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WHITEPAPER

A GUIDE TO CO-MANAGED SERVICES FOR BUSINESS OWNERS

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The IT industry is always evolving and has seen many new organizational structure models and workforce over the years. Instead of the past model of a full-time, in-house IT team, lately, many businesses have decided to take advantage of co-managed and managed IT services.

Co-managed services offer a range of benefits for businesses of all sizes. However, if your business has not worked under this model before, it can be difficult to know how to implement it. This guide will explain what is included with the service, what it covers, and how your business can use its benefits to grow and become more efficient.

WHAT ARE CO-MANAGED SERVICES?

A co-managed service involves a collaborative relationship between an in-house IT team and working with an expert IT partner. Many businesses choose to limit their internal IT operations to a small team that deals with internal projects. At the same time, they outsource varied and complex IT support to an outside provider. In this way, co-managed services are a beneficial combination of internal management and external IT support.

WHEN WOULD YOU NEED CO-MANAGED SERVICES?

There are multiple scenarios when you may need the support of a co-managed provider.

The three most common use cases are below:

- **SMBs:** Most SMBs would greatly benefit from working with a co-managed service provider to meet their IT needs. Given the smaller scale of their business, maintaining a full in-house IT team is not financially possible for most SMBs. At the same time, situations arise when they need access to an expert in that issue. In those instances, co-managed services can be immensely beneficial as they allow SMBs to access a team with the skillset, expertise, and specialization they require.
- **Growing businesses:** Another instance when organizations would benefit from co-managed services is when their business is experiencing increased growth. The technology, personnel, or expertise on hand may not be enough to handle the increasing demands that the business is experiencing as it grows. In such a case, businesses can immediately seek help from a co-managed service provider to ease the added burden and support continued growth.
- **Businesses with less employees and resources:** An organization can typically survive with a small in-house IT team that is ample to meet its daily needs. However, sometimes the business may require specific technical support or expertise that their internal team cannot provide. This is usually because their IT staff is small and/or has a different skill set. Therefore, a co-managed service provider can offer much-needed additional resources and expertise.

WHAT SERVICES DO CO-MANAGED SERVICES PROVIDE?

Co-managed service providers offer various options, from regular IT support and help desk to complex strategy and risk management. Co-managed services may include other services such as updating and patching software and program systems, preventive or breakdown maintenance tasks, and procurement responsibilities. Simultaneously, the external provider operates under the direction and strategy given by their client. In time, a business can choose which services they require, including managing servers, networking,

THE DIFFERENCE BETWEEN CO-MANAGED SERVICES AND MANAGED IT SERVICES

With managed IT services, the responsibility of managing a significant part of the operations is handed over to the outside service provider. However, in the co-managed model, the main part of management and strategy is the internal IT team's responsibility while the IT support is received from the provider. The two models have their pros and cons, so refer to your business model and operations when deciding on the best option.



THE. BENEFITS OF CO-MANAGED SERVICES

Businesses can appreciate a range of benefits when using co-managed services. Listed here are a few of the major benefits businesses can expect from this service.

INNOVATIVE SOLUTIONS

A co-managed services provider will have an extensive network, including a large number of experts and specialists. Therefore, by working with a partner like this, you'll have access to all the best and latest solutions. Your in-house team may not be able to provide this.

DIVERSE EXPERTISE

With your co-managed services provider's extensive knowledge, expertise, and networks, you will have comprehensive support across all aspects and areas of IT. A co-managed service provider can always source personnel with the required skills for any project, and advise you on all subjects relating to IT. For example, a co-managed service provider will bring their cybersecurity expertise to the table to help you manage cyberattacks' increasing risks. The number of reported data breaches increased 14% in the first quarter of 2022, as cybercriminals continue to target businesses and individuals.

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FLEXIBLE SUPPORT

Co-managed service providers offer services in various styles and configurations, from long-term to short-term. Not only does this mean you'll only pay for the services you need, but also that your provider can easily adapt their offering as your requirements change. Co-managed IT can provide comprehensive solutions such as 24/7 help desk support, or 24-hour server monitoring. In turn, this helps you to reduce the risk of costly server downtime, which costs more than \$300,000 per hour in most instances.

EASILY SCALABLE

Whether due to business growth or any other reason, your organization sometimes needs additional staff, expertise, technology, or resources. With co-managed services, you don't need to hire full-time staff or invest large amounts on resources and technology. Rather, you can simply scale down or scale up the support given by your co-managed service provider according to your needs.



REDUCE COSTS

With a co-managed service provider, you only need to spend a fraction of what you spend on maintaining a full-time staff to have personnel with specialized skills and expertise. With Co-managed IT, you can reduce staffing, training, and operational costs while giving you access to comprehensive IT services and expertise.

If you'd like to learn more about how co-managed IT services could benefit your business, contact us today!



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