



WHITE PAPER

# MANAGED SERVICES

The Fast Lane to Digital Transformation





# INTRODUCTION

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Managed services can help you proactively improve responsiveness and service delivery for a better customer experience.

In this white paper, we will explore how managed services:

- Assumes the Heavy Lifting for Day-to-Day Activities
- Jumpstarts Your Digital Transformation
- Strengthens Security from Cyber Attacks
- Unifies Communications for Anywhere, Anytime Collaboration and Reliable Uptime
- Conclusion



## MANAGED SERVICES

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Take the exit ramp from all the stress of modernizing and maintaining your IT environment alone.

*"It was one of those days. My overburdened network was not meeting minimum service levels. Recently upgraded software suddenly began performing slower than the previous version. Tickets were taking too long to resolve. And the branch office across town was experiencing an excessive amount of downtime. Being reactive all day is not my idea of how I want to keep basic services up and running. It's days like this that my IT team wishes there was a better way."*

In an "always on" digital world, the urgent need for reliable uptime and on-demand network performance never ceases. Over-burdened IT departments are already stretching the envelope in making their aging technologies do more than what they were intended to do. When you add the increasing pressure for organizations to modernize their IT and communications platforms to support digital transformation, something's got to give!

Managed services provide the right blend of people, processes and emerging technologies for you to

improve efficiencies across your organization and drive costs down. Everything from moving to the cloud, monitoring IT operations, help desk support as well as managed security and data backup and recovery, managed services can pave the way to deliver service excellence and a better customer experience.

Let's look how managed services can help you shift gears to proactively improve responsiveness and service delivery.



### The DNA of managed services is an IT staff's dream:



Secure and  
reliable  
performance



On-demand  
IT resource  
scalability



Services  
purchased on  
a predictable  
subscription  
fee basis



No high  
upfront cost  
investment



Fast lead time  
and  
deployment

### Managed Services — Assumes the Heavy Lifting for Day-to-Day Activities

Organizations increasingly face pressure to extract real business value from their IT operations. Success is not measured simply in how well you keep basic services up and running. Rather, it's measured in how effectively IT solutions contribute to unleash efficiency and innovation across the organization, improve organizational productivity and drive costs out of business operations. Workarounds to fix issues simply aren't enough to keep up. Managed services can eliminate the headaches and stress of keeping the lights on.

- ***Proactively monitor and manage your network*** — Instead of being reactive, a team of outside experts can proactively

safeguard your network, servers and applications to resolve issues before they happen. Managed providers (MSP) use advanced portals providing centralized visibility into your critical IT components. This allows for real-time monitoring and alerting for complete control over device health and performance. Engineers can oversee granular administration over cloud applications, network devices, servers and security tools to ensure reliable uptime and high availability.

- ***Save time and money*** — Maintaining hardware, software, infrastructures and performing constant upgrades can be an expensive ordeal and require long manhours to complete.



With managed services, it's easier to predict IT costs on a month-to-month basis. MSPs take on the responsibility of delivering outcome-based SLAs by providing innovative technology backed by trained engineers. They will also become your trusted IT advisors and ensure all technology decisions are made with consideration of your current IT and budgetary needs.

- ***Free up staff for strategic matters*** — Your IT staff can devote more time to higher value projects. Managed services give you immediate access to best-in-class engineers certified in the most recent technologies. By shifting routine IT activities to MSPs, they can do the heavy lifting of daily tasks, such as maintenance and upgrades, while your team focuses on higher priority initiatives.

### **Managed Services — Jumpstarts Your Digital Transformation Journey**

Many organizations are in various stages of modernizing their technology, tools and processes to become digital. Aging technology needs to be replaced, siloed networks require consolidation and

branch locations are compelled to unify their communication systems to better engage employees and customers. Managed services can help fully manage all aspects of transitioning to centrally managed, cloud-based environments without needing to incur high upfront costs. MSPs carry the risk of delivering the contracted service levels and increased efficiencies as well as improved compliance and security.

