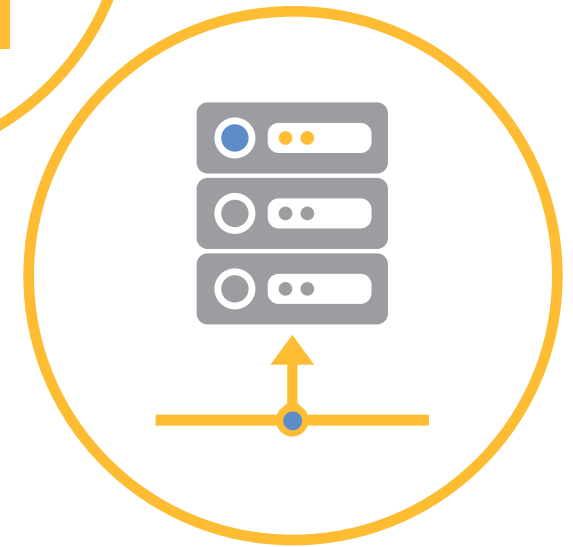


Seven Reasons

to use **Managed Services** in your small to medium sized business!



Managed Services

Outsourcing your technology and support needs to a trusted 3d party partner can significantly decrease the IT pain points within small or medium-sized businesses. These customized plans make Fortune 500-esque IT care possible for growing companies at a fraction of the cost, and keep businesses productive and optimized using the best technology available.

Abstract

In this eBook, we outline **SEVEN** reasons why a Managed Service Plan (MSP) should be a part of your company's IT strategy. From cost savings to optimized technology solutions to 24/7 support and maintenance, you will learn how an MSP can benefit your small to medium-sized business.

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Each section of this eBook explains one of seven reasons why Managed Services should be part of your IT strategy.

1

Cost Savings

In any business, it's important to be as cost-effective as possible. Especially in Information Technology: poorly managed systems and outdated environments cost companies way too much money every year. Organizations that rely on managed services for IT needs experience significant cost savings. **Period.**

Companies are no longer forced to hire internal technology specialists to manage their help desk, perform system updates and maintenance, and tend to network repairs. Managed Service Plans cover those activities, as well as software purchases, hardware procurement, and licensing, for a low, flat rate. They are the most practical and cost-effective way to get more for less and accomplish IT goals in small to mid-sized companies.

“ An average medium-sized business reduces service fees by 31%, IT costs by 48%, and hardware costs by 17% by utilizing an IT Managed Service Plan. ”

2

24/7 Support

One of the biggest benefits of a Managed Service Plan (MSP) is the continual support IT resources receive. In an internal environment, employees handle normal system maintenance and any issues that come up during their 8-hour shift. With an MSP, troubleshooting and maintenance occur around the clock. The team of engineers supporting your system is on the job even when you aren't, which provides peace of mind and increased system performance.

As with any business venture, it's critical to measure activities and analyze what works within any given organization. MSPs provide this insight with sophisticated tools, providing important intelligence into the IT functions of small to mid-sized businesses on a 24/7 basis. Alerting and reporting tracking provides vital data on performance trends, analysis, and vulnerability information that makes the managed and planning of IT activities fail-proof



3

Added
Technology
Expertise

“ 90 percent of all North American companies will be using remote infrastructure managed services by 2014. ”

When an IT department is small and understaffed, it often turns into more of a burden than a help to the organization it belongs to. Without extensive expertise and sufficient time, errors occur, problem resolution is slow, staff members are overworked, and the necessary solutions aren't implemented into the environment because they're too complex to handle.

With a Managed Service Plan, the networks of small to mid-sized companies have access to advanced tools and skillsets that they would otherwise have to handle themselves. Both hardware and software components of IT organizations consistently evolve, and businesses with limited resources can enjoy the advantages of the latest IT solutions at a fraction of the cost.

4

Dependable Services

The fact that, at any given moment, an IT network can fail and cause a black hole of productivity is a terrifying thought for most IT administrators. In small and mid-sized businesses, this is an even bigger concern because resources are often stretched too thin to maintain the processes required for system maintenance. A maintained system is a system with minimal failures, and without the allocated resources to perform those tasks, those processes are simply too tedious to perform. Unfortunately, that ill-managed system causes significant cost burdens when failures do occur. The situation puts small and mid-sized business IT organizations in a difficult position. That's where Managed Services Plans (MSPs) can be beneficial.

