



# Strategic IT Management:

Balancing Innovation and Operations  
with the Help of an MSP

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# Introduction

In today's rapidly evolving business landscape, companies rely heavily on technology to stay competitive. IT plays a critical role in a company's success by enabling communication, collaboration, data analysis, and other key functions. However, there are two main aspects of IT that companies must consider: operational IT and strategic IT.

**Operational IT** refers to the day-to-day management and maintenance of a company's IT infrastructure, such as servers, networks, and applications. This includes tasks like software updates, backups, and troubleshooting. Operational IT is crucial to ensure that a company's technology infrastructure is stable and functional.

On the other hand, **Strategic IT** refers to the use of technology to drive long-term business objectives, such as increasing revenue, expanding into new markets, or improving customer experience. Strategic IT requires a more forward-thinking approach that aligns technology initiatives with a company's overall business strategy.

**Balancing operational and strategic IT** is crucial for companies to stay competitive and achieve their long-term goals. Neglecting strategic IT in favour of operational IT can lead to missed opportunities for growth and innovation, while neglecting operational IT can result in downtime, data loss, and other issues that can significantly impact a company's bottom line.

Fortunately, companies can leverage the expertise of Managed Service Providers (MSPs) to help them balance operational and strategic IT. MSPs offer a range of IT services that can free up a company's internal IT team to focus on strategic initiatives. MSPs can also provide insights into emerging technologies, manage cloud services, and ensure compliance with security and regulatory standards.

In this eBook, we will explore operational and strategic IT in more detail, the challenges of balancing these aspects, and how MSPs can support a company's IT strategy. We will also cover the development of a technology roadmap, proactive monitoring and maintenance, cloud services, security and compliance, and innovation and technology trends. By the end of this ebook, readers will have a comprehensive understanding of the benefits of balancing operational and strategic IT and how MSPs can help achieve this balance.

# Operational IT

Operational IT encompasses the day-to-day tasks and responsibilities that are necessary to keep a company's technology infrastructure functioning smoothly. Operational IT includes a variety of tasks, such as software updates, security patches, backups, and troubleshooting. While these tasks may not be as glamorous as strategic IT initiatives, they are crucial to ensure that a company's technology infrastructure is reliable and secure.

## Exploring the critical aspects of operational IT

There are several critical aspects of operational IT that companies must consider to ensure their technology infrastructure is performing optimally.

### Scalability

Companies must ensure that their IT infrastructure is scalable and can accommodate future growth. This means they must plan for the addition of new applications and devices as the company expands.

### Disaster recovery and business continuity

Companies must consider disaster recovery and business continuity planning to minimise downtime in the event of an outage or other disruption. It's essential to have a comprehensive plan in place that outlines how to respond in different scenarios to minimise the impact on business operations.

### Compliance

Compliance with relevant security and regulatory standards is another important aspect of operational IT. Companies must ensure that their IT infrastructure is secure and compliant with all relevant regulations, such as GDPR, HIPAA, or PCI DSS, to avoid costly fines and legal issues.

### Examples of operational IT tasks and responsibilities include:

- Installing software updates and security patches
- Troubleshooting hardware and software issues
- Backing up data and ensuring data integrity
- Monitoring and managing network performance
- Managing user accounts and permissions
- Implementing and maintaining firewalls and other security measures

### The impact of operational IT on a company's bottom line

Neglecting operational IT can result in downtime, data loss, and other issues that can significantly impact a company's bottom line. For example, an hour of downtime can cost a small business up to \$10,000 in lost revenue, according to a report by Infrascale. In addition, a cybersecurity breach can result in the loss of sensitive data and damage to a company's reputation. By investing in operational IT, companies can avoid these costly issues and ensure that their technology infrastructure is stable and secure.

MSPs can play a significant role in supporting a company's operational IT needs. MSPs can provide 24/7 monitoring and management of a company's IT infrastructure, ensuring that any issues are identified and resolved quickly. MSPs can also help companies implement best practices for disaster recovery and business continuity planning. In addition, MSPs can provide security and compliance services to help companies mitigate risk and avoid costly fines and legal issues.



An hour of downtime  
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# Strategic IT

While Operational IT focuses on keeping a company's technology infrastructure running smoothly, Strategic IT is concerned with leveraging technology to achieve business objectives. Strategic IT initiatives are typically long-term projects that involve implementing new technologies, processes, and systems to improve a company's operations and competitive position.