- ***Accelerate digital transformation*** — Let's face it. Integrating digital technology into all areas of multiple locations is hard work and a massive undertaking. Managed service providers typically have the foundational infrastructure in place to operate a digital business. They can speed your transformation in becoming a digital organization using standardized components to roll out technology services, incorporate automated operational processes and provide scalable templates to deploy modernization projects faster across multiple environments or locations.
- ***Bring your next-gen roadmap to life*** — Managed service providers help you understand new and existing technologies and platforms, and they



will build a lifecycle management program that simplifies execution and reduces compliance and security risks. From IT consulting, project management, hardware/software procurement, virtualization and network infrastructure delivery, MSPs work hand-in-hand with your IT staff in coordinating all the detailed moving parts to assure success.

- ***Bridge the skills gap*** — Managed service providers give you access to scarce IT skillsets, on a pay-as-you-go basis. Especially with the emergence of new security threats, artificial intelligence, blockchain, Internet of Things and 5G networks to name a few, attracting talent will continue to be competitively fierce. MSPs already have certified engineers knowledgeable in the latest technologies who can become an extension of your team.

### **Managed Services — Strengthens Security from Cyber Attacks**

The reports say it all. Ransomware attacks are growing more than 350% annually.<sup>1</sup> There were 32.7M Internet of Things attacks in 2018.<sup>2</sup> More than 92% of cyber attacks were aimed at small-to-medium size businesses.<sup>3</sup> It takes on average 191 days for organizations to

identify a data breach.<sup>4</sup> These statistics make it clear ... battling the bad guys is not something you want to do alone.

- ***Provide around-the-clock monitoring*** — Managed security solutions can proactively monitor the security integrity of your entire infrastructure. Security experts identify patterns of events indicating possible threat, determine the risk and act quickly.
- ***Build an ironclad, multi-tier defense*** — Early-warning detection requires limiting exposure from any perimeter. Managed, cloud-based security can provide multiple layers of defense, including strong firewall protection, vulnerability detection, virtual private network monitoring, content filtering, intrusion prevention, virus shielding and failover options.
- ***Prepare for disaster recovery*** — Disasters occur in many forms – data breaches, ransomware, power outages, natural disasters and equipment failures – and cause serious disruption if you aren't prepared. A managed data backup and disaster recovery solution can minimize downtime with backups stored in a secure, cloud environment



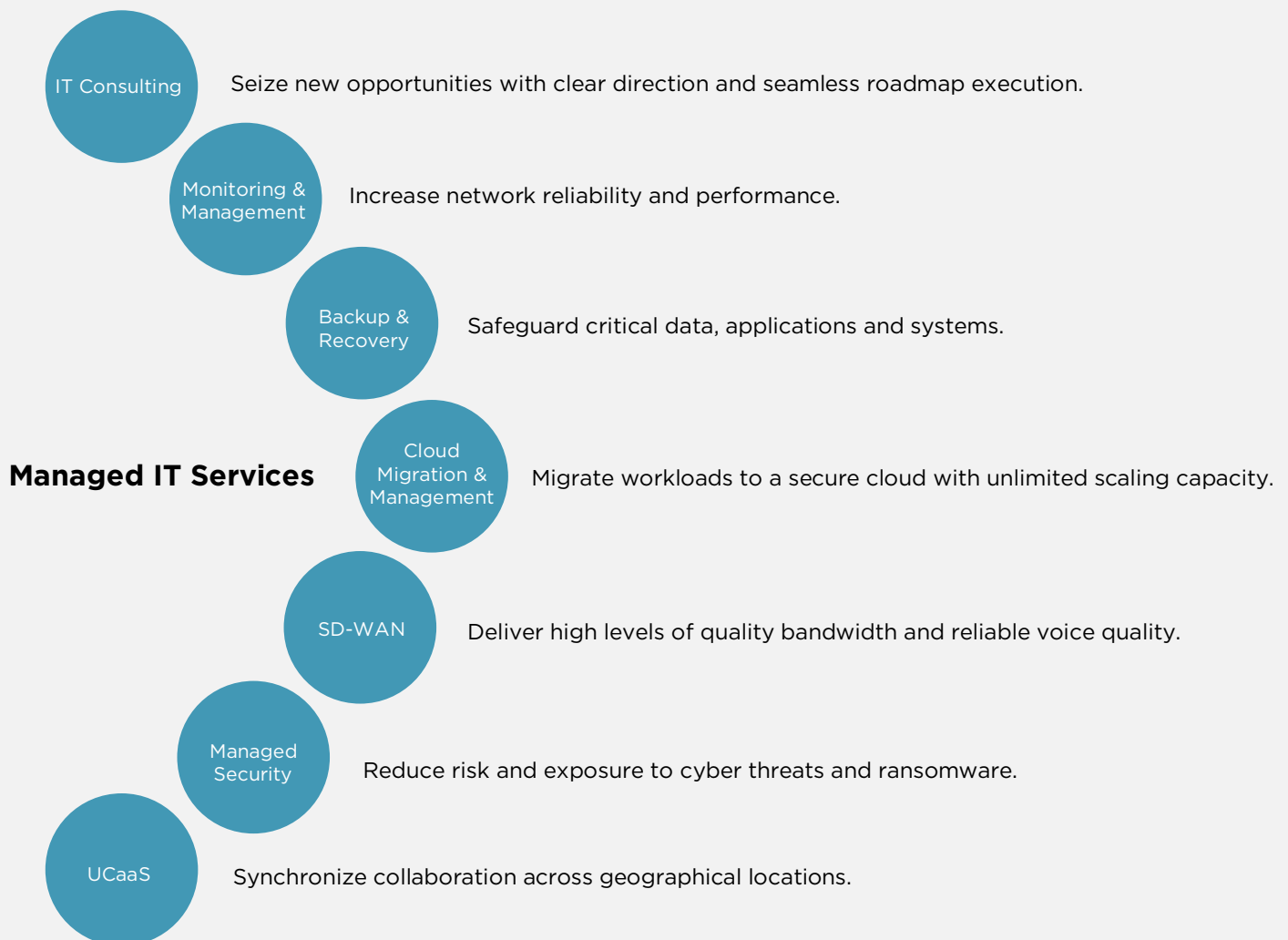
disconnected from your network. In the event of a crippling data breach or natural disaster, MSPs can restore entire environments in minutes.