With MSPs, you are guaranteed little to no downtime because certified engineers are monitoring and supporting your network around the clock. They perform the right maintenance activities so many events can be avoided completely. If an imminent problem does occur, it can be fixed at any time and from any location to reduce downtime and risk for the company.

“ Most companies value 100MB of data
at more than \$1 Million ”

5

Scalable Support

One factor that makes the best of IT departments struggle is a growing company. While an expanding company is a great thing, scaling already-thin technology to support additional people and functions can be incredibly challenging. MSPs can off-set this pain point by offering flexible support plans that tailor directly to the needs of a particular company. As the company grows, the support plan can increase to accommodate whatever requirements may pop up.

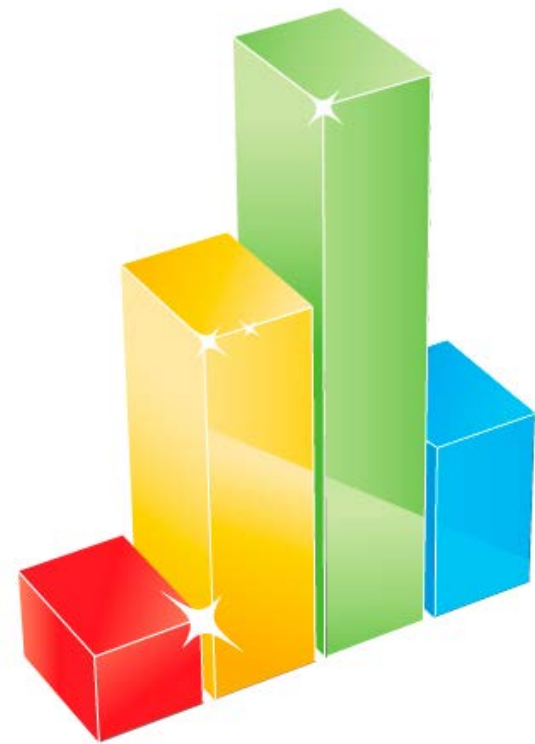
“ 43% of U.S. companies experiencing disasters never re-open, and 29% close within 2 years. 43% of lost or stolen data is valued at \$5 Million. ”

6

Optimized
System
Performance

Keeping IT systems running in the most optimized way possible is critical to a healthy technical environment. When a small to medium-sized company's IT staff is too busy putting out fires, things like updating software and managing patches fall to the back burner. This can leave an organization at risk for downtime, security vulnerabilities, and/or incidents that are beyond the scope of internal expertise.

MSPs perform all the regular and essential tasks that keep IT function up to date and continually running. With a reliable, dedicated engineering team behind the helm, it takes the burden off internal IT resources while ensuring that those necessary functions are performed to avoid failures.



7

Regulation Compliance

With different government initiatives controlling more and more vertical industries, meeting different regulatory compliances has become a fundamental need. From Sarbanes-Oxley to the Health Insurance Portability and Accountability Act (HIPAA), smaller companies can often find themselves scrambling to comply with a mandate they don't understand.



Managed Services help these companies not only fully understand the requirements of these regulations, but also comply with them. MSPs provide the technology to satisfy these initiatives in addition to making small to medium-sized organizations innately more secure. Add in the support that accompanies the technology of MSPs and companies utilizing these services have nothing to worry about.

About Helixstorm

Founded in 2007 by a group of highly-skilled engineers, helixstorm, Inc. is a leading provider of virtualization and managed service solutions for the enterprise. Leveraging over 50 years of collective industry experience, helixstorm offers a wide range of cloud and virtualization solutions, 24/7 managed services technology support, and professional consulting for the computing environments of small to medium sized businesses country-wide.

With over 65 customers across the nation, helixstorm is an expert in finding the right solutions for today's IT environment. We are committed to reducing operational costs and increasing performance and agility with innovative enterprise cloud and virtualization technology. Our team of highly-trained and certified engineers is available 24 hours a day, 7 days a week to support any technology obstacles you may encounter. Additionally, we have some of the finest professional consultants in Information Technology who are prepared to recommend processes and procedures and offer training on industry best practices.

Above all, customers matter most at helixstorm. We are committed to excellent customer service, and continually strive to exceed the expectations of every client.

For more information about helixstorm or to contact a helixstorm sales representative, we can be reached at 888.43.HELIX (888.434.3549), sales@helixstorm.com, or www.helixstorm.com.