



4 REASONS MANAGED IT SERVICES TRUMP BREAK-FIX IT



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There's Managed IT Services and then there's Break-Fix services. Two very different approaches to technology that can have two very different outcomes for a business.

Managed IT Services is a proactive way to handle a company's technology. This involves a contract and ongoing services to prevent issues from happening. Break-Fix, on the other hand, is a reactive way to handle a company's technology. There is no contract involved, and the only time you see any type of service is when you have an ongoing issue.

Obviously, those two platforms exist in two very different worlds, and it appears many businesses are still stuck on one world, too scared to jump onto the next. So, we're here to give you a little push.

Here are four of the biggest reasons your business needs to ditch the Break-Fix mentality.

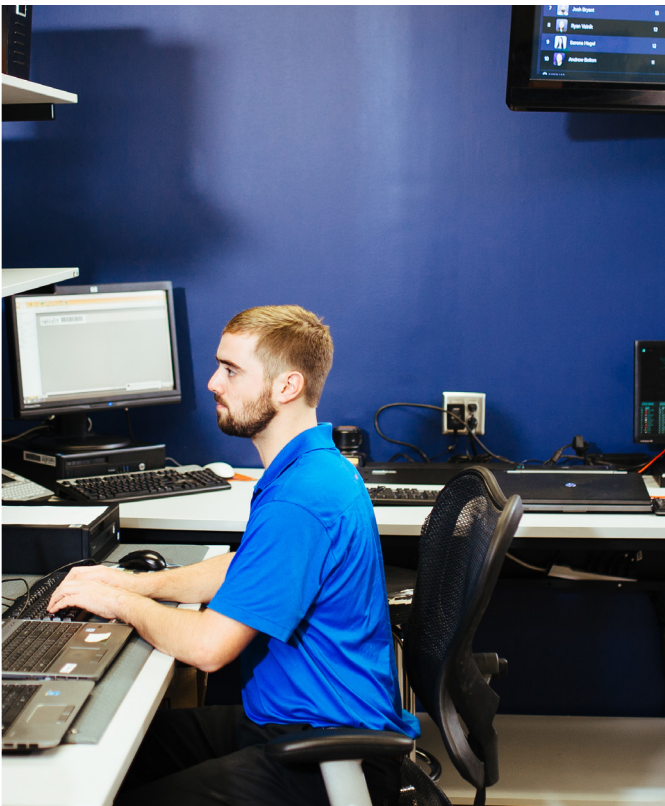
IS THERE A 911 FOR TECHNOLOGY?

When stuff breaks down in the middle of a busy workday, that qualifies as an emergency 11 times out of 10. The longer your tech sits as non-operational, the more downtime you'll face and the more dollars you'll lose. Because of this, it becomes a mad dash to find an IT company, get your stuff back into working condition, and regain status quo.

It's stressful; it hurts the bottom line, and not to mention, it's embarrassing.

On the other side of the spectrum, if you've

Unplanned downtime
can cost a business up
to \$8,600 an hour.



set your business up with a managed services agreement, things play out a little differently. Actually... they play out a lot differently.

MSPs work proactively to prevent issues from happening. This means that there should rarely be incidents of IT-related downtime. However, if an incident does occur, the road back to status quo is much simpler and much quicker. Most issues can be resolved remotely - meaning, you don't have to spend the time finding an IT provider and then waiting for them to show up at your business. Managed IT Services means quick support with even quicker resolutions.

SWIPE RIGHT TO MATCH WITH AN IT PROVIDER.

Starting from scratch is a difficult process, and it almost always involves walking backwards before you can move forward. Yet, every time you call up a new IT provider to fix yet another IT issue, this is exactly what you're doing - starting from scratch.

Something breaks down; you call up an IT company, and a random technician shows up to your business. He has no previous experience with your infrastructure, and you have no idea what level of expertise he has. But, going back to the previous discussion... it's an emergency. So, how quickly do you think this guy is going to be able to fix your problem when you'll need to explain every little detail of your past, present, and future infrastructure to him?

