8 Unique 'Whys' of a Seasoned MSP

Many business leaders could do without another article listing the standard accolades of the best run Managed Service IT Providers (MSPs). The impressive value of MSPs has been routinely reported via blogs and by happy customers who find their businesses generating more revenue with increased productivity, efficiency and security. While this approach (which we've provided ourselves over the years) certainly offers a helpful overview into 'what' experienced Managed IT Services bring to your business, a deeper dive reveals 'why' the work they do is essential to successful organizations. When you focus on why something works, it's a lot easier to connect with its practical usefulness within your own business. Great! Let's do that.

No matter what industry you're in: Healthcare, manufacturing, finance, legal, insurance, software, nonprofit, and on and on; an MSP can make a huge impact on your balance sheet. We've identified seven of the most unique ways outsourced managed IT can bring value to your business.

1. **Someone is ALWAYS there for you -** You may be thinking, "Wait a minute, I hear all the time about the 24x7 IT support of MSPs. This isn't new information." Before you click on your next blog, we're not talking about a help desk that always has a human on the other end instead of an automated recording (even though that's true too). What we mean here is that there is always a team of people with deep and broad technical expertise ready to physically be where you are when you need them. That brings a lot of reassurance that your team won't just be going back and forth with a service tech on the phone when what you really need is an expert pair of eyes onsite to look at the issue up close. This level of service is a big part of 'why' businesses that invest in full service IT management experience much less costly downtime than those who don't.

   "Just last year, we were trying to do an upgrade and several LightPoint members had done a great job making sure that everything worked. We tested it on Saturday and it all worked perfectly. When we came in on Sunday with the superuser team, it not only wasn't working but the whole network was down. After an alarmed call to LightPoint, their team members were on-

site within the hour. We all just ordered some pizza and stayed there until 2:00 AM troubleshooting everything to get the issue resolved. That kind of service is hard to come by."

Mistyann Carter, Medical Systems and Compliance Manager; [Hope Orthopedics of Oregon - Case Study](#)

2. **Compliance across the board -** Many industries such as healthcare, finance and accounting (to name a few) have strict compliance requirements to adhere to. For example, even a small clinic or firm can run into trouble over a single employee's email mishaps. When that happens, not only will you have to deal with the regulatory agencies that dole out stiff fines, but even worse, your clients may lose confidence in your business. In fact, some of your customers may pass on your services without a proven system in place to maintain compliance. Managed IT Services offer more sophisticated tools and more experienced people than most businesses could afford on their own to ensure every one of your team members are checking all the boxes.

   "As a Bookkeeping Firm, our clients have many compliance requirements for IRS reporting. A common question when onboarding a new client is 'Who takes care of your IT?' We are able to give our clients peace of mind because, in working with LightPoint, we can assure them that we follow stringent compliance policies and that their sensitive information is secure."

   Erin Zollenkopf, CEO, [Susan Matlack Jones & Associates - Case Study](#)

3. **Keep your team's collective eye on the ball -** What happens when a serious issue occurs without IT managed support services? That depends on how you're maintaining your systems. If you have internal IT staff, then you are likely to experience longer downtime while they try to fix the problem. That means business may grind to a halt altogether or at best, your in-house team will be distracted from their regular duties in order to deal with the issue at hand. If you've been handling your IT needs with tech savvy staff members hired for other jobs, then regular business will definitely stop as those employees scramble to figure out a problem that may be over their heads. Either way, there is a good possibility that you'll have to call in an MSP to fix the issue which is often more expensive than just contracting for ongoing outsourced managed IT.

   "With LightPoint, I have confidence in a team of experts who can keep our critical systems running smooth and be there if we have any technology challenges. Not only are they highly skilled at managing the day-to-day IT

operations of our five-location organization, but their customer service is exceptional."

Wade Miller, CEO; Central Oregon Pediatric Associates

4. **Friendly and efficient people -** Anyone who has ever had to call a helpdesk for IT support knows that the mood of the person on the other end may depend entirely on the call they took just before yours. Nothing makes a bad technology day worse than dealing with an irritated technician. That said, internal IT staff are often overwhelmed with more tickets to fix than they can handle because the number of team members in the budget is often far less than those they've been hired to assist. The best IT support companies have a large team of expert technicians and the most sophisticated tools to resolve problems fast which helps everyone's mood. Plus, they are a service company first and foremost and their experts are all trained to be friendly and versatile in their duties.

