



# How Managed IT Services Improves Scalability & Flexibility for Growing Businesses

---

Optimize business operations with everything from proactive maintenance to 24/7 IT support to ensure maximum efficiency and productivity — all without the hassle of managing IT in-house.

# The Changing Tech Landscape

In today's rapidly evolving digital landscape, the role of managed IT services is undergoing a profound transformation. **Shifting industry norms and technological capabilities are reshaping the way businesses approach their digital infrastructure.**

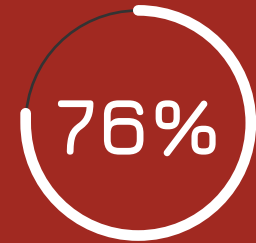
No longer confined to mere support functions, today's managed IT partners help businesses navigate the complexities of modern technology while staying agile and competitive in today's evolving business environment. This shift towards a more proactive and holistic approach to IT management is propelled by:

- The increasing complexity of IT environments
- The growing importance of data security and compliance
- The relentless pace of innovation

Business owners and leaders must understand the evolving landscape of managed IT services to stay ahead in an increasingly digital-centric world.

Executives say **cybersecurity is the number one external challenge** that impacts their strategic objectives. To reduce risk, **81% use third-party vendors for IT processes and cybersecurity.**<sup>1</sup>

Embracing managed IT services alleviates the burden of day-to-day IT operations while also unlocking a wealth of strategic advantages. This guide examines the paradigm shift in IT management and how business owners can position their organizations for sustained success in a digital-first world.

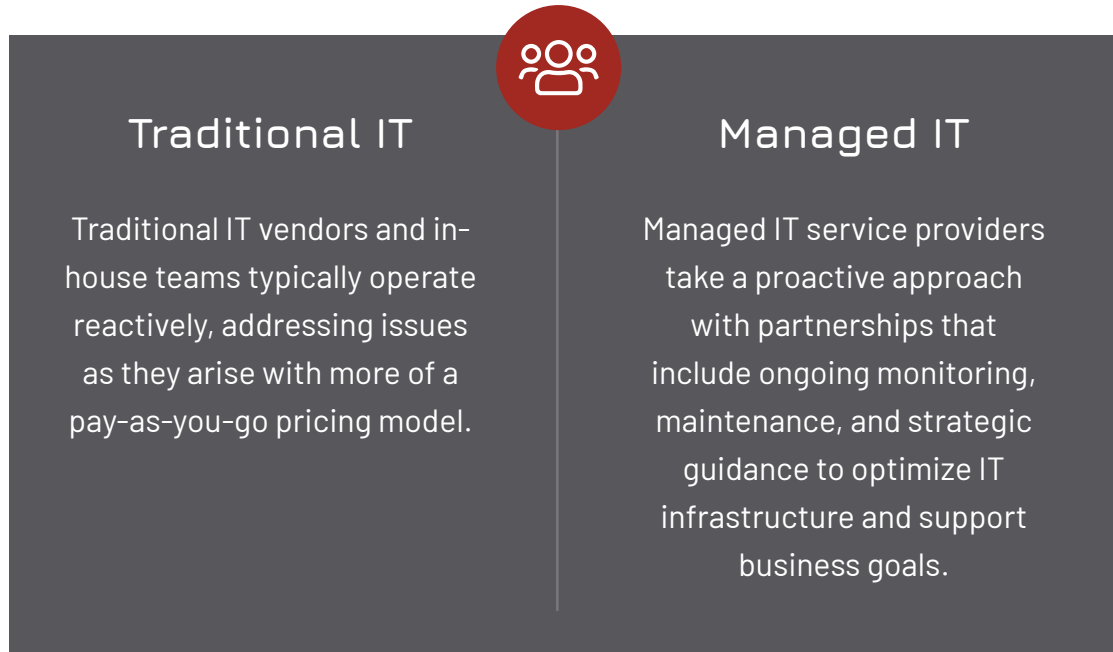


**76% of employers say they've experienced a shortage of technology and IT candidates.**<sup>2</sup>



# What Role Should Managed IT Services Play?

Maintaining robust cybersecurity measures and staying abreast of technology advancements is crucial for businesses that want to remain competitive. Modern companies need to safeguard their data, increase productivity with modern tech, and stay vigilant in the face of looming cyber threats. One [changing aspect of IT](#) is the shift from reactive to proactive services.



