

# THE ROLE OF A MANAGED SERVICES PROVIDER

&

how to choose the right one for  
your business



# Why Managed Services?

It's not uncommon for business leaders like yourself to be hands-on with their technology; the relationship between business goals and your technology can be so palpable it's difficult to pursue one without the other. However, it's just as common for leaders to eventually admit to what is probably the reason you're here today ... they're spending way too much time doing tech work.

You may be robbing your company of your unique expertise and business-building activities that would be more impactful if spent on what made your company great to begin with. You need a technology partner that works so closely with you that your network is maintained and developed inline with your unique business objectives.

# Understanding Managed IT Services

You've either heard of managed service providers (MSPs), or already worked with one, and may be looking to make a change. So, real quickly, just what are "managed IT services" and why do smart business leaders seek them out?

"Managed IT Services" are just that, your IT services are managed for you by a 3rd party with professional, business-minded leadership at the helm and processes & procedures in place to ensure that a) industry standards are met, exceeded, or maintained and b) your business objectives are understood and constantly in process of being executed and c) your staff are happier as technology frustrations become a thing of the past.

The right technology success partner will continually improve their own business process, understand the latest technology trends & security requirements for your environment, and be able to marry your business goals with the opportunities the latest technologies provide. All at a predictable monthly rate, eliminating the horrors of surprise technology costs. Taking on the right partner is a smart business strategy that will see a return on investment right away.



# What Kinds of Services Do MSP's Provide?

A major benefit of an MSP is the proactive service provided; no more running a break-fix approach to technology, pausing your business operations to fix issues as they occur. ActiveCo is a full service MSP managing customer relationship management (CRM) applications, storage, backup & disaster recovery planning and secured network monitoring. There's also custom network design and implementation, virtualization, help desk services, cloud services, security solutions and more. MSP's will have inclusive services packages to choose from, which should include some room to be modified to meet your unique business needs. You're unique in your market for a reason and ActiveCo helps our clients utilize their strengths to grow their revenue through smart, informed technology decisions. Your company will be running 24/7/365 with less worry, improved security, constant monitoring and a dedicated vCIO passionate to help you achieve your business goals.

# Can I Just Manage Technology Myself?



Yes, and you probably already are. The reason you're here is the nagging suspicion that your time is better-suited elsewhere. The struggle of the hands-on business leader is the rabbit hole of tasks that keep them doing everything BUT their job!