### Managed Services — Unifies Communications for Anywhere, Anytime Collaboration and Reliable Uptime

With today's mobile and remote workforce, anywhere access is the rule, not the exception. Digital savvy

employees and customers expect flexibility in where, when and how they work. They want to be able to choose the best platforms and applications to accomplish their jobs and manage their lives. Managed service providers have the innovation to help organizations leapfrog the status quo with powerful, cost-effective solutions.

- ***Synchronize collaboration across multiple locations*** — Managed service providers can affordably interconnect





your teams and branch offices to a unified, cloud-based communication platform for reliable connections. They're easy to deploy with lower upfront capital expense or ongoing maintenance. Fully certified engineers centrally watch your network around-the-clock to ensure reliable uptime and performance.

- ***Tools for the way you work*** — Using cloud-based, unified communications, MSPs can integrate a wide range of engagement channels onto a unified platform, including phones, instant messaging, video conferencing and voicemail applications. All messages are unified into a single box, so you can forward, share and respond from any device.
- ***Anywhere connectivity*** — Managed unified communications lets you connect with both employees and customers from the road, from home, at any branch or anywhere business takes you. Teams are empowered to work more efficiently with no barriers to keep projects on track or serve customers with a better experience. To ensure 'always on' connectivity, MSPs can reroute call traffic across multiple carriers to avoid session drops or jitter

so you are assured quality voice connections and high bandwidth availability.

### Conclusion

With demands on IT staffs to deliver more with less, maybe it doesn't make sense anymore to do it all yourself. Managed service providers can help you take the exit ramp from all the stress and headaches of going solo. By partnering with a trusted MSP as an extension of your team, you can let them do the heavy lifting handling routine IT tasks while you focus on what really matters ... higher value strategic initiatives that will take your organization forward in better serving customers and delivering engaging experiences.

Source:

<sup>1</sup> [The Most Telling Cyber Security Statistics in 2019, Techjury](#)

<sup>2</sup> [Malware Warning: Ransomware Up, Phishing Down – And Here's How Crooks Are Changing Their Tricks, ZDNet](#)

<sup>3</sup> [Top Cybersecurity Facts, Figures and Statistics for 2018, CSO Magazine](#)

<sup>4</sup> Ibid





**MINIMIZE DOWNTIME.  
INCREASE EFFICIENCY.  
STRENGTHEN SECURITY.**

Magna5 can pave the way to deliver service excellence and scalable resources with fully managed IT services from a trusted partner. Whether needing centralized network and voice management or laser-focused planning to help you transform into a digital business, we can help. [Contact us](#) for a free demo and consultation.

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