   "I'll just say that I find whenever I call, everyone I talk to is especially pleasant and very helpful. No matter who you speak with, they help you right away and follow up with you when it is an issue that takes longer to solve. All the staff I've come across are that way, and it's great knowing LightPoint has our back."

   Erin Zollenkopf, CEO; Susan Matlack Jones & Associates - Case Study

5. **User friendly tools -** Managed IT services are adept at finding the right tools for their customers and then training staff to use them. The goal is to simplify the IT support process so that at the onset of a problem, tools and automation are in place to move quickly to resolution. MSPs typically support thousands of users so they have streamlined their process to maximize your team's productivity. An MSP gives users peace of mind that they can focus on their job without chasing IT issues all day.

   "LightPoint has given us more tools and resources than our own IT team ever would have been able to accumulate themselves. The technology and expertise they bring to us has really streamlined our workflows, improved our documentation and completely shifted our staff's opinion of IT for the better. Prior to partnering with LightPoint, the timelines we had experienced to resolve tickets were much slower than our staff needed, wanted or expected. Now they have a ticketing system that is as easy as sending an email and system for tracking the progress of their issue resolution."

   Mistyann Carter, Medical Systems and Compliance Manager; Hope Orthopedics of Oregon - Case Study

6. **Simplified billing -** No one appreciates it when you think you have a contractor doing a job for a certain price but when the bill comes, there are all kinds of hidden charges that blow the budget. The best managed IT service providers offer monthly services for a fixed amount so your bill is predictable. Any extra costs are spelled out thoroughly in the service agreement signed when the partnership begins and any change orders are clearly communicated. This is a huge benefit for any business but especially those considered small to mid-sized because their dollars often have to stretch farther.

   "One aspect of contracting with LightPoint that works especially well for our company is the predictable monthly billing. That allows us to build our IT expenses right into our budget. With LightPoint, our team benefits from stellar IT services without having to worry about unexpected expenses that could blow our annual budget."

   Erin Zollenkopf, CEO; Susan Matlack Jones & Associates - Case Study

7. **Find the root of the problem -** When IT issues arise at a greater pace than an internal team can handle, it's only natural that the root of the problem will go undetected. Over time, these IT concerns grow larger and more robust until a system crash leading to a period of expensive downtime could be the unfortunate outcome. Generally, when a serious problem happens and particularly when it's persistent, a debrief of the issue is necessary to resolve it and prevent more severe future failures. Managed IT Service Providers know their job isn't done until the issue is solved the right way.

   "We just had a lot of unresolved issues. We would have multiple IT problems and never get to the bottom of them. There were a lot of 'band aid' fixes that led to consistent feedback of the same issues recurring or taking an extended period of time to get resolved."

   Lorissa Adobbo, CEO; Hope Orthopedics of Oregon - Case Study

8. **Take on special projects -** One thing that is always true for the world of technology is that upgrades and future projects are inevitable. Just like so many of the 'whys' above, internal IT staff often don't have the available hours and resources to roll out major technological transitions. Hiring an outsourced IT service provider frees internal staff to focus on their actual jobs. Not to mention, MSPs do these projects all the time and are typically able to accomplish more in a shorter amount of time. They know precisely how to install equipment and train new users how to operate it in order to

streamline your office or clinic productivity on day one. All of this means a more efficient and cost effective rollout. Saving money is always a plus!

"Looking at it holistically, hiring LightPoint saved us money. A project like this requires hundreds of hours of work. IT experts need to optimally place every piece of equipment and then train our clinicians to operate these devices and familiarize them on the new workflow. If I had to take my staff offline and dedicate them to this one very important, yet time consuming project, that would impact our student learning and patient care, and that's how we stay in business. By working with LightPoint and keeping our IT team productive and able to focus on the Pacific University mission, we saved money in the long run."

Brandon Gatke, CIO/CISO; [Pacific University - Case Study](#)

The 'whys' of hiring an experienced Managed IT Service Provider are vast and diverse yet always lead back to a common thread; expertise and savings. Whether your business is ready for full managed services or only needs to outsource special projects, an MSP will make your work life a lot easier. For any questions on how LightPoint can help your business with any number of the 'whys' or 'whats' mentioned above, [contact us](#)today.