



# MSP AND THE FUTURE OF IT OUTSOURCING

## INTRODUCTION:

The advent of the Internet of Things(IoT) along with Artificial Intelligence(AI) integrated into every electronic system has led to mass digital transformation. Cloud computing and hosted workspaces are fruits of cutting-edge technology required nowadays to sustain any business model for the future. The post-pandemic world is facing new threats in terms of security breaches every day. Managed Service Providers(MSPs) can offer the necessary safeguards without implementing drastic changes to your day-to-day procedures.

The purpose of an MSP provider is to digitize and virtually handle the existing IT framework of a company while providing operational continuity amidst all crises. Traditionally IT engineers were called specially to fix legacy systems, as and when needed, and billed accordingly. In the fast-paced, cloud-modeled working environment today, your systems require upkeep almost every hour. Therefore, a round-the-clock functioning IT support network is vital for core business functionality.

This whitepaper aims to highlight why MSP's are the new black and provide the paramount cybersecurity features for your infrastructure maintenance. The following content will also emphasize the data-recovery capabilities of MSPs while highlighting how they can benefit every member of your organization from the top tier to the bottom.

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## THE NEED OF THE HOUR:

The outbreak of COVID-19 confined us to our homes and the business world was pushed to adapt to the Work from Home model, in order to survive the crippling economy. With the tech revolution, all office operations shifted to cloud applications that provide ease of access and usage. This meant that every employee with sensitive client or company knowledge was now operating from an unsecured environment. Data loss and security breaches are common when critical information leaves the office boundaries.

To remedy this, a prudent, virtually secure solution was required. With all the practical safety measures in place of an on-premise establishment, cloud infrastructure became the godsend that was also scalable as per business needs. With increasing malware attacks, firewall breaches, and industrial espionage; MSPs offer the safety one needs to peacefully run their business.

Considering the US alone, spent 124.6 billion dollars on the cloud computing market in 2019\*, it is a fact that nearly all businesses have, or are, migrating towards cloud infrastructure. Oversight of minute issues can lead to colossal damage when it comes to digital system functionality. A stable service flow can accelerate your revenue growth and seamlessly mold itself to combat any upcoming technological challenges.

It is vital to choose the right partner for managed services, one who can identify a roadmap with milestones for your enterprise's success. MSPs have the innate capability to adapt to ever-changing IT Industry demands. Considering modern systems require even faster, stronger, more secure, and decentralized working models, MSPs can revamp to suit any transformation.

## FEATURES OF MSP:

MSPs provide an overview of each end-point, client interaction, updates, and control through a shared online platform. Utilizing RMM (Remote Monitoring and Management) tools and real-time access, they harmonize Customer relationship Management(CRM) support within the infrastructure itself.



### **Pre-emptive Measures and Hazard Management:**

Remote Management for malware and security attacks, and tracking of your IT systems, can limit the dangers of cyber assaults. Timely recognition of threats is possible through virus identification automation and enabled security measures like effective firewalls. Combative stances can secure your company's intellectual property and help avoid unwarranted security hazards. MSPs also comply with the latest industry standards, so breaches are managed through 24/7 monitoring and alerting platforms.

### **Customized and Flexible Plans:**

Identifying the customer expectation to present a holistic, tailored, and target-oriented MSP service is imperative today where a myriad of MSP features are available. A diligent MSP provider will amalgamate technical expertise and MSP software platforms to re-create solutions for each client served. Providing flexibility to scale up and down, defined SOP's, and flat-rate pricing, MSPs deliver to your exact need to equip you with a competitive edge. On-demand solutions encompass premium services and distinct features, depending on what you opt for.

### **Focus on Core Strengths:**

Dealing with everyday business functionality presents a thousand arising concerns for the C-suite. MSPs provide a unique relief through a dedicated team that operates at all times to ebb any issues before they put down roots. Involving an MSP also allows the top tier to rest easy and spend time on core strengths to contribute to business expansion. A reputable service provider is necessary to direct your efforts towards organizational growth, future planning, and effective execution.

