

BUSTING MSP MYTHS

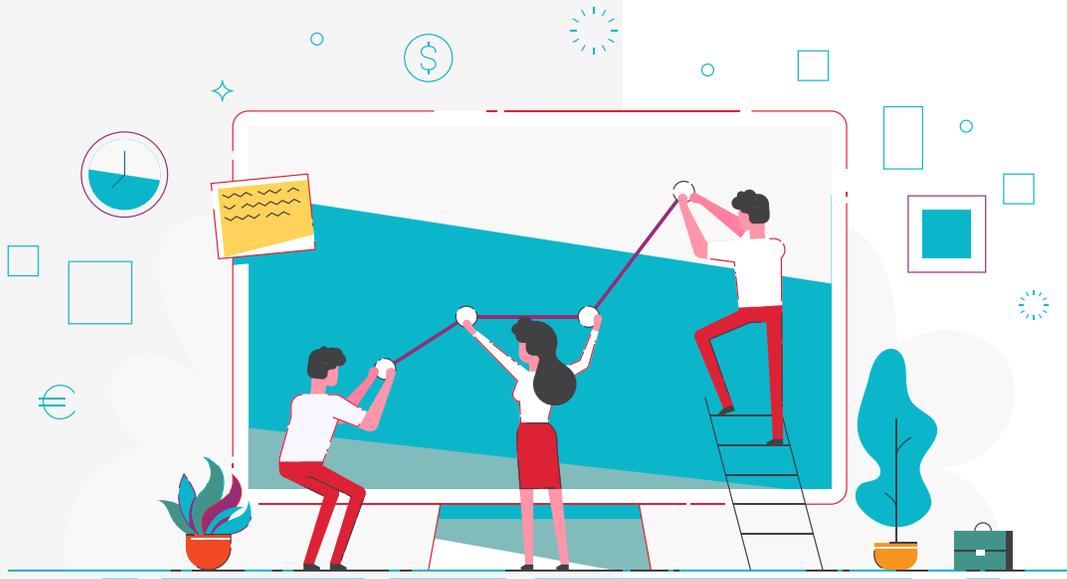
**DEBUNKING MSP
MISCONCEPTIONS &
PAVING THE WAY FOR
\$UCCESS**



“**57%** of organizations view IT as an investment that fosters innovation and growth.”

**HARVARD BUSINESS REVIEW
ANALYTIC SERVICES¹**

We’ve been consultants to IT technology solution providers—including MSPs, VARs, vendors and distributors—for years, and we’re pulling together the experience and expertise of our partners to bring you a tool designed to arm you with the information that will allow your MSP business to grow further, faster. In this guide, you’ll find talking points you’ll need to combat your clients’ biggest concerns when it comes to managed services.

