

# Managed Intelligence

## Stake your claim on a new source of recurring revenue

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In the early 2000s, many IT providers saw cloud computing coming. Microsoft, Amazon and Google were all signaling where the market was heading. But many technology providers hesitated, saying things like: “Our clients like servers,” “The cloud isn’t secure” and “We’ll wait and see.”

While they waited, others leaned in. Microsoft built Azure. Amazon built Amazon Web Services (AWS). Entire MSP businesses were built around cloud migration. Those companies did not just sell technology — they became the trusted advisors guiding clients through the cloud transition. By the time late adopters caught up, the biggest margins and market positions were already taken.

Artificial intelligence (AI) is following the same trajectory and AI-powered managed intelligence may become for data what office technology dealerships became for hardware.

### The Real Problem: Data Is Everywhere, But Insight is Nowhere

For years, managed IT services providers and office technology dealerships have focused on infrastructure — copier/MFPs, printers, networks, servers, cybersecurity, backups and patching.

But the next evolution is not about managing hardware. It is about managing intelligence. Today, your customer’s most valuable asset is not its printer fleet or firewall — it is its data. And that data is scattered across multiple systems: Microsoft 365, SharePoint, CRM platforms, email systems, cloud drives, local servers, individual laptops and industry-specific applications.

All of that information contains valuable insight, but when it is fragmented across platforms, it is incredibly difficult to use. If you asked a customer to manually mine its institutional knowledge — contracts, customer conversations, service tickets, internal documentation, meeting notes, etc. — how long would it take? Days? Weeks? And even then, the results would likely be incomplete.

### Scattered Information Is Not Actionable

When company information — some of it private, some of



it sensitive — is spread across systems, databases, laptops and employees, it takes enormous effort to bring it together and make it useful.

Ironically, companies believe they have “lots of data,” but very little of it can actually drive decisions. For example, imagine the owner of a service company asking a simple question: “Which customers are most likely to cancel their contracts in the next 90 days?”

Today, that answer is buried across multiple systems — email conversations, support tickets, billing records, CRM notes and contract databases. Pulling and analyzing that information manually could take days, and by the time the analysis is complete, the opportunity to intervene may already be gone.

Now imagine asking a secure internal AI system: “Which customers are showing early signs of cancellation?” Within seconds, the system could identify patterns such as:

- Increased support tickets
- Payment delays
- Reduced communication from decision makers
- Contracts that are approaching renewal with declining engagement

Instead of reacting after a customer leaves, the business owner can intervene early.

That is the difference between having data and having intelligence. Data fills cloud storage. Intelligence drives decisions. Businesses do not need more chatbots. They need private, secure intelligence engines that can mine their data while respecting permissions and privacy controls.

### Why You May Want to Stake Your Claim in Your Customer's Data Gold Mine

Right now, SMBs and mid-market companies are experimenting with AI on their own. Employees are pasting company data into public tools. Teams are building quick automations. People are experimenting without oversight.

Samsung learned the hard way what can happen in that environment. Engineers who were troubleshooting software uploaded proprietary source code into a public AI system (ChatGPT). Once that information entered the model, it could not be retrieved. In other words, valuable intellectual property was exposed simply because employees were trying to work more quickly.

Your customers can make the same mistake. The difference is they will not have Samsung's resources to recover from it. They know AI can help them operate more efficiently and unlock insights from their data. What they do not know is how to use it responsibly. That creates a gap in the market — and someone will be paid very well to fill it. I recommend that be you.

### Why This Matters for Dealerships

Instead of simply managing devices or networks, dealerships now have the opportunity to help clients understand and use their information. Dealerships can help their customers:

- Find answers more quickly
- Protect sensitive data
- Avoid costly mistakes
- Make better decisions

When your dealership's AI managed intelligence platform becomes the place where clients can search, analyze and understand their own business data, your company becomes much more difficult to replace. It moves from vendor to strategic partner. It becomes the trusted advisor.

### A Shift the Industry Has Seen Before

Office technology dealers have seen this pattern before. Years ago, revenue came primarily from hardware sales. Then managed print services emerged, creating predictable

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recurring revenue and deeper customer relationships. Managed intelligence represents a similar shift.

The opportunity is not selling AI tools. It is becoming the trusted guide that helps businesses use AI safely while protecting their most valuable asset — their data. Dealerships that step into that role early will help define the category.

### Becoming a Foundational Partner

When a dealership manages a company's AI intelligence platform, it becomes part of the organization's operational backbone. This creates recurring revenue, increases customer stickiness and elevates the dealership into executive conversations. In effect, your company becomes a private intelligence engine for your clients — a secure environment that allows them to search, analyze and understand their own data.

### Why the Timing Matters

The companies that define new categories usually enter early — before the market becomes crowded. Your customers are already experimenting with AI. If you do not guide them, they will try to build these systems themselves, often without the proper safeguards. Eventually someone will have to fix those mistakes. Dealerships that step in now can help clients adopt AI responsibly while positioning themselves at the center of one of the most valuable assets in any business: its data.

### The Strategic Shift

Managed IT services evolved from break/fix support to proactive monitoring. Now it is evolving again — from managing infrastructure to managing intelligence. Dealerships that step into this role will help protect clients from internal mistakes and external threats while providing foresight into risks and opportunities hidden inside their data.

The next evolution of managed IT is not just automation. It is managed intelligence. Dealerships that embrace it will become indispensable to their clients' future growth. Dealerships that ignore it may spend the next decade trying to catch up. ■

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