

Technology and Your Bottom Line

Vertex Consulting Group, Billings' premier technology managed services provider, is pleased to present this four part series designed to help Billings Chamber of Commerce member businesses maximize their existing technology, and plan for the future.

Part Four: Managed Services

As a business owner, sound fiscal management is often the difference between success and failure. Every product and service that your business acquires should be evaluated for cost effectiveness and efficiency. That includes the costs of maintaining and managing your Information Technology.

“Managed Services” is the proactive management of your Information Technology, by a third party typically known as a MSP, or Managed Services Provider. The primary distinction that sets apart a MSP from a traditional IT firm is the **proactive** delivery of their service, as compared to the reactive IT services that most businesses have used for years.

Typically, MSPs delivering managed services will have the following distinguishing characteristics:

- Have some form of Network Operation Center (NOC) service.
- Have some form of service delivery model, or help desk service.
- Be able to remotely monitor and manage technology devices for the customer.
- Proactively maintain the devices under management for the customer.
- Assume responsibility for the efficiency and effectiveness of your business technology.
- Have the ability to protect and safeguard the integrity of your crucial business data.
- Deliver these solutions with some form of predictable billing model, where the customer knows with great accuracy what their regular IT management expense will be.

One of the most significant benefits of Managed Services is the MSPs ability to monitor, maintain and service technology devices “behind the scenes”. As we discussed in Part Two of this series (“[The Costs Of Doing Business](#)”), a technology break down in your office can have a significant (and potentially devastating) effect on your business’ ability to generate revenue. These types of technology failures can be virtually eliminated with a well-designed strategy provided by a qualified MSP.

A qualified MSP can provide you with the peace of mind that comes with well managed business technology, allowing you to do what you do best – run your business.



For more information about the managed services offered by Vertex Consulting Group, please visit our website at www.vertexcg.com, or call us at 406.545.7303.