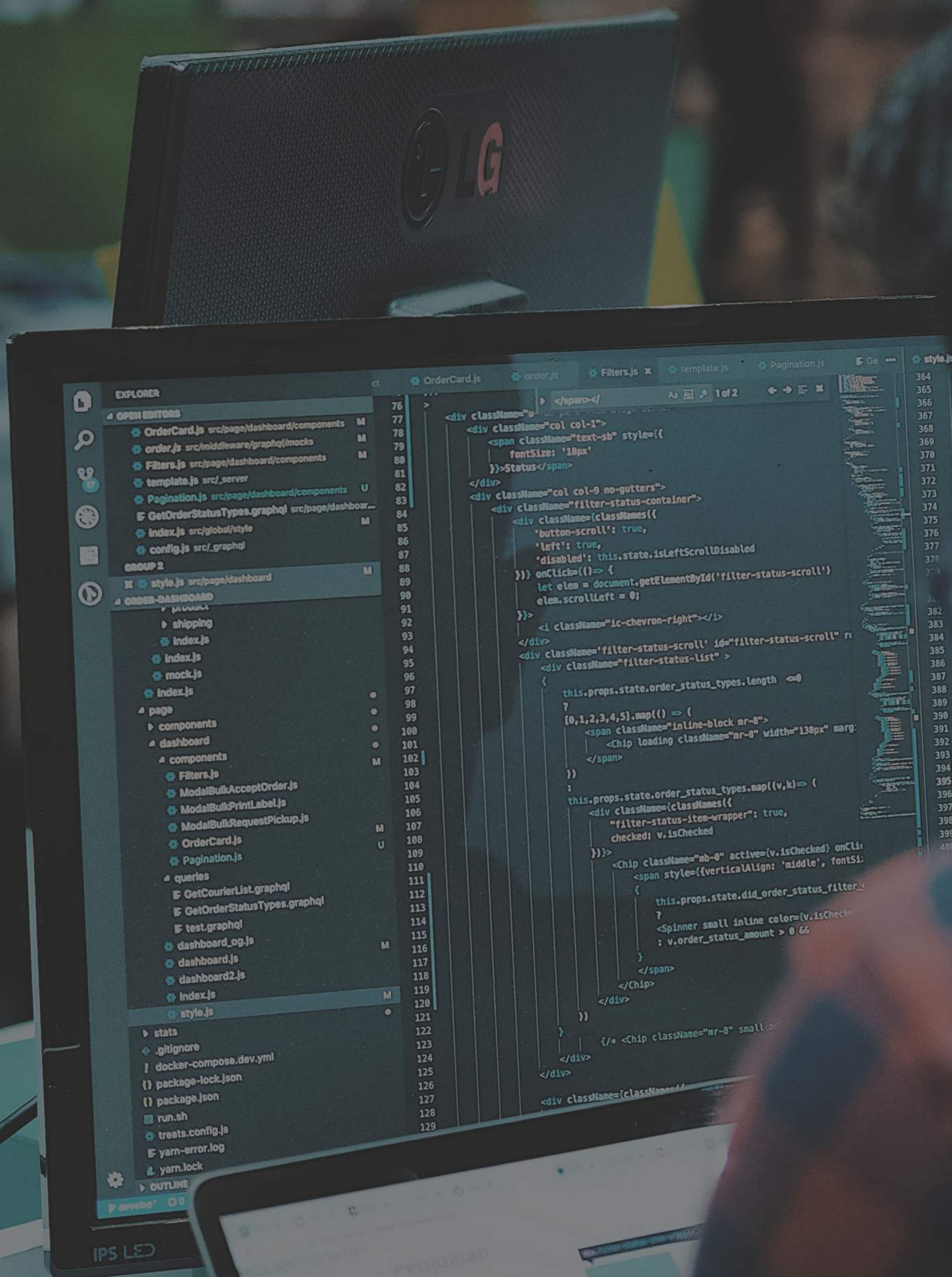
Managing IT properly takes a significant amount of time, which is best done by your technology partner with the right processes and procedures in place to grow your revenue. This saved time will allow you to use your thought leadership where it's intended to be: running your business.



Making the right technology decisions with guidance and support from your vCIO at ActiveCo will have the impact you're looking for: higher revenues, happier staff and a safe & secure network that lets you sleep at night. The strategic planning you get with us will be the breath of fresh air you're looking for, giving you a better understanding about what technologies to invest into for your specific needs.

# How To Choose The MSP That Fits Your Needs?

You've decided to outsource and need to choose a provider - where to begin? You'll have many MSP's to choose from and it's important to take the time to make the right decision for your company based on these major factors:



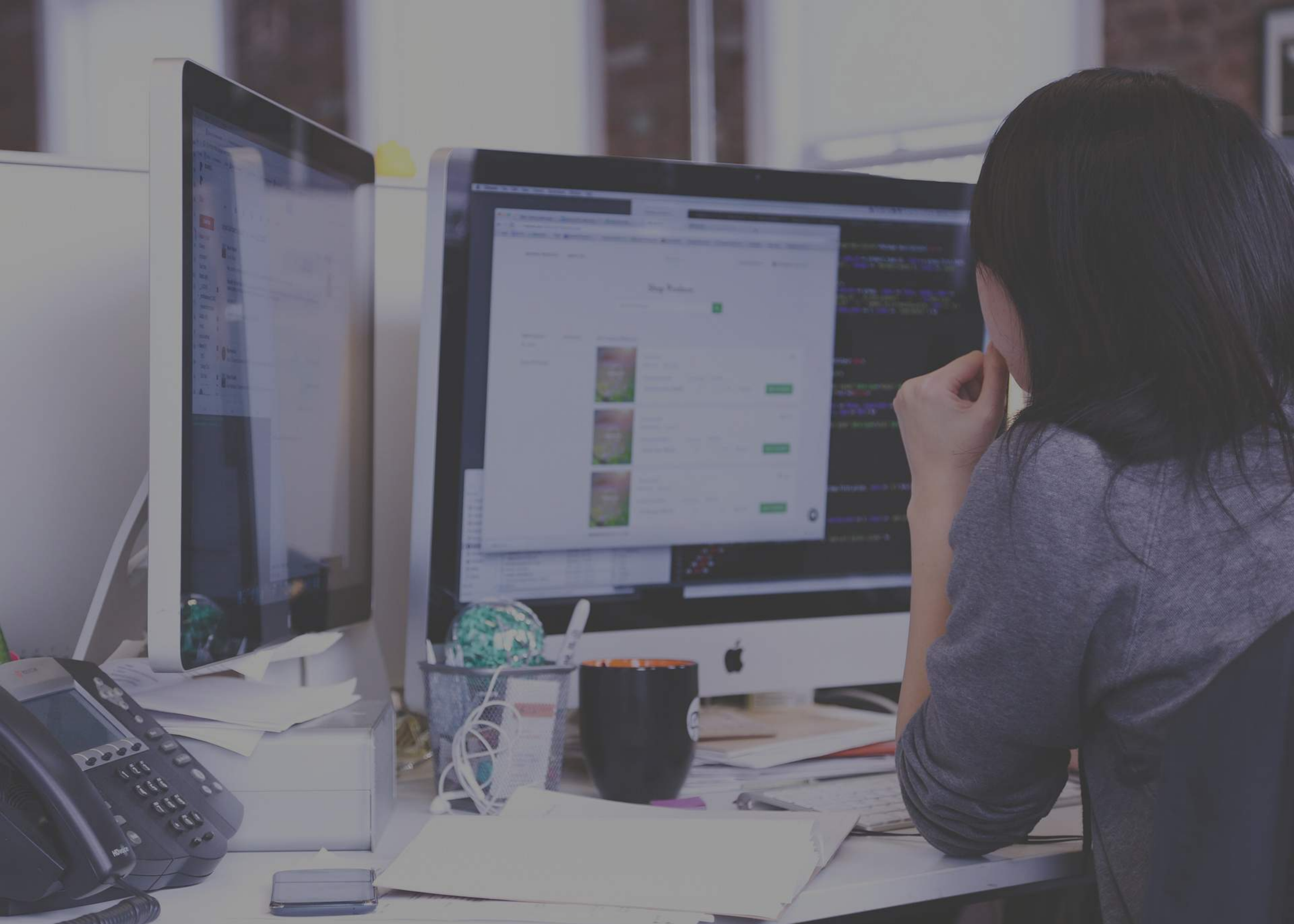


1. How does this MSP view technology in your industry?
2. How do they support existing clients with similar pain points to yours?
3. Do they understand those pain points and how to resolve them in a way that your staff will be on board with?

Your MSP partner will be a mix of the right cultural fit, the right business mindset and the most impressive standardized processes already in place. Ultimately, you'll know when you've met the right one and you may find yourself hesitating to make that final decision.

1. How do you make the change from your existing provider to a new one?
2. Are your staff ready and waiting for a change?
3. How disruptive will the onboarding process be to your business operations?

The right MSP partner will be able to answer all of these questions for you. ActiveCo's onboarding process has been streamlined over many years to be as easy as possible. You carry on business-as-usual. We'll handle the onboarding process, including an orientation for your staff on how to reach us, when to reach us and what to expect from us.



# Are you ready?



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