



MANAGED IT SERVICES | EBOOK

# Turn IT From Tussle to Triumph with Managed Services

Learn how Managed Services can support your internal team and provide a sustainable model for managing the systems and costs of your entire IT landscape.





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The 3RT team will help get your project off to the right start.



## ■ Introduction

Information technology envelops every facet of a modern organization. Because it's so integrated and plays such a central role, properly managing your technology is everything. However, IT's importance places a great burden of responsibility on your IT team.

Today's ecosystem of digital networks, software, and tools is complicated. IT teams need advanced skills and knowledge to ensure everything works seamlessly. Even if your team possesses the right experience, there are only so many hours in the day to resolve support tickets, much less plan for changing business needs. Without sufficient bandwidth, your internal teams may fail to complete fundamental tasks like critical system and security patches.

For small-to-midsized businesses, these challenges are amplified. SMBs are expected to operate at the same levels as larger organizations, but with fewer resources and tighter budgets.

But there's good news: You have a way to bolster your technology infrastructure with the help of managed services. Under a structured program, you can lift the burden of day-to-day management and improve the efficiency of your IT team. With a Managed Service Provider (MSP), you can ensure your technology ecosystem is healthy now—and fit for future growth.

Let's face it. Technology won't disappear; it's only becoming more embedded in your business processes. If you leave technology problems to fester, your teams will falter. A trusted managed service provider can transform your IT environment from an obligatory cost to a competitive differentiator.



**Read on to learn how you can overcome your challenges by partnering with an experienced Managed Service Provider.**



Our 3RT team will ensure your network is working efficiently so your team can stay productive on other projects.

**46% of companies using managed IT services have cut annual IT costs by 25% or more**

- Trends in Managed Services, CompTIA

## ■ What Are Managed IT Services?

*An external partner that manages common IT operations, relieves stress, saves money, and improves efficiency.*

When you enter into a Service Level Agreement (SLA) with a managed IT service provider, you are strengthening the technology base that powers your vital business functions. Depending on your needs, managed IT services can cover a range of functions, enabling you to focus on running your business instead of spending countless hours confronting issues. Typically, companies partner with an MSP to ease the day-to-day management of their technology foundation.

You should consider an MSP if you want to:

- Save time
- Gain 24/7 access to a dedicated team of experts
- Add predictability and stability to technology investments
- Increase the efficiency of your IT staff
- Leverage the latest cybersecurity protection for your valuable data

## The Truth:

**The Right Partner Costs Less and Enables You to Do More**

When skilled technicians are handling the burden of everyday IT needs and keeping your underlying infrastructure healthy, your teams have more time to focus on serving your customers and adding real value to your business.

A Managed Services model spreads the cost of hardware and labor over time in predictable, monthly payments. Instead of confronting your outdated technology in a lump-sum investment (which costs more), you'll plan ahead for your necessary updates and acquire tools that improve efficiency, earlier.

# **| A Healthy System Starts and Ends With Security**

*You need a strategic plan that protects every layer of your IT ecosystem.*

Most businesses have heard the horror stories associated with cybersecurity attacks.

Two examples include:

- Companies that were forced to pay huge sums of money to rescue their data from ransomware
- Malware that crashed servers, resulting in painful and costly downtime

And with the shift to an increasingly remote workforce—including more personal mobile devices connecting to company networks—the scope of what you need to protect has only grown wider and more complicated.

## **Challenge: Threats are more sophisticated, accurate, and widespread than ever before.**


Increasingly, exploits are found in new places and equipment. If your company is breached, you can suffer extraordinary losses, be overwhelmed with high costs to recover data, and experience irreparable damage to your reputation.

**Solution:** An MSP features a dedicated team of cybersecurity experts who supply complete protection and backup coverage. Look for industry-leading security framework credentials like certification by the National Institute of Standards and Technology (NIST) and ask them about their proactive monitoring and prevention strategies. For example, a fundamental, yet often overlooked vulnerability, is delayed or missed server patching. Your MSP should have a reliable and consistent plan for this common point of attack.

## **Challenge: You are your own worst enemy.**

It's unfortunate but true: Untrained internal teams pose a great risk to your security. It's not their fault; they need experience and proper training on how to recognize evolving threats. Plus, adopting a company-wide methodology that establishes escalation protocols and covers best practices for handling data can empower staff to identify and report risks.

**Solution:** An MSP can show your staff threat examples in real-time, teach them how to avoid compromising your sensitive data, both on premises and remote, and create a closed-loop feedback process to avert future attacks.



