

Unlocking Business Potential with IT Managed Services

By Guillermo Baldasseroni
Director of Managed Services, Blue Altair

Purpose and Audience

In today's fast-paced digital world, Information Technology (IT) is the backbone of almost every business. It enables organizations to streamline and automate operations, boost productivity, and achieve a competitive edge. However, managing an extensive IT infrastructure can be a discouraging task for many businesses, especially for those lacking the necessary expertise or resources. This is where IT Managed Services is a game-changer.

This blog highlights the main advantages of IT Managed Services and how they empower businesses to focus on their core competencies while leveraging cutting-edge technology for seamless growth, making this particularly interesting to CIOs, VPs, Managers, or Technical/Operations leads who are seeking alternative ways of running an efficient and effective IT organization.

Why Leverage Managed Services

Enhanced Efficiency and Focus

One of the primary advantages of IT Managed Services is the improved efficiency it brings to an organization. By outsourcing IT Operations and management to specialized providers, companies can offload the burden of handling complex technical issues. Managed Services Providers (MSPs) have teams of skilled professionals well-versed in the latest technologies, ensuring a proactive approach to managing IT systems. This enables businesses to access a wide range of expertise without having to employ an entire in-house IT department and to obtain increased uptime, reduced downtime, and quicker problem resolution.

Take for example Unilever, one of the largest consumer goods companies in the world, who has reported vast improvements in efficiency and agility within its IT Operations. By outsourcing their managed services, Unilever was able to focus on its core business functions while benefiting from the expertise and cost advantages of external IT service providers.

Cost-Effectiveness and Predictable Budgeting

Opting for IT Managed Services can lead to significant cost savings for businesses. Instead of incurring expenses associated with maintaining an internal IT team, such as salaries, training, and equipment, businesses can avail themselves of cost-effective subscription-based models offered by MSPs. These models are often scalable, meaning organizations pay only for the services they require, making budgeting more predictable and efficient.

Recent case studies have shown that opting for outsourcing IT Operations has helped companies to significantly reduce their costs. For example, General Electric achieved an estimated \$1 billion in cost savings over a five-year period through IT outsourcing. This included savings related to personnel, infrastructure, and operational efficiency. A good portion of companies outsourcing IT have reported a reduction of approximately 10% to 20% in IT costs over a period of three to five years. These savings were attributed to a combination of reduced labor costs and increased efficiency in IT service delivery.

Heightened Security and Compliance

In an era where cyber threats are on the rise, data security is paramount for any business. IT Managed Services play a crucial role in fortifying an organization's security posture. MSPs implement robust security measures and continuous monitoring, reducing the likelihood of data breaches. MSPs implement industry-leading security protocols, vulnerability assessments, and employ cutting-edge encryption techniques to protect sensitive data from unauthorized access.

Furthermore, IT Managed Services help businesses navigate complex compliance requirements and ensure that businesses adhere to the required standards. By remaining compliant, organizations can avoid legal troubles, costly penalties and reputational damage. This can also lead to substantial cost savings and safeguard the company's reputation.

Blue Altair Advantage

As technology continues to evolve, the role of IT Managed Services becomes even more critical in driving business success. Firms that have assessed and decided to opt for outsourcing versus continuing to operate with limited internal resources, need to then evaluate and select a reliable IT Managed Services provider.

A partner like Blue Altair can help businesses unlock the true power of technology for their organization's growth and success. Blue Altair specializes in four technical capability areas: Data Management, Data Science & AI, API Management and Integration and Digital Application Development. Unlike most Managed Services providers that help primarily to "keep the lights on" with high personnel turnover and weak to moderate expertise for the technologies they support, Blue Altair comes with a totally different mindset.

Blue Altair provides a highly flexible, client-first, white-glove Managed Services offering. Our aim is to go beyond our client's expectations to become their strategic partner. Our professionals are highly skilled and qualified in the technical areas we support and are certified on a host of vendor platforms—enabling us to help our clients navigate through complex scenarios. Moreover, we offer a unique combination of competitive pricing, expert resources, and a higher level of service support which can be customized based on a company's size and their respective business needs.

About Blue Altair

Blue Altair is a niche, industry-recognized business and technology consulting firm that assists our clients with digital transformations. We offer Assessment and Strategy, Technology Implementation, and Managed Services in API Management and Integration; Data Management; Digital Application Development; and Data Science and AI. Our Client Success capability ensures a higher-than-industry rate of successfully delivered projects, with a primary focus on program and project management, business analysis, and quality assurance. Blue Labs is our innovation hub, where we use cutting-edge technology to build offerings that deliver accelerators and solutions. Our culture is the heart of our existence, and our core values are the key drivers for our handpicked, top-tier performers.

About the Author

Guillermo Baldasseroni is Director of Managed Services at Blue Altair. He brings more than 20+ years' experience within the IT industry as well as 10+ years implementing successful MSP models.