### **Optimum Efficiency:**

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### **Peak Productivity with Patch Management:**

MSPs enable multi-tasking to expedite everyday basic functionality. Your employees no longer have to deal with lagging systems that cause work hindrances. Regular patch updates, constant monitoring, and pro-active tech support enables your workforce to deliver productive outcomes, and well in time. Since a worker is considered only as good as his tools, it is important to keep them in reliable and top-notch conditions. MSPs allow that flawless functionality that is required for optimum results with ISO and PCI compliances in place.

## Disaster Recovery:

In light of the current outbreak, legacy systems failed to provide the necessary support to allow business continuity. As a countermeasure, MSPs offered the much-needed cloud storage facility that is becoming integral to all trades today. In the event of another crisis surfacing, all data can be recovered from virtual servers, and additional cloud back-ups can support rehabilitation. Data breaches, viruses, corrupt data, or even natural disasters can lead to major data loss. With MSPs gearing up with more tech every day, faster recovery times are assured while preserving data integrity.

## Audit and Reporting:

An MSP provides access to all historic data and analytical reports for you to evaluate the performance of system functions. You can also request monthly executive summaries, assessment and workable points for risk mitigation, and GDPR approved documentation for internal auditing. They also provide information on vendor contract details and financial projections for directed business planning.

# BENEFITS OF MANAGED SERVICES:

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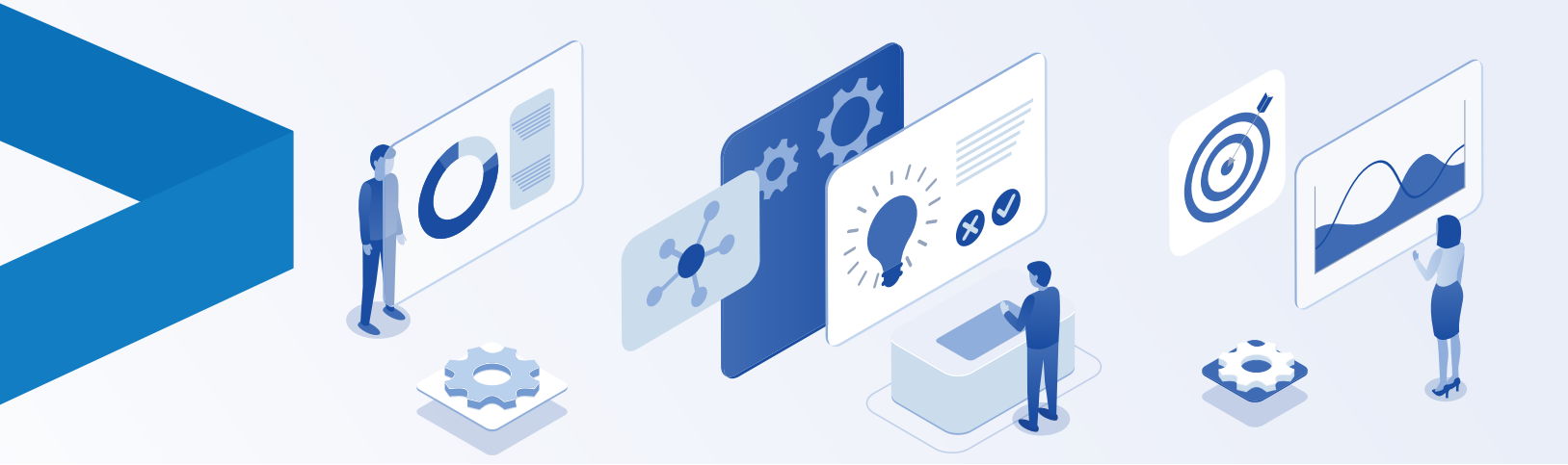
## Continuous Hardware Monitoring:

MSPs offer remote oversight of all operations, immediate response to glitches, and reduced downtime. System maintenance includes NOC monitoring, which is offered 24/7 with technical support. With the provision of regular health checks, all machinery procedures are overshadowed by the outsourced team.