## The definition and importance of strategic IT

Strategic IT can be defined as the use of technology to create a competitive advantage and drive business growth. Strategic IT initiatives typically involve significant investments of time, resources, and capital, but can yield substantial benefits for a company in terms of revenue growth, cost savings, and customer satisfaction.

Strategic IT initiatives require a different approach than operational IT. While operational IT is focused on maintaining the status quo, strategic IT is focused on driving innovation and change. Strategic IT initiatives often require collaboration across departments and stakeholders, and they typically involve a significant amount of planning, analysis, and risk management.

Examples of strategic IT initiatives include:

### 1. Digital transformation

Digital transformation involves using technology to digitise a company's operations, processes, and customer interactions. This can involve implementing new systems and processes that leverage cloud computing, big data, artificial intelligence, and the internet of things (IoT).

### 2. Customer relationship management (CRM)

CRM is a strategy for managing interactions with customers and prospects. Implementing a CRM system can provide a centralised platform for managing customer data, improving customer service, and tracking customer interactions.

### 3. Data analytics

Data analytics involves collecting, analysing, and interpreting large amounts of data to gain insights into business operations and customer behaviour. Implementing a data analytics programme can help a company make data-driven decisions and improve business outcomes.

## The potential benefits of investing in strategic IT

Investing in strategic IT initiatives can yield several potential benefits for a company, including:

### 1. Increased revenue

Strategic IT initiatives can help companies identify new revenue streams and improve existing ones. For example, a digital transformation initiative can enable a company to expand its online sales channels and reach new customers.

### 2. Improved efficiency

Strategic IT initiatives can help companies streamline their operations and reduce costs. For example, implementing a CRM system can help a company automate customer service processes and reduce the need for manual intervention.

### 3. Enhanced customer experience

Strategic IT initiatives can help companies improve their interactions with customers and enhance the customer experience. For example, implementing a data analytics programme can help a company better understand customer behaviour and preferences, enabling them to tailor their offerings to meet customer needs.

### Key Take Aways

While operational IT is focused on maintaining the status quo, strategic IT is focused on driving innovation and change to achieve business objectives. Investing in strategic IT initiatives can yield substantial benefits for a company in terms of revenue growth, cost savings, and customer satisfaction.



# The Challenges of Balancing Operational and Strategic IT

As we have seen, operational IT and strategic IT play equally important roles in the success of a company's IT infrastructure. However, balancing these two aspects can be a significant challenge. While operational IT focuses on maintaining the existing systems and ensuring they function smoothly, strategic IT initiatives involve implementing new technologies and processes to drive innovation and growth. In this chapter, we explore the common challenges companies face when trying to balance these initiatives, and the potential consequences of neglecting strategic IT.

## Challenges:

### 1. Limited resources

Companies often struggle to balance operational and strategic IT initiatives due to limited resources, including budget, staff, and time. Operational IT demands immediate attention and resources, leaving little room for strategic IT initiatives that require more significant investments.

### 2. Short-term vs. long-term objectives

Operational IT is focused on achieving short-term objectives, such as keeping the systems running and ensuring they are secure. On the other hand, strategic IT initiatives require a long-term view, and their benefits may not be immediate. This makes it difficult to prioritise and allocate resources to strategic IT initiatives.

### 3. Communication and collaboration

Effective communication and collaboration are essential for balancing operational and strategic IT. However, operational and strategic IT teams often have different priorities and goals, which can lead to communication breakdowns and conflicts.





## The potential consequences of neglecting strategic IT

Neglecting strategic IT can have severe consequences for a company, including:

### 1. Reduced competitiveness

Neglecting strategic IT initiatives can lead to a lack of innovation, which can reduce a company's competitiveness in the market. Competitors that invest in strategic IT initiatives are likely to have an advantage in terms of customer experience, operational efficiency, and product or service offerings.

### 2. Obsolescence

Failure to invest in strategic IT initiatives can result in outdated technology and systems, which can quickly become obsolete. Outdated systems can be difficult to maintain and secure, which can lead to operational inefficiencies, increased costs, and decreased customer satisfaction.

