Your Guide to

Managed IT Services

Business is changing. Fast. To survive, your technology and IT needs to adapt with you.

How does managed services fit into this picture?

We sat down with experts to discuss the what, why and how of managed services. Putting it all together for you, in this easy to understand book.

This is your guide to all things managed IT services!

Starting your managed IT services journey?
Or perhaps reviewing your business IT needs?

Our IT experts are just a call (or click) away.

code-blue.com.au

Contents

The changing role of IT today

- **How will your business survive disruptive change?**
- **Can you outmatch your competitor's digital initiatives?**
- **Is your system's architecture adaptable to customer-led demands?**
- **Are you protected from cyber-attacks?**

Good questions.

Today's modern IT team needs to wear many hats just to keep up and keep your business protected.

The current IT state of play

Information Technology - A joy to use or something to loathe? Either way, you need it to survive in this digital world. And the rate of change continues to accelerate.

Technology is both a good news and bad news story.

The good news?

Today's IT is all about enablement. Think fast, high-quality decision-making. Nimble, constant adaptation to maximise opportunity as it happens. Risk management that deflects and protects.

Unlocking ways to automate and streamline. Freeing up your people to focus on results, not the mundane. Enhancing your customers experience and anticipating buying habits. Driving much needed growth.

Creating new ways of working. Allowing you to adapt. Shift into the hybrid or remote working styles you need to survive. Connect to customers through new channels.

The bad news?

It's complex. Requires expertise. Capital investment (and reinvestment). Skills to get a proper return on investment. And takes time from the important to manage the urgent.

Internal IT teams are anchored to housekeeping required just to keep us online. Helpdesks, IT procurement, IT policy management – just to name a few. There's limited scope for development to stay ahead of the skills curve or contribute to strategic decisions.

Your IT team needs to be working on stability and growth, not running two steps behind.

But how do you find this balance?

What's the solution?

An IT managed services provider could be your secret weapon. Driving growth, uncovering cost-savings, and unlocking innovation.

This is as true whether you're a start-up, established enterprise, have multiple locations, or moving to mobile working.

A managed service provider (MSP) frees up your resources to focus on what's important - growing your business. Rather than on time consuming day-to-day IT support, maintenance and service, or technology procurement.

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IT teams today >> How an MSP changes the game

'My IT team is great, but they lack specialist skills that we need. And outsourcing is expensive.'

>> An MSP has comprehensive specialist skills ready to deploy.

An MSP scales services to your budget and your growth goals.

'We've avoided being early adopters – but we're paying the price now. How do we catch up?'

>> A trusted technology partner can take you from laggard to leader.

A proactive service provider has your interests in mind, and tailors seamless solutions across every IT system.

'Our system is holding us back from growth. Every day we're facing new issues and threats.'

>> An MSP can work according to agreed service levels, where customer satisfaction is top priority.

An MSP identifies problem areas and prevents them.

IT Teams – step forward

From sideline support to mission critical. This decade, IT teams must step into the centre of business operations. Playing an increasingly strategic role to keep the business competitive, safe, and enable growth.

The IT department has moved from caretaking, procurement and policy administration. Now directly involved with business priorities using modern enabling technologies.

We're living in exciting times of digital advancement. The key is adaptability, with affordability.

Empower your IT team to not only survive but thrive. Especially when faced with challenges like:

Advancing technologies

AI, data analytics, automation, 5G, unified communications and beyond. And the best is yet to come.

>> **Partner** with an expert MSP. Know how and when to take advantage of the right innovations for your system architecture. Factor in your plans and environment. Find a partner with the expertise to understand your business intimately and proactively suggest technical and strategic change.

Increasing specialisation

Sourcing and retaining the right IT people with the right specialist skills and experience is difficult at best. The IT skills shortage means you won't keep pace, let alone stay ahead of the competition.