**Cybersecurity threats have increased by at least 25% since the onset of COVID-19 and pattern of remote work**

*- Future of Secure Remote Work, Cisco*





**"If you don't have a good road, what's the sense of buying a nice car to drive on it? A customer's infrastructure and foundation has always been important to us. It's how we differentiate ourselves."**

*- Tracy Tobin, VP of Operations*

## **I The Human Resources Problem**

*A partner serves as an extension of your staff, eliminating hiring woes and improving retention.*

Think about all the software and hardware your business uses. Likely, there's a tremendous amount of tech dispersed across all departments and facilities. Your IT staff is forced to act as "jack of all trades" as they struggle to manage multiple applications and serve all your internal stakeholders. Stretched thin, with unresolved tickets piling up, they're locked in a position where they can't excel. Frustrated, they may eventually leave the company to pursue a new job somewhere else. It's time to find a way to ease the burden of IT teams and enable them to focus on work that delivers value.

### **Challenge: Hiring and retaining qualified staff with deep experience is costly and difficult.**

Every business needs qualified IT workers. Fierce competition means that skilled people are hard to recruit and even harder to keep. If a pattern of staff turnover emerges, you'll waste tons of money and time transferring knowledge, training new hires, and extending searches that leave room for troublesome gaps.

**Solution:** A more sustainable approach is partnering with an MSP that provides the expertise you need for a fraction of the internal human resources cost. Access to a dedicated team will give your business more coverage and stability, and likely will improve your odds of retaining staff.

### **Challenge: Your technology demands may exceed internal staff's bandwidth, expertise.**

The support required to keep your underlying infrastructure healthy is significant. Your teams only have so much time, and the daily grind of patching is exhausting. Most organizations have a reactive mindset—fixing things only when they break. This approach prevents your staff from working on strategic projects that improve a company's overall efficiency and discourages them from carving out precious time to train on the latest security standards, equipment, and software.

**Solution:** Augment your existing staff with skilled technicians and let a trusted MSP handle the stress of your underlying infrastructure. The staff of your MSP should feature cybersecurity experts who are well versed on premier protection frameworks like those set by NIST.

# ■ Outdated Technology Hinders Efficiency, Increases Future Costs

*With a partner, modernizing your networks is easier than you think.*

Traditionally, companies viewed hardware and software as annual budget items instead of ongoing investments. Unfortunately, this outdated model no longer suffices for most technology operations. Forward-thinking companies are shifting technology expenditures from a Capital Expenditure (CapEx) model to Operational Expenses (OpEx) to maintain productivity and avoid costly downtime associated with old technology.

## **Challenge: Getting approval for essential updates is hard.**

Because IT is a complex field, deciding what to upgrade or where to allocate funds is best left to experienced hands. A wrong choice or delayed executive approval can have negative consequences such as downtime, which ends up costing your company more.

**Solution:** By leveraging an MSP model instead of managing details internally—or signing a time-and-materials agreement with a third party—you can more easily and quickly secure approval for the vital technology updates your team needs to keep operations running smoothly. Embedding costs into a consistent program removes any worries that work won't be covered by your budget.

## **Challenge: Your staff expects reliability and accessibility.**

The days of accessing files from a single desktop are over. Cloud technology enables workers to access applications and files from any device, anywhere, at any time. That access, paired with voice and collaboration tools, enables employees to stay connected. While this open accessibility is great for productivity, it presents potential security gaps and creates risk if collaboration connections are broken.

**Solution:** An MSP should be equipped with tools that supply protection coverage across all your devices—even when those devices aren't on your secured network.



## A Different MSP Experience

*Learn what separates 3RT Networks from standard Managed Service Providers.*

Default MSPs are:	3RT Networks is:
Transactional	Rational: We have deep community roots. When we become partners, you know our staff and our staff knows you. Your staff won't avoid issues or waste time self-troubleshooting via Google; they will feel comfortable calling us because we are reliable and friendly.
Pushy	Unbiased: When we assess your technology portfolio, no items are left uncovered. You'll understand any gaps in your networks and we'll only suggest work that aligns with your business goals.
Short-sighted	Holistic: By considering the full scope of your technology operations, we can ensure optimal health and productivity for your systems. This means you not only get the full value of what you pay for, but you'll also benefit from our proactive planning for future projects.
Unrelatable	Patient: At 3RT Networks, we bring empathy to every customer interaction. We enjoy helping customers with any needs and always look to exceed service expectations.





# **A Different MSP Experience**

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## **3RT Networks Partners With Top Providers**

We partner with the leading information technology companies and services so we can deliver superior service to you.



### **CISCO Premier Certified Partner**

Our exclusive CISCO partnership ensures seamless connections between hardware and software, giving you the utmost reliability.



### **CISCO Umbrella**

This leading security tool makes it easy to provide premier protection for your employees when they connect to the internet—regardless of whether they're on your company network or another one.



### **VMware**

VMware sets up a virtual machine that acts like a physical computer, allowing us to test new updates, patches, applications, and more in a completely safe environment before deploying to your equipment. It helps prevent any downtime and can reduce IT costs.



### **Veeam**

Backing up the data you store in the cloud is easy with Veeam. It works with most of the top operating systems and applications, eliminating the risk of data loss.