### 3. Missed opportunities

Neglecting strategic IT initiatives can result in missed opportunities for growth and revenue. For example, failing to implement a CRM system can lead to missed opportunities for upselling, cross-selling, and improving customer service.

### Key Take Aways

Balancing operational and strategic IT is a significant challenge for companies. Limited resources, short-term vs. long-term objectives, and communication breakdowns are common obstacles that need to be overcome. Companies need to find ways to balance operational and strategic IT effectively to ensure they achieve their business objectives and maintain their competitive edge in the market.



# The Role of MSPs in Supporting a Company's IT Strategy

Managed Service Providers (MSPs) offer a wide range of IT services, including remote monitoring and management, network and security management, data backup and recovery, cloud services and more. In this chapter, we discuss the role of MSPs in supporting a company's IT strategy, how they can help companies rebalance their IT priorities, and the benefits of working with an MSP for strategic IT initiatives.

## An overview of MSPs and their services

MSPs are third-party service providers that offer a range of IT services to businesses to help manage and maintain their IT infrastructure. The specific services provided by MSPs can vary depending on the needs of the business, but some of the most common services include:



### Cloud Services

MSPs can help businesses move their IT infrastructure to the cloud and manage their cloud-based applications, data storage, and computing resources. This includes setting up and managing cloud-based email, file sharing, backup and disaster recovery solutions.



### Cybersecurity

MSPs can help businesses protect their networks, systems, and data from cyber threats by offering services such as network security, email security, web filtering, intrusion detection and prevention, and vulnerability assessments.



### Data Backup and Disaster Recovery

MSPs can help businesses create and implement disaster recovery plans to ensure that critical data and systems can be recovered quickly in the event of a disaster or system failure.



### IT Support and Help Desk Services

MSPs can provide ongoing technical support and help desk services to businesses, including remote monitoring and management of systems, troubleshooting and issue resolution, and software installation and configuration.



### Network Infrastructure Management

MSPs can manage a business's network infrastructure, including switches, routers, and firewalls, to ensure that they are functioning optimally and securely.



### Unified Communications

MSPs can provide businesses with unified communications services, including voice and video conferencing, messaging, and collaboration tools, to improve productivity and communication.



### Software as a Service (SaaS)

MSPs can provide businesses with access to a range of software applications through the cloud, including productivity tools, CRM systems, and business intelligence software.



### Hardware Procurement and Management

MSPs can help businesses select and procure hardware, such as servers, workstations, and mobile devices, and manage the lifecycle of these devices, including maintenance, upgrades, and replacement.

## How MSPs can help companies rebalance their IT priorities

MSPs can help companies rebalance their IT priorities by taking on some of the operational IT tasks and freeing up internal IT staff to focus on strategic IT initiatives. MSPs can also provide expertise and guidance on the latest technologies and best practices, helping companies identify strategic IT initiatives that will drive growth and innovation.

MSPs can also provide scalability and flexibility, allowing companies to quickly adapt to changing business needs. This is especially important for strategic IT initiatives that may require significant investments and resources. MSPs can help companies assess their needs and provide the necessary resources to implement these initiatives.

### Key Take Aways

It is clear that MSPs can be fundamental in supporting organisations' IT operations and strategy, lifting the burden of every day management and driving transformation for competitive advantage. Certain MSPs, such as Advanced, also provide full IT Outsourcing. This enables companies to outsource their IT stack to a trusted provider, taking advantage of a large talent pool, contractual SLAs and focused resources to drive your business forward. With organisations often adding multiple new products from different suppliers, whilst still relying on legacy infrastructure, IT environments can get complicated quickly. Advanced are very experienced in taking on complex environments and simplifying them to reduce costs, increase productivity, and enable transformation.

## The benefits of working with an MSP for IT initiatives

Working with an MSP for both operational and strategic IT initiatives has several benefits. These include:

### 1. Access to expertise and resources

MSPs have a team of experts who can provide guidance and support on the latest technologies and best practices. They can also provide the necessary resources, such as hardware, software, and network infrastructure, to implement strategic IT initiatives whilst keeping operational initiatives covered.

### 2. Increased efficiency and productivity

By taking on some of the operational IT tasks, MSPs can free up internal IT staff to focus on strategic IT initiatives. This can increase efficiency and productivity, enabling companies to achieve their objectives more quickly.

