10 Reasons Why You Should Outsource Your **IT** Needs to a Managed Services Provider (MSP)?

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① It's the Best ROI You'll Get with Your IT Dollars

In today's market, one sharp IT guru can easily demand a salary of $90 – $140K per year. Factor in employee benefits, overhead, G&A, payroll taxes, and training costs, and you are easily paying $15K per month, for a one-person IT shop. Depending on how many users and servers you employ, **FitNetworks can service your company IT needs for a fraction of that amount!** Through economies of scale, an MSP can provide you with the biggest bang for your IT dollar!

② Bring All the Necessary Specialists to Bear on Your Problems

Since IT gurus specialize, like doctors, no one person can be expected to handle all your IT needs. Even a small company needs the skills mix of at least 3 sharp IT people. Pretty soon, you can be paying $45K per month in burdened labor for your IT department, even if they are only needed part-time. Additionally, enterprise-level software applications like SAP, Oracle, and Salesforce require experienced specialists to install, upgrade, and maintain their ability to interface and work with the rest of your IT infrastructure. A good MSP can provide you with all the IT expertise you need, when you need it, at a fraction of the cost of employing your own IT department. **With FitNetworks, you get the collective experience of a team of IT experts, on demand, at a price you can afford!**

③ Outsourcing Allows You to Focus on What You Do Best – Make Money!

Unless you are an IT company, you probably feel like a fish out of water when it comes to addressing your IT needs. Being a jack of all trades may sound romantic, but according to Good to Great, by Jim Collins[1], it is a recipe for failure. By outsourcing your IT needs and focusing on what you love to do, you can be far more successful. Using the Good to Great hedgehog analogy, you will dominate

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your business segment by focusing on your strengths, and let your competitors achieve mediocrity by trying to be everything to everyone. **The FitNetworks team can provide the support you need to dominate your business segment and increase your profitability.**

④ Secure IT Assets and Intellectual Property

Cybersecurity is a variation of one of the oldest games in the world – Cops and Robbers. In the information age, information has become the most valuable commodity. But who imagined the day when thieves would steal your URL, hack your website and post discrediting information about you, and steal and delete financial and intellectual property from your servers with the intention of financially blackmailing you? Not to mention, secretly record webcam and audio recordings of you in intimate and confidential scenarios, and then offer to sell it back to you in Bitcoins? If you fail to negotiate with them, they will sell your confidential and intellectual property to your competitors! What about disgruntled employees destroying files to harm the company, or hide their illicit behavior? HR people have been known to chase employees around the parking lot to retrieve their company-provided cell phones to prevent them from stealing or deleting company assets and intellectual property. **If ever there was a need for vigilance in IT security, it's now!**

Most cybersecurity violations occur due to outdated software updates in application and driver software. The robbers become smarter and the cops need to quickly adapt. **FitNetworks will ensure all your software is up to date to eliminate these vulnerabilities.** Hackers will try to gain access to your network by exploiting weak or stolen credentials. These methods include phishing and pharming, stolen passwords from an unsecure system, and brute force. Once they have penetrated your network, they will attempt to learn as much as possible about your company with the intent of further harming you. They will attempt to have you send them money fraudulently, trick your vendors into paying

them, ransom the files on your system, and gain access to proprietary contact lists, email, and financial and credit information. Once they steal your valuable information, they will attempt to either blackmail you or sell this information to your competitors for their gain.

Protection of your IT assets, data, and intellectual property requires multiple layers of protection including computer, network, cloud, application, and physical security. **A good MSP will help you create the security policies and procedures and recommend, install, and monitor the resources to ensure you are protected from threats, both outside and inside your company.** Since weak or stolen credentials are their favorite vulnerability, FitNetworks can implement multi-factor authentication (MFA) to raise the bar on hacking attempts. While simple for users to implement, MFA provides significant security protection over simple password protection. Training and monitoring of best security practices will remove most of the remaining vulnerabilities, but eternal vigilance is the key to security. **You need a security IT expert to provide this security vigilance!** For further information on how an MSP can increase your security protection, read the FitNetworks case study on Security Implementation on our website.

⑤ Improve Sales and Production Goals

By outsourcing your IT needs, you can focus on the first principle of business – growing your business. Technology is supposed to support sales and business operations, not the other way around. But when technology fails, owners often find their sales and operations people supporting technology. Time spent solving technology issues is time away from the job you hired them to perform. The same technology that has the ability to increase sales, improve your production goals, and empower your people to perform at optimal performance, has the ability to bring your company to a crawl. This downtime can be caused by lack of training, lack of maintenance, or the implementation of the wrong technology solution in the first place. The right technology solutions implemented and maintained by

the right MSP provider, along with the right training for your people, will ensure technology is truly helping you to grow your business. **FitNetworks will show you how you can increase productivity with measurable results, through the careful implementation of the right IT solutions.**