## Why outsource IT support?

Managed IT services empower businesses to focus on other aspects of the business while leveraging expert insights and cutting-edge technology to drive efficiencies.

According to a Clutch report<sup>1</sup>, "The primary motivation for outsourcing tasks was a near-tie between **reducing expenses** and **bringing industry experience onto the team.**"

Leading companies say outsourcing<sup>3</sup> helps them:

- **Cut costs (59%)**
- **Focus on core business (57%)**
- **Solve capacity issues (47%)**
- **Improve quality (31%)**

Managed IT service providers should serve as strategic partners, able to provide you with comprehensive support, proactive maintenance, and innovative solutions.



# Future Trends and Considerations Impacting the Role of IT

---

While the move to Cloud and AI should have taken years to unfold, the pandemic and economic conditions dramatically fast-tracked progress. Companies have had to adjust in just a few short years to new tools, threats, and consumer demands.

Here are just a few major pieces shaping the tech landscape for businesses.



## Web Presence

A shift to online commerce is changing how businesses sell, advertise, and keep their audience informed. 71% of today's businesses have a website and 28% of business is conducted online.<sup>4</sup>



## Cloud

Reliance on on-premises infrastructure and hardware has changed with the emergence of cloud solutions. More than 90% of modern organizations now use the cloud in some capacity.<sup>1</sup>



## Artificial Intelligence & Machine Learning

AI is transforming how companies operate on every level. Still, Gartner reports less than 5% of enterprises are using generative AI in production environments, but predicts more than 80% will be doing so by 2026.<sup>5</sup>



## Remote Access

Flexible work environments and the need for virtual access have changed how cybercriminals pick their targets. It's easier for hackers to target a coffee shop network than it is to go against an office firewall. Small businesses (with under 250 employees) account for 43% of cyber attacks annually and only 14% are prepared for an attack.<sup>6</sup>



# 5 Challenges of Traditional, On-Premises IT Support



# What Does It Mean To Achieve Scalability and Flexibility?

---

Businesses need to be prepared to adapt quickly to meet growing demands and seize emerging opportunities.

Being able to expand or contract IT resources quickly and efficiently is an important part of adapting to fluctuations in workload or business growth. Additionally, businesses must be prepared to pivot, innovate, and embrace new technologies as needed.

Managed IT services play a crucial role in enabling businesses to achieve these objectives by providing on-demand support, proactive strategy, flexible service models, and more.



60%

23%

**60% of businesses rely on outside support on an ad hoc basis, and only 23% consistently leverage third-party services where expertise is required.<sup>7</sup>**



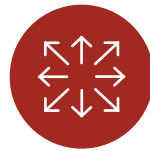
# How Managed IT Services Address Scalability

Managed services make it possible to seamlessly expand or contract your IT infrastructure to accommodate growth or fluctuations in demand. By providing scalable solutions and proactive support, managed IT services empower businesses to efficiently adapt to evolving needs, optimize resource utilization, and achieve sustainable growth objectives.



## Easily Adjust Team Size and Skills

Facilitate the seamless adjustment of your IT team size and skill sets so your business can quickly adapt to changing needs without disruption.



## Address Confusing and Complex Setups

Facilitate the seamless adjustment of your IT team size and skill sets so your business can quickly adapt to changing needs without disruption.



## Improve Productivity With Growing Tech

An experienced IT services team can help you simplify operations and provide clarity in complicated virtual environments, enabling efficiency without leaving your company exposed to security concerns.