If you had an MSP by your side, this wouldn't

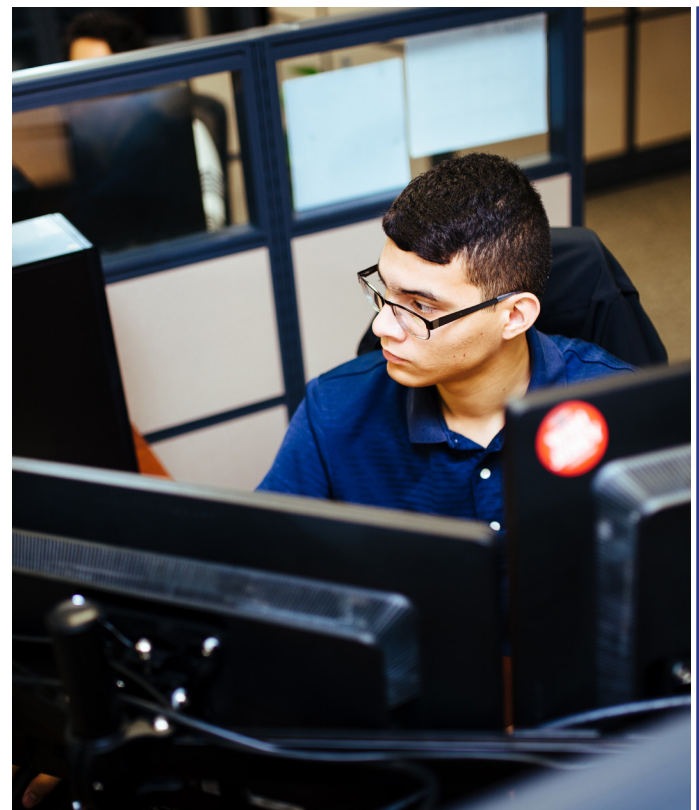
be the case. You see, this MSP would have an in-depth understanding of your infrastructure, and if ever any issues popped up, they'd probably know about them before you do.

WHAT BUDGET?

Every time you have an emergency and every time you invite some strange technician into your office building, you're greeted with a generous bill a few days later. It's unexpected; it's monstrous, and it's not fair. Right?

Right.

What makes this even worse is if you have not just one issue a month... but multiple issues. That's when things start to look more like a nightmare and less like running a business. How can you possibly create and stick to any



budget if you receive outlandish IT bills once, twice, three times a month? You can't. It's simply not possible.

However, as you probably guessed, things are different in the world of Managed IT Services. You don't get random bills from MSPs; you get a flat, monthly rate. And bundled up within this flat, monthly rate are things like routine maintenance, hardware repairs, proactive monitoring, and dedicated support. AKA, not a nightmare.

YOU LAUGH IN THE FACE OF PROGRESS.

So, there's this funny thing that happens when you're constantly moving in and out of IT emergencies: You never have the time to improve anything. And yes, this includes your IT.

On top of that, if you don't have a dedicated IT resource that knows your technology and is familiar with how your team works, then how will you know when it's actually time to think about improvements? You won't.

Part of an MSP's job is to keep things working. This way, you aren't constantly pausing

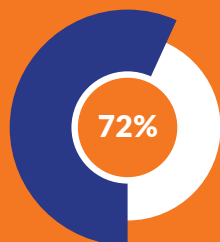


operations to dig yourself out of broken down technology. Instead, everything works as it should, which means you have time to breathe and think about improving your business. To help move that process along, many MSPs will provide strategic planning and IT consulting services. They'll help you align short-term goals with long-term goals and make sure your technology fits perfectly into that plan.

TAKE THE JUMP WITH NETRIX IT.

If you're looking to make the jump to the world of Managed IT Services, we'd like to help. We can go above and beyond simply telling you why it's so great and actually show you. With decades of combined IT experience, we'll provide your business with a high-quality, long-lasting solution to technology aches and pains. Give us a call today to learn more.

72% of SMBs say technology solutions help them improve business outcomes.





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