### **KnowBe4**

KnowBe4 is a leading security awareness training platform, which allows people to see real examples of threats—like email phishing scams—so they know what to avoid.

## I What's Included? Services Synopsis

*Tailored services match your team's needs and increase your ROI.*

**Fully Managed:** From workstations to collaboration services to security and backups, our Fully Managed service includes everything you need to ensure optimal efficiency, unparalleled security, and the flexibility to meet your specific needs.

**Workstation:** We equip your employees with the software tools and proactive support they need to boost productivity. When your staffing needs change, you can quickly save time with our efficient approach to provisioning and decommissioning new devices.

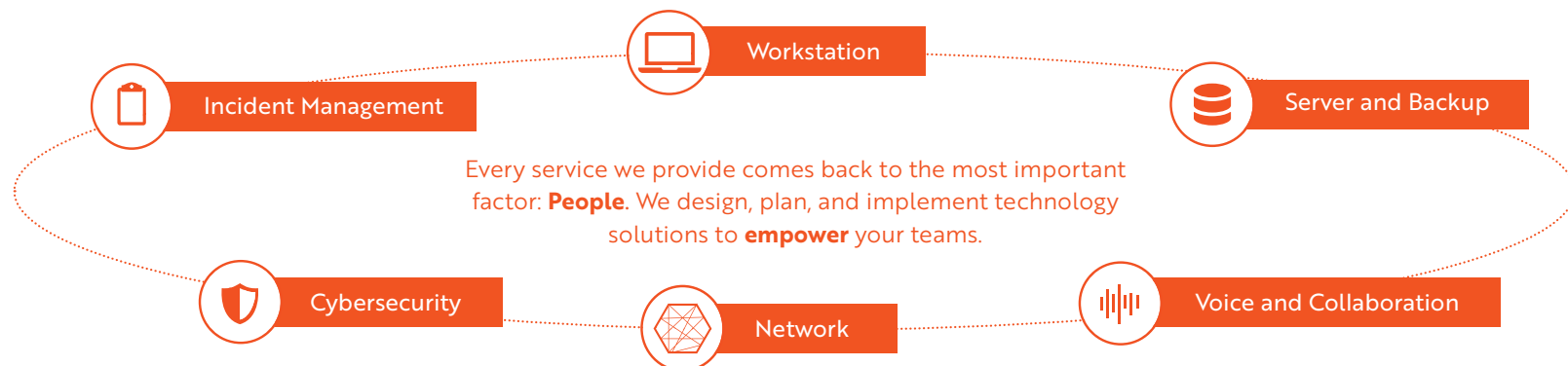
**Voice and Collaboration:** Today's workers expect flexibility, accessibility, and reliability—wherever and whenever they work. Backed by a premier partnership with CISCO, we can provide industry-leading hardware and software to keep your people connected—because we know your business depends on collaboration.

**Server and Backup:** Robust off-site backup? Check. Proactive maintenance and patching? Of course. Next-generation automation and machine learning to create the ultimate secure environment? You betcha. We know how important it is to have a plan B; that's why we eliminate any stress surrounding backups.

**Cybersecurity:** Our team is comprised of cybersecurity experts, trained in industry-leading frameworks like NIST. As part of our proven process, you'll receive detailed, regular reports from the leading security scanning tools we leverage. You'll always know where you stand on the security front.

**Incident Management:** We place a strong emphasis on incident prevention. However, should an incident arise, you can rest easier knowing our response is swift and comprehensive. We contain, mitigate, minimize disruption, and, if needed, restore affected points as fast as possible—24/7/365.

**Network:** Zero downtime, proactive monitoring, and rapid speed are signs of a thriving network. We employ a managed network infrastructure service that's built on industry-leading hardware and software to provide the utmost reliability. That frees you and your team to focus on your company's needs, without worry.





## What's Your IT Need? Let's Solve It Together.

*Discover how we can work together to transform IT into a competitive advantage.*

Curious to explore the value your company can expect when partnering with 3RT Networks? Then let's talk. Email [info@3RTnetworks.com](mailto:info@3RTnetworks.com) and let us know you're interested in reviewing your IT operations.

When you set up a meeting with one of our reps, we'll review your current position and do a quick gap analysis to understand how your infrastructure compares to industry best practices and your peers.

**Let's Start // Book a Consult**

Meet 3RT's service team who monitor's your network to keep you running 24/7/365.

### About 3RT Networks :

Since 2007, 3RT Networks has served the tri-state region of Wisconsin, Minnesota, and Iowa as a trusted Managed IT Services partner. 3RT Networks plans, designs, implements, and supports critical technology infrastructure so customers can work efficiently without downtime or interruption. We approach IT holistically, ensuring security and reliability proliferate throughout an organization's IT environment. We understand your company's unique needs and deliver the appropriate solution or support, resulting in higher returned value over time.

