



RAINIER  
MANAGED SERVICES



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ANALYSIS  
OF YOUR  
BUSINESS

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## Take IT off Your Plate with an MSP Partnership

Let's be realistic. You don't care about information technology (IT). Or, you do, but only so far as it supports you getting the things you care about done. You'd rather not think about IT at all. Many businesses are that way. That's fine by us. We care enough about IT for all our clients.

You love developing products, designing campaigns, or determining financial strategy for clients. A managed services provider loves supporting you in doing those things. You don't have to get bogged down in the nitty-gritty of networks, systems, software, and applications. We will. Happily.

The thing is, we typically aren't aware of what we don't know. You may have more of a general feeling of unease. You wonder if:

- your business could be performing better;
- your team could be collaborating more;
- your processes could be more efficient;
- you have the right answers to cybersecurity risks and issues;
- your business has the best technological tools to meet its needs.

But the learning curve seems too steep, and you have other things to be doing for your business. Researching new technologies, weighing upgrades, keeping up with cybersecurity, and maintaining and monitoring IT are responsibilities you'd rather avoid.

Yet being uninformed is not going to work as an excuse in a breach, and your employees expect high-quality technology in their work. To recruit and retain people who drive business success, you need IT to support mobility, efficiency, and productivity. Your people want the tools to work smarter, not harder.

That's why many businesses turn to Managed Service Providers (MSPs) for help.

### **MSPs Make Your IT Their Business**

So, IT isn't what interests you. That's fine. Partner instead with a service provider focused on IT. You can keep doing what you do best and care most about. But you can be confident your IT strategy is smart and secure.

Plus, you can save money working with an MSP. For one, the MSP gets to know business processes and objectives to help your IT infrastructure run better.

Your IT partner will identify opportunities for greater efficiency. Perhaps you're paying for software licenses you don't need, or you could gain greater mobility and improve business continuity with cloud migration.

Your MSP partner will do the research to make sure your business is benefitting from its IT savvy. The MSP doesn't gain from selling you more than you need. This expert team shops around for the right plans (whether office broadband, mobile phones, or cloud subscriptions). Even small businesses can access the best technological tools.

The MSP can also provide server monitoring and IT maintenance services. You may know you need antivirus protection and firewalls, but that may not be enough. Your IT partner can do a cybersecurity assessment. This lets your business be proactive instead of trying to fix problems later. Gartner estimates business downtime can cost as much as \$5,600 per minute or around \$300,000 per hour. That's a financial hit you want to avoid.

Plus, the right MSP tailors its services to your workload size, regardless of company size. The goal is to match your business with the right technology to do things better and cheaper. It may not interest you, but it's a fun challenge for our IT experts.

Don't leave your technology and cybersecurity needs unattended. Be proactive with an MSP as your IT partner. Our experts guide IT strategy, secure systems, and suggest solutions to achieve your business goals.

**No matter how you feel about IT, we care a lot. Contact us today!**