>> **Make** a tactical shift. Consider how your IT staff with key strategic and technical skills could best be engaged. Rather than overload them in specialist tasks, use their time wisely to drive digital transformation across the board.

Resourcing

Does your team have sufficient time to find, onboard and project manage freelance or subcontracted pieces of the IT landscape?

>> **Find** a win-win IT partnership that can take care of all backend automations and updates, working to a service level agreement. You won't have to chase up individual projects and manage security and accountability. Work with an MSP with the ability to invest at the cutting edge – less capital investment for you.

Data and asset management

Beyond hardware and software, today's IT team must also be experts in data risk management. And an increasingly collaborative but distant workforce just adds to complexity.

>> **Work** with people who creatively manage all aspects of collaborative engagement. At the same time, ensuring your hybrid workplace is secure from cyberthreats, your data assets are private and safe, and your business achieves compliance with industry regulation.

Business intelligence

Your technology team must deliver accurate, actionable, accessible information so that you can make the correct strategic decisions.

>> **Enable** your IT professionals to make agile, profitable decisions. Join forces with experts in transparent, unified reporting to anticipate change and plan effectively.

Is an MSP right for you?

IT managed service providers are nothing new.

The IT managed service model delivers advantages for any sized business, enabling access to expert advice with proven solutions, and flexible agreements.

However, each organisation is unique. What works for one may not suit another.

But a strategic partnership with a full-service Managed Service Provider (MSP) is different.

It can:

- relieve current and anticipated technology pressures
- stretch your budget
- provide proactive support
- boost your digital performance
- work in synergy with your in-house team

What could an MSP partnership look like for your business?

1. **Your team. Extended.**
From day to day support all the way through to virtual strategic management. An MSP gives you access to a team of specialists and experts.

2. **Everything you need from one vendor.**
An MSP can manage all your technology and the vendors that come with it. Giving you back valuable time.

3. **IT support – wherever, whenever**
Choosing an MSP that offers a range of support types - from remote to in house - ensures support aligns with your working need.

4. **Your business. Secure.**
Your business must stay flexible, adaptable and above all, safe. An MSP can provide best practice in cyber security protocols and compliance. This is especially important with the rise of the hybrid workforce.

5. **Unified systems. Better output.**
When you partner with an MSP they know your systems inside and out. Advantage? They can identify how and when to unify systems and technologies. Meaning, you get a more efficient - and cohesive - working environment.

> " As BUSY grew, so did the demands on our technology. We knew we needed to find an IT partner that understood we wanted to innovate through the use of technology, as opposed to just keep the lights on. "
>
> **Paul Miles**, CEO
> *BUSY at Work*

Just looking for a provider to look after certain areas? A co-managed service allows you to choose what you outsource to your provider.

>> **To know what's best for you, chat to one of our specialists**
code-blue.com.au/learn-more

No matter where you need it, we have the solution
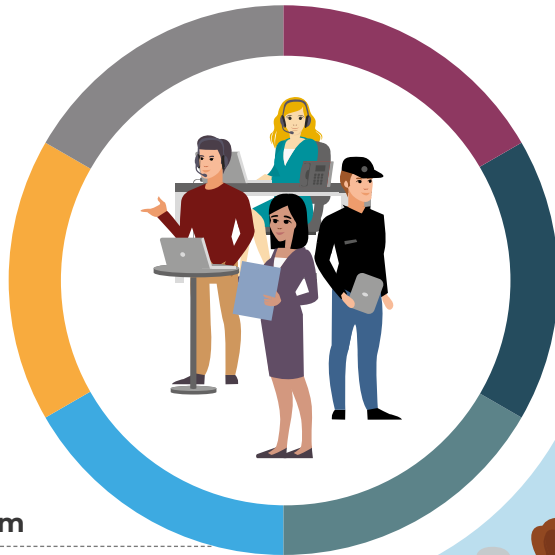
Your external team

Australia-wide team of technicians, engineers and experts:

Print technicians and experts

Service engineers and technology project specialists

Virtual IT teams and IT support services

Software engineers and implementation experts

Meeting Room

High-quality video conferencing, audio and display solutions

Access to a range of experts, from video, audio and technology to print, document and content management

Other offices and sites

IT support and service across all your locations

Office

Laptops, screens, headsets and other office technology

Unified communication tools, including call-centre and phone systems

In the Cloud

Network and infrastructure services

Cloud storage, hosting and applications

Cyber security and IT strategy services

Working remotely

Video conferencing and collaboration tools

Reception

High-quality displays, video walls and interactive displays

Huddle rooms

Interactive white boards

Video, audio and collaboration tools

Types of Managed IT Services

Managed IT service is more than just IT support. It's about ensuring your entire IT environment works together and supports your business.

Whether you're looking for a full-service provide or a co-manage service, an MSP has the expertise to get you there.

End user and modern workplace support

Our desktop, data and infrastructure support can be hands-on, virtual or remote. We focus on creating customer relationships that last. Ensuring your team has the IT support and service they need, when they need it. Just a call or click away, at home, on the road or in the office. Including for Microsoft Modern Workplace solutions.

IT strategy and projects

Leave the project management with us. From a small upgrade to a major build or system transition, we have the specialists to take on your project end-to-end. Or if you have the resources on the ground, we can provide consulting services to create a road map and strategy to your IT success.

Cyber security

Your peace of mind is top of mind for us. We protect and manage all data and communications environments with the highest levels of protocols and redundancies. Our highly trained IT engineers and specialists work with the most robust equipment and leading-edge developments in this field.

Virtual IT services and governance

As your IT partner, we're invested in your success. We work within financially backed service level agreements tailored to your IT infrastructure, management policies, business processes and goals. Our services can even include a virtual CIO or IT Manager to give you input on governance, compliance and strategic planning.
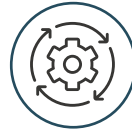
Business continuity planning and disaster recovery

Continue working when disaster strikes, no matter where your team is or needs to move to. We help you put together a dynamic and flexible plan that can withstand nearly any setback and keep your business moving. Our data management solutions mean you can easily and securely access all your information and applications from anywhere, any time. Meaning you stay connected and it's business as usual.

Unified communications

Unify your communications across voice, video and collaboration systems. Gain a consistent, satisfying user experience for both staff and customers. Everyone in your organisation can call, message, and teleconference with real-time data gathering, analytics, and reporting. You can contact anyone anywhere easily and securely using any device.

Cloud services

A user-pays model allows you to scale as you need, with the freedom and flexibility to safely store data, manage applications and build secure networks for maximum productivity. With private, public and on-premise options abounding in the marketplace, we can also help you find the right cloud to on-premise mix for your business.

Procurement

Save time and access high-quality brands and products. With global partners and local suppliers, we can make sure you have the right equipment when you need it most. Our position in the market means we invest in the best existing and emerging technology.

Not sure what services you need? Our experts can help uncover the right mix of services for you.

>> **Book your 1:1 specialist meeting**
code-blue.com.au/learn-more

We are Team Blue

CodeBlue is more than just a name.

It's the 200+ engineers, technicians and technology experts around Australia and New Zealand that who live and breathe tech. It's about creating customer relationships that last and giving you technology that empowers you.

It's the local support, trans-Tasman knowledge and the global strength of the Fuji Xerox family. It's the wide range of IT, technology and service solutions, combined with the power of our trusted global and local partners.

Most importantly, it's about you.

Technology should also be about what it can do for you, not the other way around. And it should be simple. It's this focus that has allowed us to help thousands of customers across Australia and New Zealand for almost 20 years.

Together we can empower your business with the technology it needs, one solution at a time.

>> **It's time to go Blue**
code-blue.com.au

IT support & services

Unified communications

Cloud solutions

Projects & consulting

Procurement & display

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