



**CIO Guide:**  
**Benefits of partnering  
with a managed  
services provider**

Tips to ensure data  
security, disaster recovery,  
and IT efficiency





In this digital age, IT managers face constant pressure to adopt evolving technologies while ensuring operational efficiencies, protecting sensitive data, and containing costs as their companies scale to meet market conditions.

The challenges of implementing, maintaining, and replacing this modern infrastructure can be daunting for IT departments of any size.

In addition, many enterprise organizations still depend on aging legacy IT systems that are critical to the organization but make it difficult to transform. Trying to keep pace with technological advances can add significant expenses and risk of falling behind—which is why many companies choose to augment their IT capabilities with a managed services provider.

Managed services are typically provided by cloud-based third-party vendors and are designed to offload the day-to-day maintenance and management of enterprise-level data center infrastructure and communications. To elevate critical IT capabilities, companies often consider supplementing their in-house resources with managed services, including:

- Managed hosting services and cloud solutions to maximize performance.
- Remote monitoring and managing of enterprise systems to improve availability.
- Data backup and disaster recovery solutions to protect critical information.
- Enterprise-level communication and collaboration tools to boost productivity.

By handing off these IT burdens to a third-party managed services provider (MSP) like CBTS, companies can free their IT departments to focus more on strategic growth—gaining a competitive edge to drive their business forward.

This e-book will explain what to look for in a managed services provider and other considerations to ensure that your company is positioned to reap the full benefits of a managed services model.





## The benefits of managed IT services

The business case for managed services often begins when traditional IT infrastructure starts to become a cost center and not a driver for innovation. When IT leaders spend more time patching legacy systems, fixing network issues, and backing up critical data than they spend on innovating new solutions, it might be time to modernize your enterprise IT consumption model.

Managed services providers help facilitate growth by streamlining critical IT resources so companies can elevate their computing capabilities. By trusting an MSP to take accountability for cloud services, data center solutions, cybersecurity, disaster recovery, and enterprise communication, companies can unlock game-changing benefits such as:

### Cost control

Traditional IT systems typically require a steep upfront investment—not to mention pricey upgrades, patches, repairs, and labor-intensive maintenance that can quickly drain your budget. When an aging network architecture is absorbing all these enterprise resources, it can be challenging to invest in growth and innovation.

One of the biggest benefits of a managed services model is that it eliminates these costly capital expenditures and replaces them with more predictable monthly operating expenditures. Managed services providers only charge you for the services you use, offering a convenient pay-as-you-go plan to optimize spending and contain IT costs.

### Reduced downtime

When overwhelmed IT teams must perform manual maintenance to keep systems running smoothly, the resulting downtime can be detrimental to a company's bottom line. Customers today expect always-on access to the services they need, and if your enterprise can't deliver, they'll find a competitor that can.

Managed services providers can optimize performance by offering high availability of mission-critical IT functions that are fully redundant. Since these services run quietly in the background with automatic upgrades and remote monitoring, companies experience maximum uptime and minimal interruptions. This 24x7 reliability trickles down to your clients, helping your organization build and maintain a strong reputation for excellence.

### Improved risk posture

As businesses today manage ever-increasing volumes of sensitive information across a growing web of interconnected devices, the risks associated with data continue to swell. Cyberattacks, natural disasters, and data loss threaten to unravel enterprise infrastructures that show even the slightest vulnerability.

Managed services providers offer specific technical knowledge and best practices that can reduce operational risk in four key areas:



- 1. Regulatory compliance:** MSPs can help address data privacy concerns specific to strict industry standards and regulations like HIPAA and PCI to ensure enterprise-level compliance.
- 2. Cybersecurity:** MSPs extend their stringent cyberdefense strategies to protect your sensitive data against sophisticated hackers, offering automated safeguards to identify potential threats.
- 3. Data backup:** By providing managed Backup as a Service (BaaS), MSPs copy critical data with real-time backup to an offsite data center, bolstered by secondary failover to keep data safe.
- 4. Disaster recovery:** With fully-managed Disaster Recovery as a Service (DRaaS), an MSP can minimize data loss by bringing critical enterprise infrastructures back online as soon as possible based on your RPO/RTO objectives, often in minutes.

All of these components are essential to protecting the precious data that your business depends on, but many companies don't have the resources to safely guard all four corners at once. Sharing the burden of risk with an expert MSP can strengthen your overall compliance and security posture by bolstering your cyberdefense strategy, reducing downtime, and providing priceless peace of mind.

## Certified skill sets

Not every business has the in-house expertise and experience needed to integrate the latest technologies into their infrastructure. Advanced capabilities like artificial intelligence and machine

learning might still be out-of-reach for many enterprises—unless they leverage managed services to extend their tech potential.

By partnering up with a managed services provider, companies gain access to cutting-edge IT advances and specialized skills that empower innovation and accelerate speed-to-market. This enables enterprises to launch new solutions and applications quickly and cost-efficiently, without adding extra headcount since the MSP handles all the design, deployment and ongoing management. In industry sectors that move at the speed of technology, this can lead to a significant competitive edge.

