6 Ways that a Managed Service Provider Adds Value to Your Business

By Gretchen Heber

Is your IT team constantly running at 500 miles an hour? Are they bogged down in the mundane, unable to focus on important projects? They're undoubtedly great at what they do, but it's likely they're stretched thin.

Maybe important tasks are slipping through the cracks, or these jobs are back-burnered until the 12th of never. Maybe your firm's brightest minds are bogged down by routine fixes and upgrades instead of working on groundbreaking, revenue-generating projects.

If all this sounds painfully familiar, consider bringing in a team of managed service providers. Armed with proprietary tools and up-to-the-moment knowledge your team can't possibly hope to have, a quality MSP keeps your systems flowing smoothly, day in and day out. And when problems crop up, these IT pros ensure your critical production continues uninterrupted.

Check out these six ways managed service providers add value to your business.

1. Upgrades Handled
Managed service providers sweat the small stuff so you don't have to. Updates and upgrades can be a headache to keep up with, but they're critical to keeping your tech running smoothly. A quality MSP ensures your systems are completely current, while keeping cross-compatibility top of mind.

2. Your Staff is Lean and Focused
Reduce the number of IT professionals you need to have on staff. Keep headcount in check, and keep your team tight, nimble, and easy to manage. Spend your staffing budget on the brightest minds who can help you concentrate on the big picture, while the routine stuff is handled by your MSP.

3. An MSP Helps Eliminate Downtime

Downtime can kill productivity and undermine the bottom line. An experienced MSP team has tools and expertise that enables them to address failures immediately and automatically. They'll have your technology back up and fully functional before you even know there was a problem.

4. Security is Always Top of Mind

Managing vulnerabilities and security weaknesses is best left to pros who deal with these issues every day. The security of your data is too critical to leave to generalized techs who are busy putting out fires. It's best to have access to specialized experts who immediately recognize a vulnerability and know the quickest and most efficient way to fix it.

5. Managed Service Providers Have Specialists for Every Application

Many companies' IT teams consist of generalists who know a little bit about many different applications and systems. An MSP, however, has a much larger staff with experts who specialize in various applications, with master-level know-how. They have a depth of experience that only comes from working in numerous custom environments for a wide variety of clients. Odds are, whatever your issue, they've been there, done that and will have a quick fix ready to go.

6. Put Your Team to Work Growing Your Business

Engaging managed service providers to handle the routine enables you to focus on the projects that help your business grow. With the minutiae handled by an MSP, your team can concentrate on marquee, innovative projects that propel your company to new heights.

With deep experience, a wide-ranging, expert-level skill set and proprietary tools that address your company's needs proactively rather than reactively, managed service providers keep your business running smoothly and efficiently.