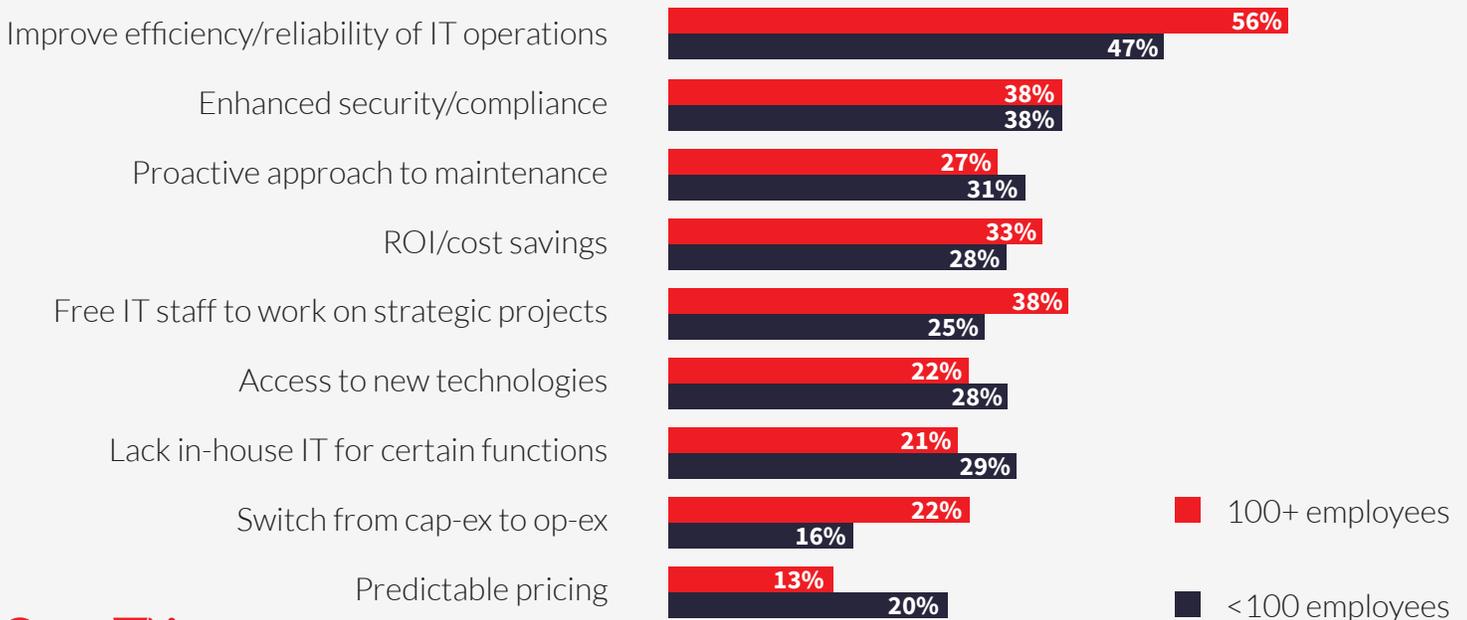


MAKING SENSE OF MANAGED SERVICES

Your clients are working hard to run their business, and they need to be able to count on fast, reliable technology that keeps everything moving in the right direction. But trying to grow while managing all of the IT needs and issues their business is generating is causing a constant headache.

Do they invest in a whole new team to help meet those needs? Do they go all-in on training to make sure their staff is up to date? Or do they take the risk and trust someone else to manage all of their IT support needs? What are their competitors doing?

MAIN FACTORS DRIVING END-USER MANAGED SERVICES DECISIONS



CompTIA

As a managed service provider (MSP), like you offer outsourced IT management using specialized solutions to keep track of all the moving parts of your clients' businesses, which gives you the power to ramp up their efficiency and reduce their long-term costs.

It would be nice to offload the hassle and stress of their IT needs, but your potential clients are worried about how it could hurt their business.

This guide is here to help you give them the information they need to rest easier, dispelling the myths of managed services and helping them understand how partnering with you helps them work smarter, not harder.

There are a lot of reasons why businesses are choosing MSPs, so let's take a look at the most common myths—and the truth—about MSPs.

MSPs reduce recurring, in-house maintenance costs **by 40%** and free up in-house teams to be more proactiveⁱⁱ.

MYTH **1** MSPs Are Too Expensive



The up-front costs of signing on with an MSP may be a bigger number than your clients are hoping for but offloading some or all of their IT support services to you (their MSP) means saying goodbye to longer-term costs. Besides, the phrase “you get what you pay for” is sometimes painfully true. With an MSP, they’ll have no more equipment purchases or costly new hires. With you as their trusted technology advisor, they’ll have the benefit of:

- A predictable cost thanks to a fixed monthly fee for service, no matter how much work is done
- Technicians proactively addressing their IT issues without the expense of salary and benefits
- A single point of contact for all of their IT needs, simplifying billing and vendor management
- A 24/7 support system that minimizes revenue loss from downtime or costly errors

Right now, your clients are either managing their IT in-house or relying on someone to handle their support as a break/fix service. Paying for everything as issues arise or relying on a small and overworked in-house staff to get the job done is costing them more than just time. They are paying in time, hassle and money and getting lower quality service in return.

Sure, their current break/fix service means they have months with little or no IT costs coming in, but in the long run, they’re paying a lot more for that level of service and missing out on the benefits of proactive support that your managed services can provide.

