

# FREE REPORT

## BREAK/FIX: **OLD** vs. MANAGED SERVICES: **NEW**

### BREAK/FIX - TRADITIONAL IT SUPPORT MODEL

#### DEFINITION

Something breaks > call IT support company > eventually someone comes out to fix your problem > invoice arrives > pay bill > something breaks > same company comes out, because they know the network > cycle continues.

#### ADVANTAGES

- None

#### DISADVANTAGES

- A lot like no health insurance - **high risk**:
  - Break your wrist rollerblading to work
  - Call ambulance or drive to Emergency Room
  - Doctors fixes wrist
  - Receive huge bill
- **Reactive** – The IT support company want things to break so they can sell more labor. The more problems you have the more money they make. Does this sound wrong to anyone?
- The IT support company hangs around even longer to stretch out the invoice.
- **Expensive** to you the business owner. Per hour service racks up quickly.
- **Lost productivity** and downtime because the problem gets addressed too late.
- Tech Support engineers use poor judgment when pressured to, “Get us up and running ASAP!” Careless decisions are made in a hurry to resolve the immediate issue.
- IT costs are unpredictable. Therefore difficult to budget for.
- Your company is “on-the-clock” with Tech Support when you are down and there is no incentive to keep your systems from failing in the first place.
- There is little or no value to you, the business owner, in terms of future planning and implementation with this model.

### MANAGED SERVICES – NEW IT SUPPORT MODEL

#### DEFINITION

A basic package of services dedicated to network monitoring and preventative maintenance including unlimited remote and/or onsite support by highly skilled professionals for a flat monthly fee with no long term commitment.

#### ADVANTAGES

- A lot like good health insurance – **low risk**
  - Peace of mind
  - If your server goes down or something breaks, you are covered.
- **Lower cost** pay-as-you-go flat monthly fee. **Less expensive** than break/fix services.
- **Proactive** – exactly the opposite to break/fix. Since the MSP is on the hook for labor, they will do everything in their power to **reduce** the number of emergency calls and keep the network running at peak performance.
- Engineers are trained to recognize and fix problems **before** they affect the end user.
- The managed service provider depends on your systems **not** failing.
- Responsibility of systems and data has shifted from you, the business owner, to the MSP.
- Budgets and cash flow is more predictable and easier to manage because monthly IT labor costs are the same no matter how many problems you have.
- **Proactive** – since the MSP is on the hook for labor, they will do everything in their power to keep the network running at peak performance.
- MSP is aligned with your business goals as a true strategic partner should be.
- **Unlimited** remote and/or tech support from local industry-certified engineers.
- Comes with end-user training and guidance

#### DISADVANTAGES

- None