KEY FACTORS DRIVING THE DECISION TO USE MANAGED IT SERVICES

IMPROVE EFFICIENCY / RELIABILITY OF IT OPERATIONS

100+ EMPLOYEES — 56%

< 100 EMPLOYEES — 47%

ENHANCED SECURITY / COMPLIANCE

100+ EMPLOYEES — 38%

< 100 EMPLOYEES — 38%

PROACTIVE APPROACH TO MAINTENANCE

100+ EMPLOYEES — 27%

< 100 EMPLOYEES — 31%

ROI / COST SAVINGS

100+ EMPLOYEES

< 100 EMPLOYEES — 28%
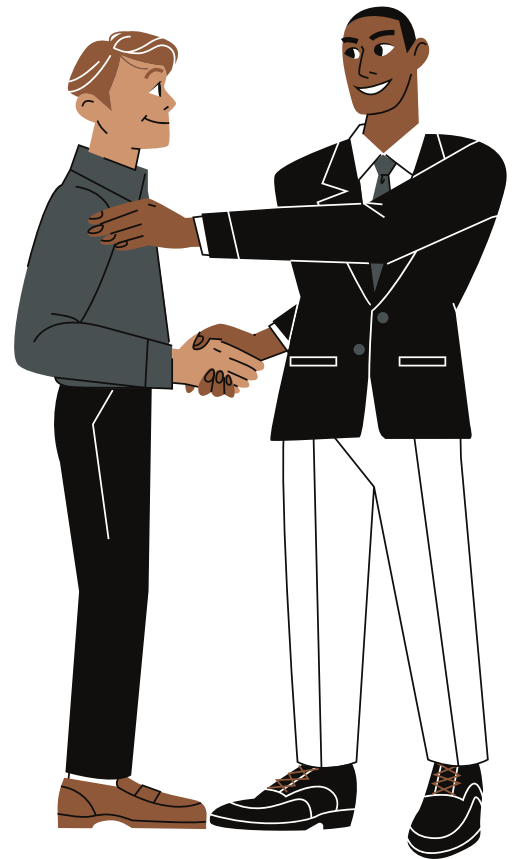
FREE IT STAFF TO WORK ON STRATEGIC PROJECTS

28% — **100+ EMPLOYEES**

25% — **< 100 EMPLOYEES**

ACCESS TO NEW TECHNOLOGIES

22% — **100+ EMPLOYEES**

28% — **< 100 EMPLOYEES**

LACK IN-HOUSE IT FOR CERTAIN FUNCTIONS

100+ EMPLOYEES — 21%

< 100 EMPLOYEES — 29%

SWITCH FROM CAP-EX TO OP-EX

100+ EMPLOYEES — 22%

< 100 EMPLOYEES — 16%

PREDICTABLE PRICING

100+ EMPLOYEES — 22%

< 100 EMPLOYEES — 16%

Source: CompTIA 4th Annual Managed Services Trends Study | Base: n=224 end user business using managed services

TOP FIVE DRIVERS

01. IMPROVED EFFICIENCY / TECH RELIABILITY

REASONS:

► IT staff stretched thin
► Employee training/experience not up to date
► Access to the latest technology and tools
► Greater uptime and profitability

60 percent of end users describe their managed services engagement as a collaborative arrangement. Co-managed IT puts some IT tasks in the MSP's hands, while others remain in house.
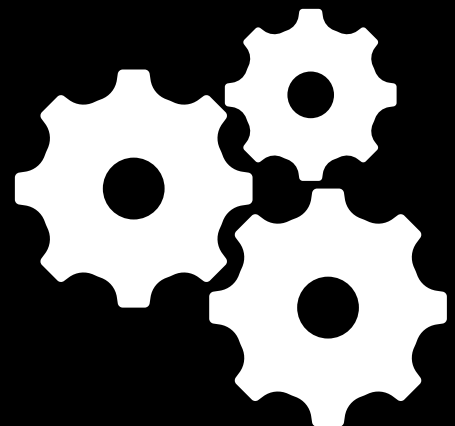
02. ENHANCED SECURITY / COMPLIANCE

REASONS:

► Protect profit centers and stakeholders
► Laptops, desktops, smartphones, applications, tablets, servers, browsers, devices -- these can all be a threat vector that must be secured

03. PROACTIVE APPROACH TO MAINTENANCE

REASONS:

► Reliable, streamlined operations
► Robust technology with maximum uptime/minimal frustrations
► Understand the state of their IT environment and future needs

04. ROI / COST SAVINGS

REASONS:

► Cutting the IT budget
► Making room for new initiatives
► Lowering the cost of in-house labor
► Increasing IT Department efficiency

05. FREE IT STAFF TO WORK ON STRATEGIC PROJECTS

REASONS:

► Increase the forward-looking potential of in-house IT
► Focus staff on projects and assignments they are best suited to handle
► New business priorities/initiatives can be pursued