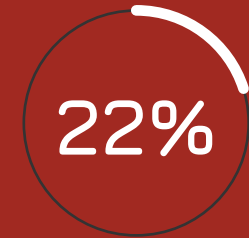
## Optimize Resources and Offload Menial Tasks

Rely on an outside perspective to provide insights and expertise, helping you find cost-effective solutions that make the most out of your resources and support your changing business needs.



## Create a Strategy That Adjusts to Company Growth

Get custom strategies that align with your company's growth and goals. Your provider can help you build a roadmap for scalability to ensure your IT infrastructure evolves alongside your business.



**Only 22% of businesses successfully scale within their first 10 years.<sup>7</sup>**



# How Managed IT Services Enhances Flexibility

---

Managed IT services offer a wide range of flexible solutions to meet your evolving needs in today's dynamic and competitive landscape. With expert guidance, you can feel confident in how you choose to quickly adopt and integrate new technologies, such as cloud computing, collaboration tools, cybersecurity protocol, and automation solutions.

**Find a partner that helps you innovate in response to evolving market trends.**

## Gain the Competitive Advantage

Utilize an outside team for specialized expertise and recommendations on cutting-edge technologies and learn how to position your business ahead in the market.

## Improve Digital Efficiency

Outsource IT support to streamline operations and optimize workflows so you can better focus on core objectives or pivot to take advantage of new opportunities.

## Adapt to Evolving Threats

Stay agile in the face of evolving threats with a team that implements advanced security measures, proactive monitoring, and rapid response capabilities.



# Real-World Success Story: American Plant Food Cloud Migration

---

How do managed services teams help companies adjust? When American Plant Food (APF) was considering a move to a cloud-based environment, they turned to IronEdge for support.

APF had six servers stored on-site and wanted to gain more control over their IT management solution. **Migrating their complex infrastructure to an entirely virtualized cloud infrastructure required experts who understood the available tools, platforms, and security options that would check all their boxes.**

IronEdge first implemented Azure Virtual Desktop (AVD) on all machines in conjunction with APF's Office 365 licenses so APF could conveniently connect to remote resources as needed. Next, IronEdge migrated the SAP Business One server to the cloud to virtualize their environment, leaving one server on-premises to run accounting software and additional file shares. During this process, IronEdge implemented Nerdio to deploy and optimize AVD and set up Microsoft Azure to remain running long-term.

After a largely hands-off transition, APF users could access their virtual desktops from any device and location with ease.



## Exceeded Expectations

*"IronEdge Group was a pleasure to work with and I am highly satisfied with the way the migration was handled for our team. All the recommendations IronEdge made were very helpful, the team was proactive and responded quickly to our needs. The project rollout exceeded my expectations."*

Mark Sammons, Director of IT

# Key Features and Benefits of Managed IT Services

What should you look for in a managed IT services provider (MSP)? Not all partners offer the same level of insight, flexibility, and expertise. Here's what you should consider during your search.



## EVOLVING PROTECTION

Safeguard digital assets according to ever-changing threats, technologies, and cybersecurity best practices.



## BUSINESS CONTINUITY

Protect against loss with backups and strategies designed for disruption or destruction scenarios.



## PROACTIVE MONITORING

Stay on top of threats by actively catching issues and alerting your team as soon as an incident occurs.



## TECH AUTOMATION

Find efficiencies to automate redundant or low-level tasks, freeing up your team to focus on other issues.





## PREDICTIVE ANALYTICS

Use data-driven insights to help create more effective business growth and security strategies for your company.



## ACCOUNT AWARE

Trust a partner who knows where every tech asset is, where it came from, and what is under warranty.



## CONSISTENT EXPENSES

Receive budget-effective IT support with predictable costs, avoiding pay-as-you-go services that lack strategy.



## 24/7 SUPPORT

Prepare for attacks with an “always-on” incident response team ready to mitigate damage and downtime.