## State-of-the-Art Technology:

MSPs provide access to the latest tech-savvy individuals and software. As it is critical to stay updated on modern developments and technological advancements in the business world, MSPs allow your enterprise to stay relevant and at the top of your field. Compliance and standardizations matter most when quality output is required. MSPs come in-built with all valid certifications and regular maintenance of software updates and patches. This allows your system to be in line with current market trends (e.g. Microsoft updates and patches).





### **Advanced Alerts and Targeted Troubleshooting:**

MSPs provide system safety under the highest levels of protection by utilizing industry-leading and up-to-date antivirus and antimalware solutions. Prompt actions are taken to existing and known attacks as well as unknown threats, for the timely removal of viruses. Warranted integrity and performance through bug fixes and remediation, which is done automatically as well as manually, depending on the nature of the problem.

### **24/7 Service Desk Support:**

MSPs provide perpetual access to an exceptionally trained and technically certified talent pool with extensive experience in managing complex infrastructure projects. Various points of contact exist between agents and clients for updates on the virtual portal. MSP services include password resets, account management, and technical help that is covered 24 hours a day.

### **Flat-Rate Pricing:**

Offering transparent pricing with no hidden fees, MSPs enable you to effectively forecast expenses and manage them with peace of mind. Default procedures exist to define customer needs, production hours, and software used for the particular service opted. An MSP provider has capabilities to plan and design features specifically according to the data collected, and the client's requirements.

### **Cost-Effective Solution:**

An MSP enables the elimination of In-house teams which are replaced by offshore outsourced teams. These substantially reduce labor costs and allow increased savings; with an openly visible, scalable business model. Not to mention abating turnover costs and providing expert labor under one collective bill.

### **Customer Satisfaction:**

Defined SOP's exist to attend to each client with an SLA option in the delivery model with every MSP. Contact services include email, phone, chat, and MS teams' support. Also provided are non-stop Help Desk services for customer care.

### **Custom-Built Model:**

MSPs offer designed and activated software features according to customer needs and feasibility. Custom-built MSPs also offer alternate options and multiple proposals created for the client to choose as per their pocket. They also provide a measurable ROI with stats accessible through the system.



# PREMIER BPO and DINCLOUD's COMPREHENSIVE MANAGED SERVICE PROVIDER (MSP):

Eliminating complexity, boosting productivity and business continuity is the essence of a flourishing business. Premier BPO helps take that burden off your shoulders so you can focus on business enrichment and growth. Presenting custom-built MSP services for our clients in collaboration with dinCloud, Premier BPO's first and foremost effort is customer comfort and care.

DinCloud is Premier BPO's independent subsidiary, whose extensive HVD platforms are one of a kind and provide unmatched security with remote access across the globe. Ensuring app connectivity is consistent at all times, dinCloud's cloud data centers provide the ability to stay secure, despite everyday challenges to safety.

We understand that a topnotch Managed Service Provider is key for Digital Transformation, thus we offer numerous features under our combined MSP services with our sister company dinCloud. Partnering with us both, you will reap all of the above-mentioned benefits and a lot more.

To learn further, contact us at [www.premierbpo.com](http://www.premierbpo.com) or drop a query and one of our representatives will be assigned to you for further contact.



## SUMMARY:

Cloud desktops are the time of the need to align modern working methodologies with changing security and data analysis trends. MSPs are the new trend in the IT industry, providing unmatched data security, expertise, and business continuity capabilities. They possess the ability to adapt to trending IoT business needs and AI-based models for the future.

MSP's provide cost-efficient solutions to the traditional IT team, all managed remotely through RMM platforms. They also provide virtual security to combat virus and malware attacks, corporate espionage, and data loss. An MSP provider should go hand in hand with its partner with features specified to suit respective business needs.



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