

Take Your Business to the Next Level: The ROI of Managed Services

Running a business means every dollar counts. Every day, you are taxed with tough choices to determine how you can effectively utilize resources to maximize productivity and provide your customers with the best possible service. Fortunately, there is one simple decision that should never keep you up at night.

Switching to a [Managed Service](#) Provider (MSP) is one of the most economically sound decisions an SMB can make. MSPs are a way for businesses to outsource their technology strategy, along with the daily management and maintenance of their information technology (IT) assets. This is a great option for SMBs that don't have the budget for an entire IT department.

An MSP has several things going for it that internal IT staff is challenged by:

- Ability to scale up and down with your business quickly and efficiently
- Breadth and depth of IT resources - from security expertise, to backing up your environment, and everything in between
- Strategic IT roadmap planning aligned to your business goals
- Large-scale systems, tools and process optimized to proactively support your business
- Limited downtime due to an MSP team's ability to respond quickly and efficiently, increasing staff productivity
- Friendly, positive interactions with a focus on customer service
- Predictable monthly fee limiting surprise expenses

A cost comparison shows that it would be very difficult for an internal IT team to match the ROI that an MSP can provide. For over **3x the price**, you receive

less than half a quarter of the value with fewer experts monitoring your systems and equipment by hiring internal IT staff. Less quantifiable ROI lies in the many positive side-effects of contracting with a good provider. To learn more about these figures and other benefits, [download our complete ROI guide](#).

But our clients say it best:

“LightPoint’s fixed cost model allows us to manage our budget, and gives us better service at a lower overall cost. LightPoint is truly a part of our team and we are looking forward to continued growth with them in the future!” **-Glenn Odell, President, SIS NW Inc.**

So how do you choose the right provider? The most important thing to keep in mind is that you are looking for a partner who will be there for your business even when you can’t be. Your business ROI should be your chosen provider’s first priority because your success is their job well-done. You should also look for:

- A solid reputation with available client testimonials
- Strong service level agreements and response times
- An MSP that is up-to-speed on the latest technologies, such as cloud-based services
- Ability to provide a wide-range of project based services to meet your organization’s needs over time
- Dependable and strong security measures and compliance expertise

LightPoint has been partnering with our clients for nearly 20 years. We are known for our personal touch. Support calls are answered by a live person who will help resolve your issue right away. Serving thousands of users across 300+ locations means that our support model is proven, and is easily scalable to meet the needs of your business. The most important thing to our team at LightPoint is to provide stellar service all day, everyday, so you can focus on what matters to your organization’s future.

Want to learn more about the ROI of an MSP? [Contact us today!](#)