MYTH 2

I'll Have to Fire My Team

An MSP, you know that you can make your clients' IT support simple and effective, but they are scared that it's an automatic death sentence for their in-house team. Your first priority is to ensure them that you are only concerned with meeting the specific needs of their business, which means working alongside existing staff, augmenting their skills and expertise and allowing their team to focus on higher priorities.

According to Cisco, MSPs increase client efficiency by 60%. Outsourcing some IT needs to you means your clients will be extending the capabilities of their team without sacrificing quality or costing them money. And they'll be bringing on a unique set of focused skills that can help them keep up with new technology trends. As their MSP, you can serve as their expert in everything from network infrastructure and the cloud to how AI might have a place in their business plan.

Let them know that you'll be there around the clock, taking the pressure off their team to work extra hours at night or on the weekends just to cover their business needs. That means they will have less turnover on their existing team, and they'll be ready to focus their energy on the things they do best.



75% of organizations saw no negative impact on their internal IT teams as a result of bringing on an MSPⁱⁱⁱ.

MYTH

3

I Won't Have Support When I Need it

You will become a partner in effectively, efficiently managing your clients' IT support needs. That means working from a shared service-level agreement (SLA) that defines service expectations. It also means covering every minute of their support needs without overworking their team. When disaster strikes on Saturday morning or their help-desk supervisor calls out sick, you'll be there so they don't have to scramble to cover the bases. Instead, they can rest easy knowing you have them covered.

Plus, you're dedicated to keeping your staff updated on current certifications and skills, so your clients will always be able to count on proactive, highly skilled service. Instead of bogging down their internal team as requests come in, you'll deliver customer support around the clock—both remote and on-site—allowing proactive issue management with well-defined SLAs that keep everyone on the same page.

Hiring an MSP is not only more cost-effective but allows companies to enjoy operational savings of 50% or more^{iv}.



MYTH

4

I'll Be Putting Security at Risk

Security is on everyone's mind right now, and your clients are worried that outsourcing their IT support is opening them up to serious risks. Now is your chance to remind them that MSPs are highly motivated to keep them protected and don't require a dedicated in-house resource to stay ahead of evolving threats. You make your money with residual, so you want to get everything right the first time. You're in the business of understanding and proactively addressing security issues, even before your clients know something has been compromised. As new attacks are developed, you're laser-focused on keeping your clients' data safe and systems clean. With everything moving to the cloud, you are their go-to guide for handling all of the security and privacy issues that come along with cloud migration.

That means less risk, minimal downtime and more advanced security protection. MSPs are not only experts in what's happening in security, but they're also prepared to seriously reduce the risk of failures and outages. In fact, CompTIA lists security as one of the top reasons a company chooses an MSP.

70% of businesses would prefer to pay for support in matters of cybersecurity, rather than do it themselves^{vi}.

With so much at stake, it's in your clients' best interest to protect their systems and data by relying on an MSP (that's you!) who can be focused on security expertise. That way, they can rely on your expertise to shield their business from threats, and their staff can stay focused on business initiatives.



