

WHITE
PAPER

How Managed Services Fuel The Future Of Your Business





WHAT IS A MANAGED SERVICES CARRIER?



A MANAGED SERVICES CARRIER IS A THIRD-PARTY PROVIDER THAT OFFERS NETWORKING, COMMUNICATION, DATA STORAGE AND OTHER SOLUTIONS DELIVERED AS A SERVICE THROUGH THE INTERNET USING THE CARRIER'S SYSTEMS, ALL FOR A FLAT "PAY AS YOU GO" SUBSCRIPTION MODEL.

THE CASE FOR MANAGED SERVICES

The funny thing about the future is just how fast it can change. Today's lofty business goals quickly become tomorrow's quarterly report. Today's first mover advantage becomes tomorrow's feeding frenzy of hungry competitors. And that shiny new server, phone system or productivity software quickly becomes tomorrow's "Can you believe we used to have to work with that?"

When it comes to the future of your business, the road of change goes right through your IT department. But managing technology is no longer something IT has to do alone. Cloud technologies have given rise to managed services carriers who are able to install, host, manage and support your communications systems, data storage, back-ups, security and other services, giving IT the expert partner they need to keep up with the needs of the business.

In this ebook we'll walk through the benefits of working with an MSC and look at the three major IT and communications managed services that can fuel your performance. Finally, we'll discuss how managed services can be a critical engine of growth for your company and why you should consider using the once-in-a-lifetime opportunity a relocation provides to reassess and upgrade your IT and communications solutions.

THE BUSINESS BENEFITS OF AN MSC

The name of the game in business today is using technology to become more efficient, effective and insightful. An MSC gives businesses of every size a way to accomplish all three. Here are just a few ways an MSC can improve your business operations.

Easy IT

Your IT team is filled with tech experts ready to make your company a technological powerhouse. As soon as they get done replacing a server. And updating some software on the CEO's laptop. And trying to figure out why Susan's emails are getting sent to junk folders. And changing Bob's phone extension to his new desk. Wait, how is it 5:30 p.m. already? This break-fix cycle is not only frustrating, it's unnecessary. An MSC can host and/or manage your network, your data, your security and your software from their off-site facilities while taking care of critical but time-consuming IT tasks like monitoring servers, updating software, installing patches, troubleshooting workstations and setting up users.

Supersize your cybersecurity

Installs. Updates. Patches. Keeping your network and equipment protected is a full-time job. Every organization has to now deal with threats ranging from spam clogging up inboxes to ransomware, malware or a DDoS attack grinding business to a halt.

With an MSC, security is taken care of by the provider's team of security experts. Firewalls, unified threat management and email security services keep your network protected, while data stored on hosted servers is backed up and secure for business continuity and peace of mind.

Get out of the upgrade rat race

We've all experienced the feeling of buying the latest and greatest smartphone for it to only feel slow and limited just a year or so later. But if you think updating your cell phone is an expensive hassle, try updating an entire enterprise phone system. Major voice and data infrastructure upgrades can cost hundreds of thousands of dollars and be required regardless of where you are in your budget. On the other hand, working with dated equipment can be

TOP 10 IT PRIORITIES

THE FOLLOWING ARE THE TOP 10 IT PRIORITIES FOR SMB AND MIDMARKET ORGANIZATIONS IN THE COMING YEARS:

- CLOUD
- COLLABORATION
- MOBILITY SOLUTIONS
- SECURITY SOLUTIONS
- DIGITALIZATION
- MANAGED SERVICES
- INTERNET OF THINGS
- ANALYTICS/BUSINESS INTELLIGENCE
- VIRTUALIZATION
- CONVERGED INFRASTRUCTURE

SOURCE: TECHAISLE²

slow, insecure and ineffective, costing your company potentially much more in lost productivity, poor security and a limited tool set compared to competitors.

A managed services carrier can take some of the upgrade hassle off your hands. Depending on the service, equipment like servers and other hardware can be provided by the MSC in the cloud, making it their job to keep everything running and updated. Of course, they'll make you aware of any new capabilities as they come online. That way, you can quickly utilize them to better support your employees.

Think outside the office

Whether it's conducting a conference call from the airport, working on files from home on the weekend or catching up on email while in line at the coffee shop, these days it can feel like more work gets done outside the office than when you're at your desk. What was once a rare perk, the ability to work remotely is becoming not only the norm but an expectation by employers and employees alike.

With hosted Unified Communications, an MSC can provide everything employees need to work anywhere and anytime. Voice, video calling, instant messaging, voice mail and conferencing tools can all be tightly integrated to work seamlessly together in a single application. And with hosted productivity software like Office 365, coworkers can collaborate on documents, spreadsheets and presentations in the same room or from thousands of miles away.

Save costs over strictly on-premises systems

The first thing everyone notices about managed services carriers are the costs. Or more accurately, the fact that they'll be reduced. Whether you're switching completely to an MSC or using it as a hybrid with your on-premises systems, you won't have to worry as much about things like up-front license charges, large capital

expenditures or additional maintenance charges. Instead, with an MSC you pay a simple, monthly fee per user or system. This makes it easy to budget and pay for service without worrying about unexpected charges down the road.

Not only that, but there are savings that won't show up when comparing quotes between an MSC and a traditional provider. These savings include:

- Less IT time working on the network or handling help desk calls
- Less training time (30 minutes vs 4 hours for on-premises)¹
- Less time to process moves, adds, and changes (6 minutes vs 15 minutes for on-premises)¹
- Improved productivity
- Better customer service
- More productive remote workers
- Built-in business continuity
- Simple scalability
- Automatic service upgrades

WHAT MANAGED SERVICES ARE RIGHT FOR YOU?