### 3. Reduced costs

MSPs can help companies reduce their IT costs by providing a more cost-effective alternative to hiring and training internal IT staff. They can also provide economies of scale, allowing companies to access resources and services at a lower cost than if they were to implement them internally.

### Key Take Aways

MSPs can play a significant role in supporting a company's IT strategy. By taking on some of the operational IT tasks, providing expertise and guidance, and offering scalability and flexibility, MSPs can help companies rebalance their IT priorities and focus on strategic IT initiatives that will drive growth and innovation. Companies that partner with an MSP can gain a competitive edge by leveraging the latest technologies and best practices to achieve their business objectives.



# Developing a Technology Roadmap

Developing a technology roadmap is essential for companies that want to stay competitive in a rapidly evolving technology landscape. In this chapter, we discuss how to develop a technology roadmap that aligns with a company's long-term goals and objectives and the importance of considering emerging technologies and innovation when developing a technology roadmap.

## How to develop a technology roadmap that aligns with a company's long-term goals and objectives

A technology roadmap is a visual representation of a company's technology plans and priorities over a specified time period. Developing a technology roadmap involves several key steps, including:

### 1. Identify long-term goals and objectives

The first step in developing a technology roadmap is to identify the company's long-term goals and objectives. This will help ensure that the technology roadmap is aligned with the company's overall strategy.

### 2. Assess current technology

The next step is to assess the company's current technology stack and identify any gaps or areas for improvement. This will help identify the technology initiatives needed to achieve the company's long-term goals.

### 3. Prioritise

Once the technology initiatives have been identified, they should be prioritised based on their potential impact on the company's long-term goals and objectives.

### 4. Create a timeline

The technology initiatives should be organised into a timeline, which should include specific milestones and deadlines. This will help ensure that the technology roadmap is realistic and achievable.

### 5. Monitor and adjust the roadmap

Finally, the technology roadmap should be monitored regularly and adjusted as needed based on changes in the company's long-term goals and objectives.

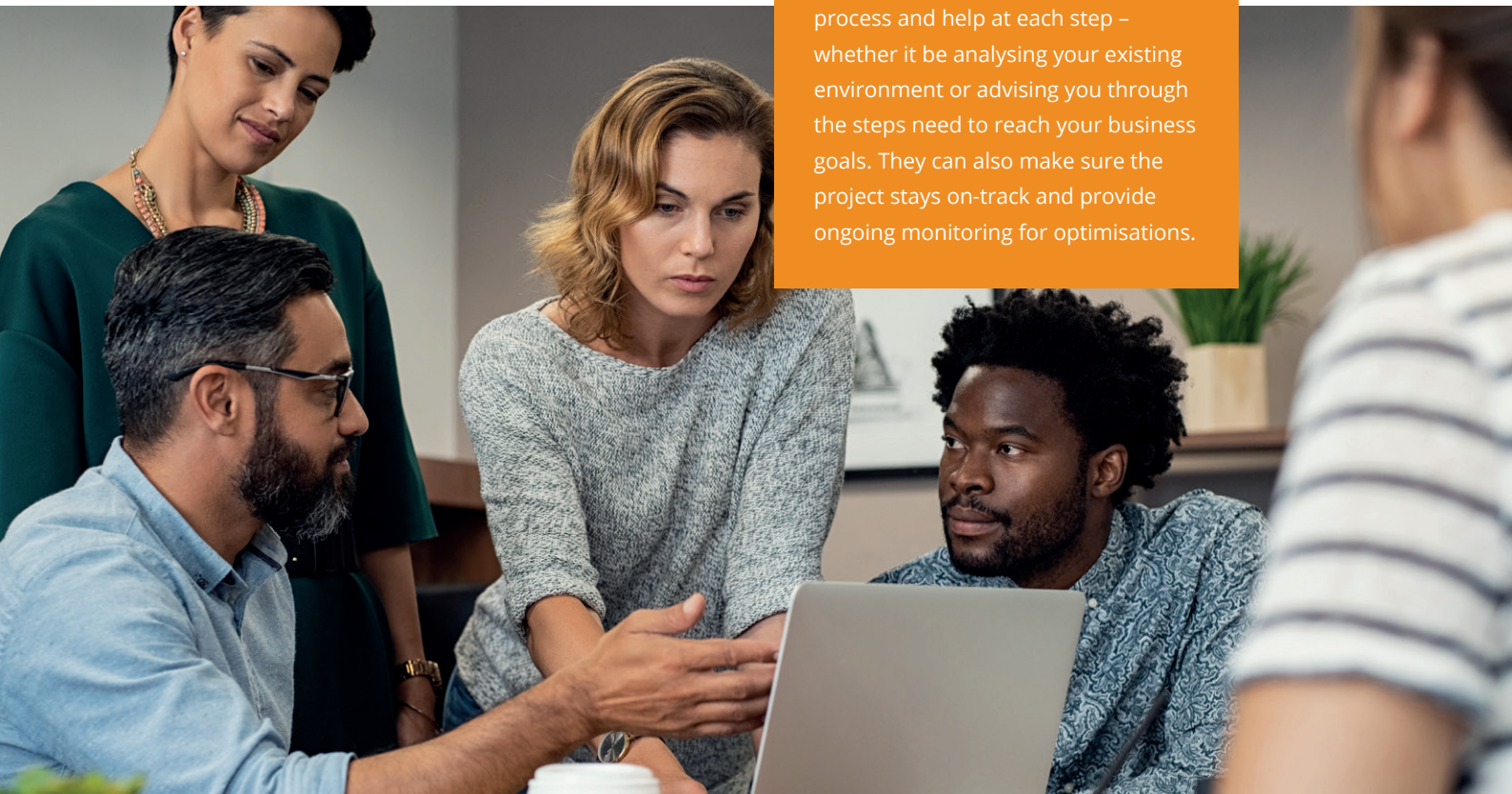
## The importance of considering emerging technologies and innovation when developing a technology roadmap