## Streamlined efficiency

Facing a tangled web of hodgepodge hardware, patchwork servers, and overwhelming quantities of software, IT leaders must juggle a bevy of ever-changing demands to keep their companies up and running. As technology and security threats evolve, these never-ending demands can quickly overwhelm IT departments—delaying and even derailing the critical workflows and applications that enterprises rely on.

Thankfully, companies don't have to tackle these challenges alone. The underlying reason why many enterprises decide to work with a managed services provider is to supplement the capacity of their in-house resources. Managed services can centralize, standardize, and automate cumbersome IT tasks to streamline operations—freeing IT specialists to focus on strategic core competencies that will drive the business forward.

## Enhanced productivity

To stay connected across a growing spectrum of channels and devices in today's remote work environment, enterprises require a robust approach to communication and collaboration. By leveraging a cloud-based productivity platform like Microsoft Office 365, companies can unify all their business applications and communication tools into more cohesive workflows.

Implementing Office 365 as a managed service lets IT departments offload the maintenance of their enterprise communications infrastructure, while third-party vendors like CBTS provide management and support. These feature-rich cloud-based collaboration tools empower your staff to share information easily and securely, whether everyone is sitting together in one conference room or spread across a country, continent, or even the globe.

## Future-proof scalability

Expensive on-premises data centers quickly become outdated, and implementing new technologies to upgrade IT performance can be a time-consuming hassle that makes companies shy away from growth opportunities.

Because managed services are agile and flexible enough to scale as businesses grow and change, MSPs can unlock unlimited potential for enterprises that are eager to evolve. Expert MSPs like CBTS provide ongoing guidance and consulting to help companies stay ahead of industry trends, introduce proactive upgrades, and effectively future-proof their business.



# What to look for in an MSP

Properly implementing managed services requires precise skills and thorough people, processes, and technology. To capitalize on the potential benefits of a managed services model, you need to choose a provider that offers the right mix of solutions to fit your strategic objectives.

Finding the right MSP requires careful due diligence, so here are the top four factors to consider as you evaluate potential vendors.

## Service

Choose a managed services provider that guarantees specific service metrics, response times, and availability with a clearly defined service level agreement (SLA). By partnering with an MSP that offers 24x7x365 monitoring and dedicated support along with network uptime, you can rest assured that someone will always be looking out for your infrastructure. And if an incident should happen, a responsive MSP will respond quickly, escalate, and remediate the situation as soon as possible.

## Scalability

Does your potential MSP have the capacity to scale alongside your business as you grow? Make sure your vendor has outstanding operational staff, engineering credentials, and certifications on the latest cloud enabled technologies.

As your IT needs change over time, you'll need a service provider that's flexible enough to support your digital transformation into the future. The best MSPs go above and beyond to provide strategic consulting while sharing valuable industry insights to guide companies forward as the technology landscape evolves.

## Security

The best MSPs are particularly diligent when it comes to security because enterprises rely on them to protect multitudes of valuable data. Be sure to partner with vendors that take cybersecurity seriously, with well-documented protocols that include:

- End-to-end firewall protection.
- Managed threat detection and response.
- Multi-factor authentication .
- Access logs and user controls.
- Regular security tests and proves an successful outcome.

## Expertise

Successful track records speak volumes about an MSP's technical aptitude. Make sure your provider has the skills and certifications that your business needs—whether it's HIPAA compliance in the healthcare industry or PCI certification for payment processing. Ask whether your vendor has worked with similar enterprises in your industry and provisioned the types of technologies that you use. Strategic partnerships with prominent technology companies like Microsoft, Cisco, Oracle, and Salesforce can further extend an MSP's ability to deliver the latest solutions.



## Partnering with CBTS

Rather than carrying the IT burden alone, North American organizations trust CBTS Enterprise Solutions to manage their back-end infrastructure so they can focus on strategic growth.

With more than three decades of experience assessing, designing, building, and managing cloud-enabled data centers across North America, the experts at CBTS have accumulated valuable insights into the complexities of managed infrastructure solutions. By working as an extension of your team, CBTS collaborates closely to understand the nuances of your business and customize fully managed IT solutions suited to your specific needs.

Combining deep technical expertise with a full suite of flexible technology solutions, CBTS keeps clients on the cutting edge of digital transformation—helping to streamline operational efficiency, drive innovation, mitigate risk, boost productivity, scale to growth, and reduce costs.

When it comes to modernizing your enterprise IT infrastructure, are you better off tackling these complexities alone or partnering with a seasoned team of experts that will give you the competitive edge to drive your business forward?

Kickstart your company's digital transformation today by visiting [cbts.com](https://www.cbts.com)





**From developing and deploying modern apps and the secure, scalable platforms on which they run to managing, monitoring, and optimizing their operations, CBTS is the trusted partner businesses need to thrive in the application era.**