# Checklist: Questions To Ask MSPs

---

- ☐ **Do we get assigned a specific person to our account?** Is this someone you are meeting off the bat or will that person get assigned later after you've signed on? Some MSPs deal with a lot of turnover or pull a kind of bait-and-switch where you meet a high-level expert who isn't going to handle your account.
- ☐ **How often do you meet with clients?** Your MSP should be proactive in helping your company identify threats, review processes, prepare for attacks, and align on goals. A reactive relationship can lead to longer downtimes and bigger losses that you won't be able to recover from.
- ☐ **Does our point of contact focus on one area or wear multiple hats?** Smaller MSPs often have people doing multiple jobs and don't have someone solely focused on managing the strategy for your account.
- ☐ **What security do you have in place?** Will your MSP take precautions when dealing with your sensitive data? Are they practicing what they preach or is their approach sloppy?
- ☐ **What type of company or industry do you serve?** A one-size-fits-all approach is not going to offer the nuanced strategies and compliant solutions you need. You want to find an MSP that is familiar with your industry and well-suited to work with your company size.
- ☐ **Where are you based?** While you can choose to work with a virtual partner, you may benefit from an MSP that can get boots on the ground and hands on your wires if needed. A local MSP will be in your time zone, care about its local reputation, and actively contribute to your community.
- ☐ **What is the process when an emergency or non-emergency need arises?** Some MSPs offer convenient self-service portals to make it easy to access training or create tickets for non-emergency concerns.
- ☐ **What pricing and service options do you have?** It's important to have an understanding of [what IT support should cost](#) and work with a provider that scales services to meet the needs of your business.



# Trust IronEdge as Your IT Partner & MSP

Are you looking for a provider you can rely on for responsive support, proactive planning, and reliable service? At IronEdge Group, we believe everyone deserves great experiences with their technology. That's why we partner closely with our clients to understand their unique needs and goals, developing tailored IT solutions that create lasting value and enable business growth.

With an expanded geographic reach across Texas, the Southwest, Rocky Mountain region and beyond, IronEdge offers a comprehensive suite of IT solutions tailored to meet the unique needs of businesses today. From managed IT services to cybersecurity, cloud services, project implementation and hardware solutions, we equip businesses with the most advanced and reliable technologies to mitigate risk and fuel growth.

**Reach out to our team and let's discuss your goals and challenges.**

**LET'S TALK**



# Resources

---

1. <https://www.microsourcing.com/learn/blog/the-ultimate-list-of-outsourcing-statistics/>
2. <https://go.manpowergroup.com/talent-shortage>
3. <https://teamstage.io/outourcing-statistics/>
4. <https://www.forbes.com/advisor/business/software/website-statistics/#:~:text=3.,of%20the%20Covid%2D19%20pandemic.>
5. [https://emt.gartnerweb.com/ngw/globalassets/en/publications/documents/2024-gartner-top-strategic-technology-trends-ebook.pdf?\\_gl=1\\*bcapnc\\*\\_ga\\*MTcxMDMzNzc3Mi4xNzA5MDQ4MTcw\\*\\_ga\\_R1W5CE5FEV\\*MTcwOTA00DE3MC4xLjEuMTcwOTA00DI2NC4yOC4wLjA.](https://emt.gartnerweb.com/ngw/globalassets/en/publications/documents/2024-gartner-top-strategic-technology-trends-ebook.pdf?_gl=1*bcapnc*_ga*MTcxMDMzNzc3Mi4xNzA5MDQ4MTcw*_ga_R1W5CE5FEV*MTcwOTA00DE3MC4xLjEuMTcwOTA00DI2NC4yOC4wLjA.)
6. <https://www.getastra.com/blog/security-audit/small-business-cyber-attack-statistics>
7. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/how-good-are-you-at-business-building-a-new-way-to-score-your-ability-to-scale-new-ventures>

