MSPs and are relying on managed services to help them fill unmet talent needs and provide the expertise they require to navigate the complexities of today's tech-driven operations.

60% of organizations reported that IT is getting harder to manage.

90% of organizations today reporting skills gaps in one or more cloud disciplines

THE ROI OF MSP INVESTMENT

The convergence of new compliance requirements, the complexity of hosting more and more operational activities in the cloud, and growing cybersecurity threats have increased the level of intricacy required to protect proprietary and consumer data, leading 71% of respondents to report a significant ROI for their investment in managed services as a result of having the experts necessary at any given moment without the cost of hiring a CIO. Investing in managed IT will allow you to:

- Extend your IT capacity
- Plan for future growth
- Prevent more disasters and recover from disaster more rapidly
- Minimize downtime and reduce risk

As the threat landscape continues to evolve, most organizations are forced to be more agile than their IT infrastructure and internal IT staff allows. MSPs provide that extra barrier between organizations and potential threats, facilitating everything from cloud migrations, remediation, and proactive life cycle management of apps, software, and operating systems that can quickly turn from asset to threat if not managed properly.

INVESTING IN MANAGED IT PAYS OFF

As your business grows, you may notice that you're spending an inordinate amount of time on IT concerns - from choosing the right computers for your employees to keeping up with software patches to keep your business and data secure. You may even have already experienced a close call with ransomware. When you find that you are spending more of your time putting out fires just to keep your business operational than you are growing your business and servicing your customers, it's time to talk about outsourcing. The time and money you spend managing your IT shouldn't overshadow the time and money spent on your business operations.



NEED BETTER IT SECURITY? MANAGED SECURITY SERVICE PROVIDERS ARE THE ANSWER

Meeting your business objectives is virtually impossible without a well-developed information security program. With businesses of every size and industry facing threats on a daily basis, comprehensive data security is now a primary need. However, many businesses don't dedicate the personnel, time, or resources to maintain something that is always evolving. How can you address the constant barrage of hackers, malware, and phishing attacks and still stay in business?

THE ARGUMENT FOR MANAGED SECURITY

The threat landscape is more volatile than ever, and the technology used to launch these virtual offensives only gets more sophisticated with each attack. If you happen to have an experienced IT specialist at your disposal, you are one of the lucky few. Many small businesses lack the resources necessary to employ an IT professional, and even those businesses with full IT departments struggle to keep pace with cyberthreats. A Managed Security Provider, or MSP, can offer premium IT services that are provided by highly-trained cybersecurity experts. Every aspect of data security for your business is covered, while an MSP tackles cyberthreats so you can get back to running your business.

IT DEPARTMENTS ARE OVERWHELMED

It's tough to admit when your professionals are stretched too thin, but outsourcing to a knowledgeable MSP can offer relief to your entire organization. There's no doubt that your IT personnel feel stress when a fraudulent email is opened and results in a system-wide crash, but all employees experience frustration when they can't do their jobs. We work in a digital age that demands a reliable cybersecurity infrastructure. Even the best IT departments can lack the training and resources required to combat threats, and they are expected to simultaneously manage the daily upkeep of your business. IT security is more important than ever, making it crucial to control the many variables that exist.

OUTSOURCED IT: YOUR PERSONAL VCIO



Unless you are a major corporation, hiring a full-time CTO or CIO is often beyond your means, as the average salary of a CIO in the U.S. is over \$200,000 per year. But going without an IT security expert at your disposal can potentially cost you even more, depending on the severity of the inevitable breach that will occur if your IT security is not up to speed.

BEST OF BOTH WORLDS

A virtual CIO – or vCIO – on the other hand, gives you the C-level expertise you need to operate your business with the best risk management tools available without spending \$200,000 or more plus benefits for another C-level executive. Our vCIO service is an integral piece of the managed services we provide our clients, and it comes at a fraction of the cost of hiring your own Chief Information Officer.

VCIO ROI

Having hands-on access to CIO-level expertise, without the cost, means you not only have top-notch cybersecurity protection for your business, but you also have the funds necessary to invest in comprehensive cybersecurity for your organization. From investments in infrastructure to better employee training, you can more effectively manage risk.

If we're all honest with each other, a business could go just about anywhere to obtain cloud services or implement IT security. You can click a link and buy services online and never even meet the people who store your valuable data. And many businesses often choose their IT services based on who offers the best price at the time. But smart business leaders see the growing role IT plays in the everyday operation of their organizations and seek something more than break-fix solutions.

- Tom Hastings, thinkCSC President

WHAT DOES A VCIO DO?

We remove the stress from your risk-management efforts by providing support and insight about risk management, remediation efforts, and the general effectiveness of your cybersecurity program. Our virtual CIO role exists so that we can help your organization achieve the proper cybersecurity governance within your organization.

C-LEVEL GUIDANCE WITHOUT C-LEVEL COSTS

vCIO services level the playing field for small- and medium-sized organizations that can now have access to the same level of expertise as large corporations, without bearing the cost of a full-time CIO. In today's globally competitive, rapidly transforming environment, small and midsize businesses must find ways to remain as competitive as possible, and when it comes to business IT, the vCIO solution is a great equalizer.

At thinkCSC, our vCIO is a free service that is provided as part of our managed services. Your vCIO will:

- Take time to understand your business and industry
- Understand your vision and provide solutions
- Solve problems and ease pain points, proactively seeking solutions that keep your organization ahead of the competition
- Demonstrate business acumen and a commitment to delivering customized solutions that align with your business goals and strategy
- Provide regular, comprehensive reviews of your infrastructure and security and follow up with strategic guidance and solutions
- Partner with you on the implementation of customized tech solutions designed to help your organization more effectively meet business objectives
- Align IT infrastructure, applications, and security to organizational needs

The net results are proactive insights and informed decisions. Uninformed choices often result in irreparable damage. Our team does the legwork and research for you to ensure you make IT decisions that are strategic and cost-effective. We identify IT issues before they cost you time and money, by conducting a network assessment, inventorying your IT systems and licenses, identifying potential risks, and tagging obsolete systems for replacement.

Consider the extraordinary cost of downtime on your organization. Hardware can fail, a server may crash, or data may become corrupted. These issues can impact your ability to provide service to your customers; in some cases, downtime can send them looking elsewhere. Whatever the issue may be, infrastructure failures can impact your business in unexpected ways. You may spend weeks rebuilding systems, reconnecting computers and restoring data. This becomes an enormous, unpredictable cost.

PARTNERING WITH THINKCSC

thinkCSC has more than 20 years of experience helping clients exceed their goals. We understand that business and technology are so intertwined that you can't be strategic about one without the other. We offer customized and bundled outsourced IT services you need to achieve your objectives; increase efficiency, productivity, and agility; cut down on IT costs; and ensure you have a competitive edge. Whether you want to outsource most or all of your infrastructure management, or if you simply want to optimize the systems already in place, thinkCSC provides personalized IT expertise that saves money and provides the manpower that ensures your infrastructure is always an asset – never a liability.

At thinkCSC, we believe that in order to achieve maximum success, regardless of the size or type of your organization, you must make IT an integral part of your overall business strategy and partner with IT professionals who not only understand how to leverage technology to their advantage but who are also committed to understanding your business goals and aligning your IT strategy to theirs. We pride ourselves on having the best business-savvy technical experts in the industry. If you would like to learn how to create an IT security strategy aligned with your organizational goals, contact thinkCSC for more information.

GET IN TOUCH
SALES@THINKCSC.COM