MYTH



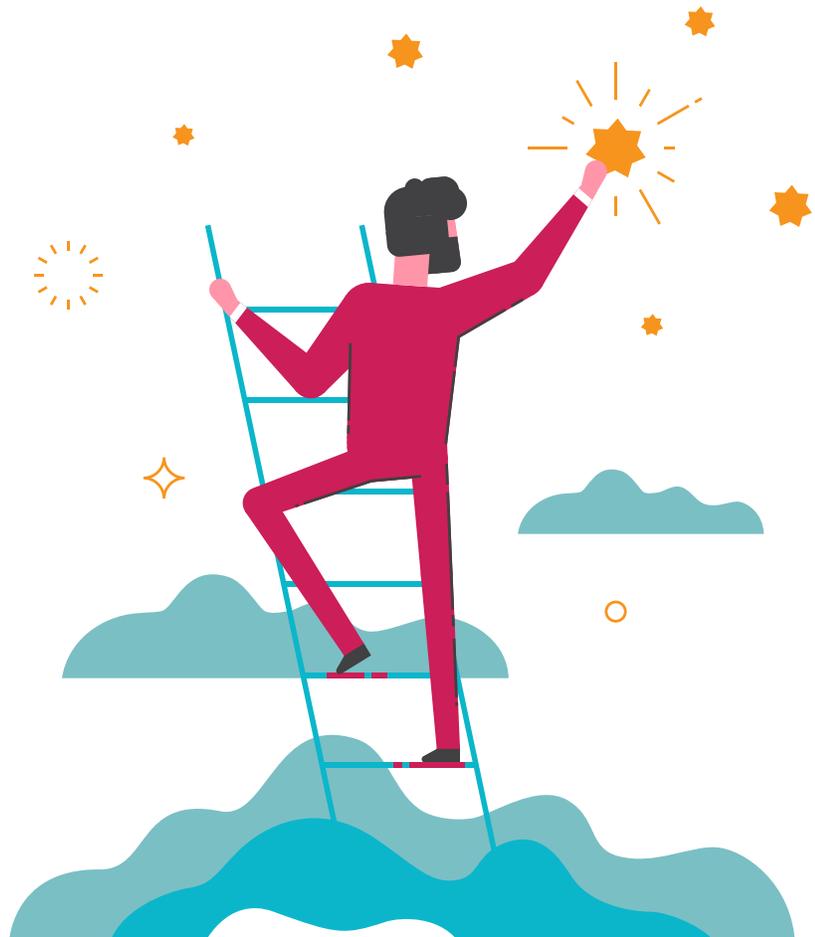
My Business is Too Unique

Every business is unique, with specific needs and concerns. And that is why an MSP is the right choice. Having you as their long-term business partner means passing off IT support needs to someone focused on handling them. Letting you keep their business on track will minimize the stress on your clients and make sure they're ready to scale.

Are your clients worried about something more specific, like regulatory compliance? Thanks to your specialized nature, you can support their IT needs no matter how unique their business model is. With services that range from patching and backup to data recovery, network management, security and storage, you can also help your clients stay compliant. Even highly regulated industries like government and healthcare benefit from the predictable support of an MSP.

When they work with a trusted technology advisor like you, your clients can:

- Control only the elements of their infrastructure they give access to
- Customize your solutions to meet their specific business/industry requirements
- Work with their existing architecture to adapt their network to their needs
- Get help repairing gaps in their existing infrastructure
- Rely on someone who understands their business strategy and can align their technology to it
- Establish and apply best practices



Conclusion

More and more businesses are outsourcing their IT support to MSPs because they can no longer ignore the huge benefits in overhead cost reduction, technology cost savings and on-demand access to expertise. Having a dedicated partner with the goal of delivering 100% uptime and proactive protection helps keep your client's business on the right track for upscaling without a huge investment. The top reasons a company like your client makes the move to an MSP^{vii}, are:



Improved security



Peace of mind



Proactive IT management



Allowing staff to focus on strategy



Better uptime



Moving into cloud solutions



Access to newer technology



Lack of internal IT



Cost savings over in-house



Remote office IT management

**MSPs provide
IT support at a
fraction of the cost
of hiring an entire
IT team^{viii}.**

Technology is the foundation of every business in today's world, handling everything from time tracking and payroll to productivity, human resources and accounts receivable. Partnering with an MSP like you who can keep that technology on track means your clients and their teams are free to focus on the big-picture strategic thinking that will fuel their business growth.

In short, your clients have nothing to lose and everything to gain when it comes to partnering with an MSP to manage some or all of their IT needs. If they still aren't sure, encourage them to start running some of the numbers shared here. What would a 40% reduction in overhead costs or a 50% operational savings look like for their business? Isn't it about time they found out?

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About Marketopia

Marketopia is an IT service marketing agency uniquely positioned to serve the needs of software, hardware and cloud vendors, distributors, MSPs and VARs in the IT channel. Marketopia uses an enterprise-class technology platform, channel marketing experience and deep industry relationships to create a revolutionary approach to outsourced marketing and sales empowerment for IT service companies seeking to grow leads, sales and profit. For more information about Marketopia and its proven demand generation system for managed IT services, visit www.marketopia.com. To learn more now, call 844-482-4769.

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