6 Attract and Retain the Best Employees

Like most companies, you are trying to attract and retain the best talent available for your company. But the kind of talented employees you want, don't want to work for a company with antiquated IT solutions that hinder them from being creative and doing their best. They want to work somewhere where the IT assets and support are commensurate with their skills and ability. According to Forbes, lack of people investment is the main reason that 91% of employees resort to looking elsewhere for employment[2]. Great technology can help your employees stay engaged, motivated, and put a smile on their faces. **Let FitNetworks provide you with a** **free assessment** **of your IT infrastructure and show you where we can help you create an affordable, modern infrastructure that will help you attract and retain the best people.**

7 Better Accountability over IT Assets

Have you ever felt you purchased more computers and software licenses than you have employees to use them? Have you ever asked the question, "What happened to the last batch of computers we just purchased?" Unfortunately, IT assets are seldom treated as the valuable assets they are, and little accountability is given to these assets. A good MSP can help inventory and maintain a list of IT assets and ensure you are not paying for licenses that you already have, or maintenance programs for assets still under warranty. New employees are given configured, standardized, and tested assets with the necessary training. Asset distribution is recorded and monitored at least annually to ensure that the status and location of all assets is always known. When employees are terminated, their files are copied and saved before notification, and their assets are recovered, reconfigured,

tested, and redistributed to ensure you are not paying for new assets you do not need. **FitNetworks has automated tools that help us keep track of all your IT assets including warranties and allow us to provide budgetary information in advance to allow you to prepare for future IT expenditures, while properly stewarding your existing IT assets.**

⑧ Competitive Edge

What does Coca Cola, eBay, Kleenex, and Amazon have in common? They are all First-Mover Advantage (FMA) companies. FMA is a marketing term used to describe companies that are first to market a new product or service and establish a controlling interest in that new market segment. FMAs are generally rewarded with huge profit margins and monopoly-like status. The right technology can not only increase your production, sales, profit margins, and decrease expenses, it can also give you a competitive edge over your competition by allowing you to get your product or service to market first and dominate your market segment. You'll be the company that your competitors are trying to catch up with and imitate.

Most small and mid-size businesses cannot afford a full-time Chief Technology Officer (CTO) who keeps abreast of industry best practices and products. A good MSP can provide the services of a CTO to translate your business needs into IT requirements that will empower you to meet your business goals and be faster at all aspects of your business. **FitNetworks can provide you with a customized IT architecture and develop a phased approach to implement it with an eye towards ROI, to ensure you meet your business goals, stay ahead of current needs, and build for the future.** Using our project management tools, we can assume your current and future IT project implementations and allow you to become the dominant player in your business segment.

⑨ Reduce the Risk of Purchasing and Implementing Costly and Wrong IT Solutions

If technology is supposed to increase a company's productivity, revenue, operations, and communications, why is it so often counterproductive? Most-likely, this is caused by the selection or implementation of the wrong solution at the wrong time, with very little training for the end users. **A good technology solution for one company may be a bad decision for another company. Or, it might be the correct decision but the wrong timing, or wrong integration with your business infrastructure.** If the employees don't know how to correctly use the technology, or aren't using it, the solution can be counterproductive.

A good CTO will take the time to know your business operations and current infrastructure to understand how it operates before recommending any purchases or changes to your infrastructure. **At FitNetworks, we will work closely with your senior management to understand your business, goals, and needs, before we start talking about a future architecture.** Once we agree with where you are going and how that infrastructure will support you, we will map out a strategy for purchasing, implementing, training, and monitoring the new technology products and services that will get you from where you are to where you are going. This always happens with an eye towards ensuring your investment return was a positive experience and money well spent. By focusing on ROI, we can pretty much ensure the correct technology is purchased and implemented.

⑩ Improved Vendor Support

Have you ever had a conversation with one of your IT vendors and didn't get your questions answered, or felt they didn't understand what you were saying? Don't be surprised. Like doctors, most IT vendors speak a coded, abbreviated language and since they talk to other IT gurus all day long, they simply assume you speak their language. Even worse, most of them have little background in business

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operations. They don't speak your language. **At FitNetworks, we speak their language and yours. We can provide liaison & management with all your IT vendors to ensure the right products, services, and specifications are ordered and delivered.**

Have you ever tried to contact a large IT vendor and found yourself exasperated from listening to automated voice recordings and being passed from one call rep to another, only to find yourself back at their main menu? A good MSP has probably already spent many hours in communication with your IT vendors to resolve similar issues. During those experiences, we develop first-name relationships with their key people that allow us to sidestep the usual customer hotline and go straight to the specific type of support you need to quickly resolve your IT conflicts and save lost hours of productivity. **FitNetworks can be your IT vendor liaison and problem solver.**

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Let FitNetworks show you a new way of doing business.

We remove the complexity and frustration of a constantly evolving IT environment, so you can focus on what you do best – growing your business and making money!

Call today to set up your FREE 30-minute Network Assessment. Call and let's see if we're a good fit!
(704) 900-1408 or **info@FitNetworks.com**