When developing a technology roadmap, it is essential to consider emerging technologies and innovation. Emerging technologies such as artificial intelligence, blockchain, and the Internet of Things (IoT) can provide significant competitive advantages for companies that adopt them early. To stay competitive, companies need to consider these emerging technologies and evaluate how they can be incorporated into their technology roadmap.

Innovation is also a critical factor when developing a technology roadmap. Companies should consider not only how to improve their existing products and services but also how to innovate and develop new products and services. This requires a culture of innovation and a willingness to take risks.

### Not sure where to start?

An MSP can guide you through this process and help at each step – whether it be analysing your existing environment or advising you through the steps need to reach your business goals. They can also make sure the project stays on-track and provide ongoing monitoring for optimisations.



# Proactive Monitoring and Maintenance

Proactive monitoring and maintenance are critical components of any effective IT strategy. In this chapter, we discuss the benefits of this, how MSPs can help, and potential cost savings associated with proactive monitoring and maintenance.

Proactive monitoring and maintenance involve regularly monitoring and maintaining a company's IT infrastructure to prevent issues before they occur. Some of the benefits of proactive monitoring and maintenance include:

## 1. Increased uptime

Proactive monitoring and maintenance can significantly reduce downtime by identifying and resolving issues before they cause disruptions.

## 2. Improved performance

Regular maintenance can help ensure that the company's IT infrastructure is running at peak performance.

## 3. Enhanced security

Proactive monitoring and maintenance can identify security vulnerabilities and prevent security breaches.

## 4. Cost savings

By preventing issues before they occur, proactive monitoring and maintenance can reduce the costs associated with downtime and emergency repairs.

## How MSPs can provide 24/7 monitoring and maintenance services

Many companies lack the resources or expertise to provide 24/7 monitoring and maintenance services for their IT infrastructure, which can leave them vulnerable to cyberattacks, reliant on out-of-date technology, and result in lost productivity when support is unavailable.

Here are some reasons why working with an MSP for monitoring and maintenance services can be beneficial:

### 1. Round-the-clock monitoring

MSPs provide 24/7 monitoring of your IT infrastructure, ensuring that any potential issues are identified and addressed before they cause major problems. This proactive approach to monitoring can help prevent costly downtime and minimise the impact of any issues that do occur.

## 2. Expertise and experience

MSPs typically have a team of experienced IT professionals who have the skills and knowledge needed to maintain and monitor your IT infrastructure. This means that you can benefit from their expertise without having to invest in costly training or hiring additional staff.

