



# KEY FACTORS DRIVING THE DECISION TO USE MANAGED IT SERVICES

IMPROVE EFFICIENCY / RELIABILITY OF IT OPERATIONS

100+ EMPLOYEES 56%

< 100 EMPLOYEES 47%

ENHANCED SECURITY / COMPLIANCE

100+ EMPLOYEES 38%

< 100 EMPLOYEES 38%

PROACTIVE APPROACH TO MAINTENANCE

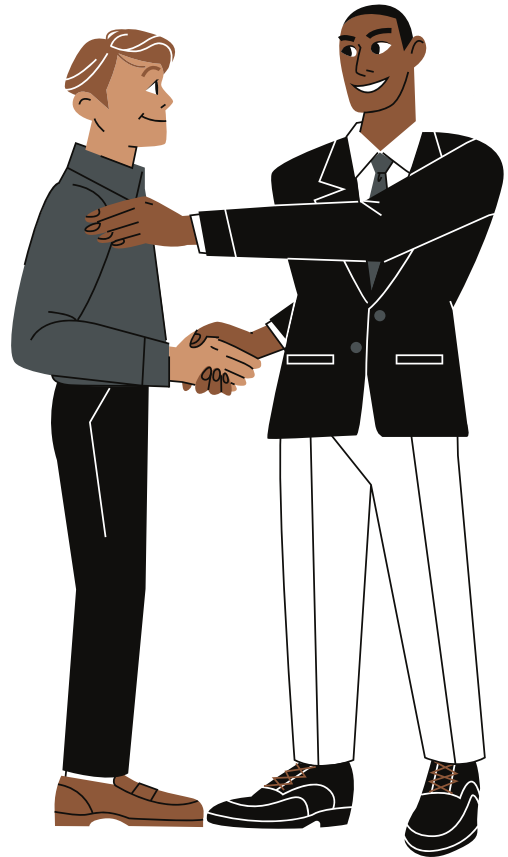
100+ EMPLOYEES 27%

< 100 EMPLOYEES 31%

ROI / COST SAVINGS

100+ EMPLOYEES

< 100 EMPLOYEES 28%



FREE IT STAFF TO WORK ON STRATEGIC PROJECTS

28% 100+ EMPLOYEES

25% < 100 EMPLOYEES

ACCESS TO NEW TECHNOLOGIES

22% 100+ EMPLOYEES

28% < 100 EMPLOYEES

## LACK IN-HOUSE IT FOR CERTAIN FUNCTIONS

100+ EMPLOYEES

21%

< 100 EMPLOYEES

29%

## SWITCH FROM CAP-EX TO OP-EX

100+ EMPLOYEES

22%

< 100 EMPLOYEES

16%

## PREDICTABLE PRICING

100+ EMPLOYEES

22%

< 100 EMPLOYEES

16%



Source: CompTIA 4th Annual Managed Services Trends Study | Base: n=224 end user business using managed services

# TOP FIVE DRIVERS

## 01. IMPROVED EFFICIENCY / TECH RELIABILITY

### REASONS:

- ▶ IT staff stretched thin
- ▶ Employee training/experience not up to date
- ▶ Access to the latest technology and tools
- ▶ Greater uptime and profitability

60 percent of end users describe their managed services engagement as a collaborative arrangement. Co-managed IT puts some IT tasks in the MSP's hands, while others remain in house.





## 02. ENHANCED SECURITY / COMPLIANCE

### REASONS:

- ▶ Protect profit centers and stakeholders
- ▶ Laptops, desktops, smartphones, applications, tablets, servers, browsers, devices -- these can all be a threat vector that must be secured



## 03. PROACTIVE APPROACH TO MAINTENANCE

### REASONS:

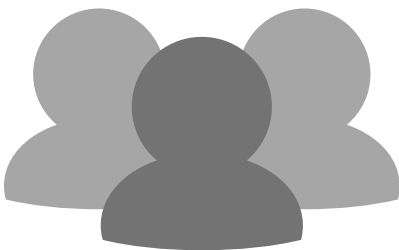
- ▶ Reliable, streamlined operations
- ▶ Robust technology with maximum uptime/minimal frustrations
- ▶ Understand the state of their IT environment and future needs



## 04. ROI / COST SAVINGS

### REASONS:

- ▶ Cutting the IT budget
- ▶ Making room for new initiatives
- ▶ Lowering the cost of in-house labor
- ▶ Increasing IT Department efficiency



## 05. FREE IT STAFF TO WORK ON STRATEGIC PROJECTS

### REASONS:

- ▶ Increase the forward-looking potential of in-house IT
- ▶ Focus staff on projects and assignments they are best suited to handle
- ▶ New business priorities/initiatives can be pursued