A managed services carrier like TPx can take care of your communications systems, your collaboration tools, your network, your data storage and more.

Cloud communications and collaboration

A cloud-based phone system is built to provide the constant connectivity today's businesses require for internal operations, call centers, audio conferencing and more. Our Unified Communications platform UCx can connect your entire team with voice, video, instant messaging, and collaboration tools, allowing your team to connect with customers, coworkers, business data and apps on any computer or device.

MANAGED SERVICES MYTHS

There are a lot of myths about managed services. Let's take a look at a few of them:



MYTH #1:

Using an MSC is an all or nothing gamble.

Not at all! Many of our customers utilize our solutions as a hybrid with their existing solutions. Use and pay for only the solutions you need to support your business, your workflows or business initiatives. We can help you easily integrate our cloud solutions with your current systems to accomplish your goals, make the most out of your current technology investments and position your business for future moves to the cloud.



MYTH #2:

If I switch to an MSC I'll lose control over my network, systems or data.

Make no mistake: it's still your network, your data, and your systems when working with an MSC. We're just taking care of the hard work for you. Instead of spending your time and money installing, provisioning and maintaining servers, workstations, phone systems and productivity software, you can use ours. We take care of the technology so you can focus on using the technology to run your business.



MYTH #3:

On-premises data storage is safer than cloud storage.

Our size and scale lets us hire the best engineers, use the best equipment and quickly react to the latest security threats. As good as your IT team may be, the vast majority of companies can't afford to maintain the standard of security we employ for our network and data storage.



Managed IT

From ecommerce to managing just-in-time logistics to analyzing massive amounts of data, your business depends on IT to not just work, but to thrive. MSx Managed IT Services from TPx lets the IT team hand off management of your critical IT systems so they can focus on more valuable tasks. With our cloud-based system, we monitor your systems 24/7/365, protect your network and data from outside threats, manage backups, troubleshoot workstation issues and keep everything running smoothly. And with MSx for Office 365 we provide well-known productivity apps like Word, Excel, Outlook and more to help your people get the most out of their day while taking care of implementation, migration and ongoing technical support.

Managed network

Your network is the backbone of your organization, connecting you with your employees, your vendors, your customers, your other locations, your data and your endpoints. At the same time, mobile devices, cloud services and countless apps are asking more out of your network than ever. TPx's managed network services are built to support your business and its technical demands by

expanding your bandwidth, providing direct access to cloud apps, enabling seamless service integration and allowing you to monitor performance in real time.

WHY RELOCATION IS THE IDEAL TIME TO SWITCH TO AN MSC

While there's never a bad time to start working with a managed services carrier, an office or facility relocation represents one of your best opportunities to consider upgrading. Here's why:

Reduce communications moving costs

As we've already noted, an MSC solution like a voice system or backup can cost a lot less when delivered over the cloud compared to buying all the equipment, paying for maintenance and hiring staff to manage it. However, with a relocation you can just bring your current tech with you, right? Perhaps, but if it's more than a few years old, the equipment is probably close to reaching obsolescence compared to today's cloud solutions. The cost of shutting down, moving and setting up that old equipment is likely to be far more than that equipment is worth.



Free up IT time

Put a pot of coffee on. Between working with vendors, figuring out where equipment needs to go, setting up new systems and training everyone on the new system, your IT staff are going to have their hands full in the run up to the move. And that's before you consider their regular work supporting the original location until the move takes place. With an MSC, your IT staff can offload critical tasks like maintenance, upgrades, patches and user support so they can focus on the bigger picture initiatives that will make or break the relocation.

Add more redundancy

In a move, anything can happen. Except for things going smoothly, that is. A physical server damaged during a move, trouble getting everyone their new credentials on the first day, the network going down for six hours and costing 500 employees a day of productivity each... well, let's just say it's better to plan to prevent down time instead of trying to react to it. The best plan is to increase redundancy. With a hosted system all your systems and data are safe in the cloud, giving your team the flexibility to work anywhere until things get back to normal.

Support remote working

Speaking of working anywhere, some of your staff might not want or be able to make the move to your new location, especially if it's to another city. Rather than forcing your staff to make a difficult choice or face losing your most talented workers, an MSC can provide you with the communication and collaboration tools needed so your staff can work remotely.

Better support the new needs of your business

There's a reason your business is moving. Maybe you want to add more staff. Maybe you've outsourced your logistics and now just need an office instead of a warehouse. Maybe you're merging with another company and are moving to a new office together. A relocation gives you the unique opportunity to evaluate all your technology, discard old solutions that no longer fit your needs and select the solutions that will serve your business going forward.

¹ <https://www.tpx.com/wp-content/uploads/2017/03/WP-Hosted-UC-the-Total-Cost-of-Ownership.pdf>

² <http://techaisle.com/research-reports/123-2017-top-10-smb-business-issues-it-priorities-it-challenges-infographic>



ABOUT TPx

TPx is a new kind of managed services provider — the premier national managed services carrier. TPx is redefining the way enterprises grow, compete and communicate. Our Unified Communications, Managed IT services, continuity and connectivity solutions all work together to “reach a higher state of connectedness” — with customers, employees, clients, suppliers, locations, applications and more. We can provide guaranteed performance wherever there’s a broadband connection, erasing the limitations of geography, incumbent providers and capital expenditure. Headquartered in Austin, with major locations across the country, TPx has delivered more than 15 years of consecutive quarter-over-quarter growth, driven by a DNA of obsessive customer service and word-of-mouth referral.

Ready to move your business communications to the cloud? Call us at 866-706-1145 or contact us online at tpx.com.