## 3. Access to advanced technology

MSPs typically have access to advanced monitoring and maintenance tools that can help them identify and address issues more quickly and efficiently. This means that you can benefit from the latest technology without having to invest in it yourself.

## 4. Predictable costs

MSPs typically offer fixed pricing for their services, which can help you budget more effectively and avoid unexpected expenses. This can be particularly beneficial for small and medium-sized businesses that need to keep a close eye on their expenses.

## 5. Flexibility and scalability

MSPs can provide monitoring and maintenance services that are tailored to your specific needs and can be scaled up or down as your business grows or changes. This means that you can benefit from a customised solution that meets your unique requirements.

These benefits can help ensure that your IT infrastructure is always running smoothly and that any potential issues are identified and addressed quickly and efficiently.

## The potential cost savings associated with proactive monitoring and maintenance

Proactive monitoring and maintenance can also lead to significant cost savings for companies. By preventing issues before they occur, proactive monitoring and maintenance can reduce the costs associated with downtime and emergency repairs. Additionally, regular maintenance can extend the life of IT equipment, reducing the need for costly replacements.

By working with an MSP to provide proactive monitoring and maintenance, companies can ensure that their IT infrastructure is always running at peak performance and minimise the risks of IT disruptions.





# Cloud Services

Cloud services have become an integral part of modern IT infrastructure, providing scalability, flexibility, and cost savings for companies. In this chapter, we provide an overview of cloud services and their benefits, discuss how MSPs can help companies migrate to the cloud and manage their cloud infrastructure, and explore the potential cost savings associated with cloud services.

## An overview of cloud services and their benefits

Cloud services are essential for any business. Key benefits include:

### 1. Scalability

Cloud services allow businesses to easily scale up or down their computing resources based on their changing needs, without having to invest in new hardware or infrastructure.

### 2. Cost-effective

Cloud services eliminate the need for businesses to maintain their own IT infrastructure, which can be expensive and time-consuming. With cloud services, businesses only pay for what they use, which can result in significant cost savings.

### 3. Flexibility

Cloud services enable businesses to access their data and applications from anywhere, at any time, on any device with an internet connection, which allows for greater flexibility and productivity.

### 4. Disaster recovery

Cloud services offer automatic data backup and disaster recovery, which ensures that businesses can quickly and easily recover their data in the event of a disaster.

### 5. Collaboration

Cloud services enable businesses to collaborate with remote employees and partners more effectively by providing easy access to shared files and applications.

### 6. Security

Cloud services offer advanced security features that can help businesses protect their data from cyber threats, such as encryption, firewalls, and intrusion detection systems.

Overall, cloud services can help businesses reduce costs, increase efficiency, improve collaboration, and enhance security, making them a valuable asset for any business.

## How MSPs can help companies adopt and manage cloud services

MSPs can provide a wide range of cloud services for businesses, including:



### Infrastructure as a Service (IaaS)

MSPs can provide businesses with access to virtualised computing resources, such as servers, storage, and networking, which can be easily scaled up or down based on their needs.



### Platform as a Service (PaaS)

MSPs can provide businesses with a complete platform for developing, testing, and deploying custom applications, which can be accessed and managed through the cloud.



### Software as a Service (SaaS)

MSPs can provide businesses with access to a variety of cloud-based software applications, such as email, accounting, and customer relationship management (CRM) tools, which can be accessed from anywhere with an internet connection.



### Backup and Disaster Recovery

MSPs can provide businesses with cloud-based backup and disaster recovery solutions, which can automatically backup data and applications to a secure off-site location, ensuring that businesses can quickly recover from any data loss or system failure.



### Cloud Security

MSPs can provide businesses with advanced security solutions, such as threat detection and prevention, encryption, and access controls, to protect their data and applications from cyber threats.



### Cloud Migration and Integration

MSPs can assist businesses in migrating their existing applications and data to the cloud and integrate cloud-based applications with their existing IT infrastructure.

### **The potential cost savings associated with cloud services**

Cloud services can lead to significant cost savings for companies. By eliminating the need for on-premises hardware and infrastructure, companies can reduce capital expenditures and operating costs. Additionally, cloud services can provide a predictable, subscription-based cost model that makes it easier for companies to manage their IT expenses.

### **Key Take Aways**

Cloud services provide scalability, flexibility, and cost savings for companies. MSPs can help companies migrate to the cloud and manage their cloud infrastructure, providing expertise and experience to ensure a smooth transition. By working with an MSP to implement cloud services, companies can realise the potential cost savings associated with cloud services while also taking advantage of the benefits of enhanced collaboration, improved security, and scalability.



# Security and Compliance

In today's digital age, security and compliance are essential components of a company's technology infrastructure. In this chapter, we discuss the importance of security and compliance, explore how MSPs can provide comprehensive security and compliance services, and highlight the potential risks and costs of non-compliance.

## The importance of security and compliance for a company's technology infrastructure

Security and compliance are critical for ensuring the integrity, confidentiality, and availability of a company's data and systems. The consequences of a security breach or non-compliance can be severe, ranging from financial losses to damage to a company's reputation. Some of the reasons why security and compliance are important include:

### 1. Protecting against cyber threats

Cyber threats are on the rise, and companies must take steps to protect their systems and data against attacks.

### 2. Complying with regulations

Companies are subject to a variety of regulations and compliance requirements, and failure to comply can result in legal and financial penalties.

### 3. Maintaining customer trust

Customers expect companies to protect their data and systems, and failure to do so can damage a company's reputation and erode customer trust.

## How MSPs can provide comprehensive security and compliance services

MSPs can provide a range of security and compliance services to businesses to ensure that their data and systems are protected against potential threats and adhere to relevant regulations. Here are some examples:

### 1. Network Security

MSPs can provide businesses with network security solutions that protect their data from unauthorised access, intrusion, and data breaches. This may include firewalls, antivirus and anti-malware software, intrusion detection and prevention systems, and other security measures.

### 2. Endpoint Security

MSPs can also offer endpoint security services that protect business devices such as laptops, desktops, and mobile devices from malware, viruses, and other cyber threats.

### 3. Data Backup and Recovery

MSPs can help businesses backup their data and ensure that it is recoverable in the event of a disaster, such as a cyber-attack, natural disaster, or hardware failure.

#### 4. Compliance Services

MSPs can help businesses comply with relevant regulations and standards such as GDPR, HIPAA, PCI DSS, and more. This may include implementing security controls, conducting regular security assessments, and maintaining documentation and reporting.

#### 5. Risk Assessment and Management

MSPs can conduct risk assessments to identify potential vulnerabilities in a business's systems and develop risk management strategies to mitigate those risks.

#### 6. Security Training

MSPs can provide security awareness training to employees to help them identify and avoid potential security threats such as phishing scams, malware, and social engineering attacks.

#### 7. Incident Response

MSPs can also help businesses develop incident response plans and provide support in the event of a security incident, including forensics, remediation, and recovery.

#### The potential risks and costs of non-compliance

1. Non-compliance can have significant risks and costs for companies. Some of the potential consequences of non-compliance include:
2. Legal and financial penalties: Companies can face legal and financial penalties for non-compliance with regulations.
3. Damage to reputation: Non-compliance can damage a company's reputation and erode customer trust.
4. Loss of business: Non-compliance can result in loss of business as customers choose to work with companies that prioritise security and compliance.

#### Key Take Aways

Security and compliance are essential components of a company's technology infrastructure. MSPs can provide comprehensive security and compliance services to help companies protect their data and systems, reduce the risk of cyber threats, and maintain compliance with regulations. By working with an MSP to prioritise security and compliance, companies can reduce the potential risks and costs of non-compliance and maintain the trust of their customers.

# Innovation and Technology Trends

The rapid pace of technological change means that companies must constantly adapt to new developments if they want to stay competitive. It's no longer enough to simply maintain existing technology infrastructure; companies must also invest in innovation to keep up with the latest trends and remain ahead of the curve. In this chapter, we'll explore the importance of staying up-to-date on the latest technology trends and innovations, and how MSPs can help companies identify new opportunities for growth and innovation.

## The Importance of Innovation and Technology Trends

Innovation is crucial for businesses to remain relevant and competitive in today's fast-paced digital landscape. Keeping up with technology trends and advances is a key part of innovation. Failing to do so can put companies at risk of falling behind their competitors, missing out on new opportunities, and losing customers.

Innovation can help businesses in several ways, including improving operational efficiency, enhancing the customer experience, reducing costs, and opening up new revenue streams. By embracing new technologies and staying up-to-date with the latest trends, companies can create a culture of innovation and position themselves for long-term success.



## MSPs and Innovation

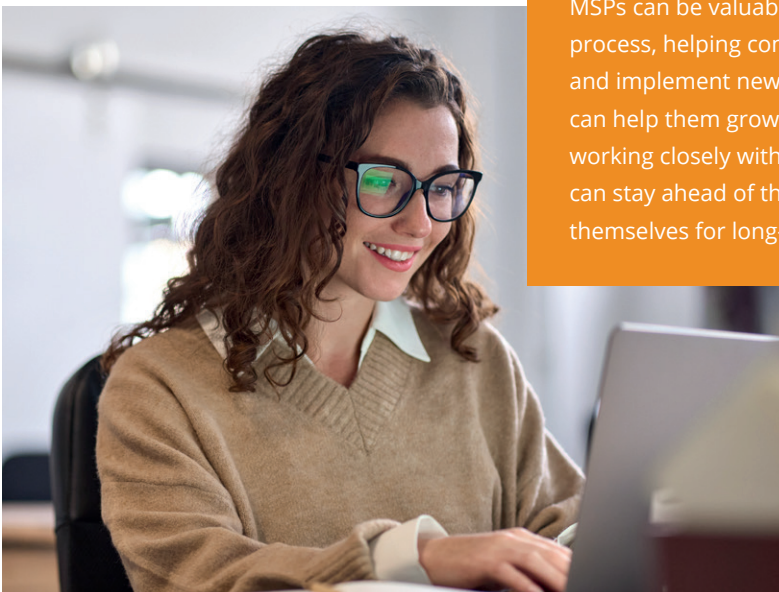
One of the challenges that companies face is staying on top of the latest technology trends while also managing their existing IT infrastructure. This is where MSPs can be valuable partners. MSPs are experts in emerging technologies and can help businesses identify and implement new solutions that can help them grow and innovate.

MSPs can provide valuable insights into new technologies, industry trends, and best practices. They can help businesses stay up-to-date with the latest advances, assess the potential benefits and risks of new technologies, and develop a roadmap for implementing new solutions.

MSPs can also help companies identify new opportunities for growth and innovation. By working closely with businesses to understand their goals and challenges, MSPs can provide recommendations on new solutions that can help them achieve their objectives. MSPs can provide advice on how to leverage new technologies to improve operational efficiency, enhance the customer experience, reduce costs, and increase revenue.

### Key Take Aways

Innovation and staying up-to-date with the latest technology trends are essential for businesses to remain competitive and succeed in today's digital landscape. MSPs can be valuable partners in this process, helping companies identify and implement new solutions that can help them grow and innovate. By working closely with MSPs, businesses can stay ahead of the curve and position themselves for long-term success.



## Conclusion

In this eBook, we have explored the critical aspects of operational IT and strategic IT and how MSPs can support a company's IT strategy. We discussed the importance of balancing operational and strategic IT, the role of MSPs in providing IT services, and the benefits of developing a technology roadmap that aligns with a company's long-term goals and objectives.

We also delved into the benefits of proactive monitoring and maintenance, cloud services, security and compliance, and the importance of staying up-to-date on the latest technology trends and innovations. By understanding these key areas, businesses can leverage their technology investments to drive innovation, competitiveness, and growth.

It's crucial to keep in mind that a company's IT strategy should align with its business strategy and that operational IT and strategic IT are equally important.

As technology continues to evolve, companies must stay up-to-date on the latest trends and innovations to remain competitive. MSPs can provide valuable insights into emerging technologies and help companies identify new opportunities for growth and innovation.

By understanding the critical aspects of operational and strategic IT and working with an MSP, businesses can successfully navigate the complexities of technology management and maximise the potential of their IT investments.

If you're looking for a trusted MSP to help support your company's IT strategy, look no further than Advanced. Our team of experienced professionals can help you develop a comprehensive technology roadmap, implement proactive monitoring and maintenance, manage your cloud infrastructure, and ensure security and compliance to keep your business protected. **Contact us today** to learn more and take the first step towards unlocking your company's potential through strategic IT management.



# Make **IT** work



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## More Information

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