



LET YOURSELF **GROW**

Embracing Change in a Changing World

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Agenda

- The Opportunity
- Risk vs. Reward
- Standards & Profitability
 - Operational model
 - Customer set
 - Message to the market



SMB Business Priorities

1. Reducing costs/overhead
2. Improving staff productivity/capabilities
3. Using data analytics for better decisions
4. Innovating more effectively
5. Maximizing operational efficiency

(CompTIA Trends in Managed Services Report – February 2014)



Factors Driving Adoption

1. Improve security
2. Proactive approach to IT problems
3. Gain access to newer technologies
4. Cost savings over in-house IT
5. Peace of mind

(CompTIA Trends in Managed Services Report – February 2014)



Benefits to You

- Address core needs
- Avoid losing another product sale
- Get more revenue per customer
- Never run out of revenue opportunities
- Become a trusted advisor





Technology Dependence

Profit

- **Acquire new and retain current customers**
- Communication with customers
- Order and payment processing
- Billing for product/service

Cost

- **Operational efficiency and predictable budget**
- Technology effectiveness
- Employee productivity
- Operational resiliency

Risk

- **Data management, disaster recovery, company image**
- Security
- Data Loss
- Image
- Compliance



Before You Jump...

Apply what you already know:

1. How many have standards in place?
2. Enabled labor/hiring predictability?
3. Enabled service profitability?



Two Types of IT

Non-Standard



Unexpected Issues
Unpredictable Spend
Reactive & Unplanned Service

High Risk
High TCO

Standard



Reliable Experience
Predictable Budget
Proactive & Planned Service

Low Risk
Low TCO



Non-Standard IT

Build



Break/fix, Block of time

Maintain





Standard IT

Build



Maintain



Managed IT Services



Standard IT = Predictability

- Excellent service quality
- High customer retention
- Elevated employee morale
- True trusted advisor



Standard IT = Profitability

- Lower labor costs
- Planned project and hardware revenue
- Faster sales cycle
- More recurring revenue at higher margins



SMB Technology Needs

Hardware

Software

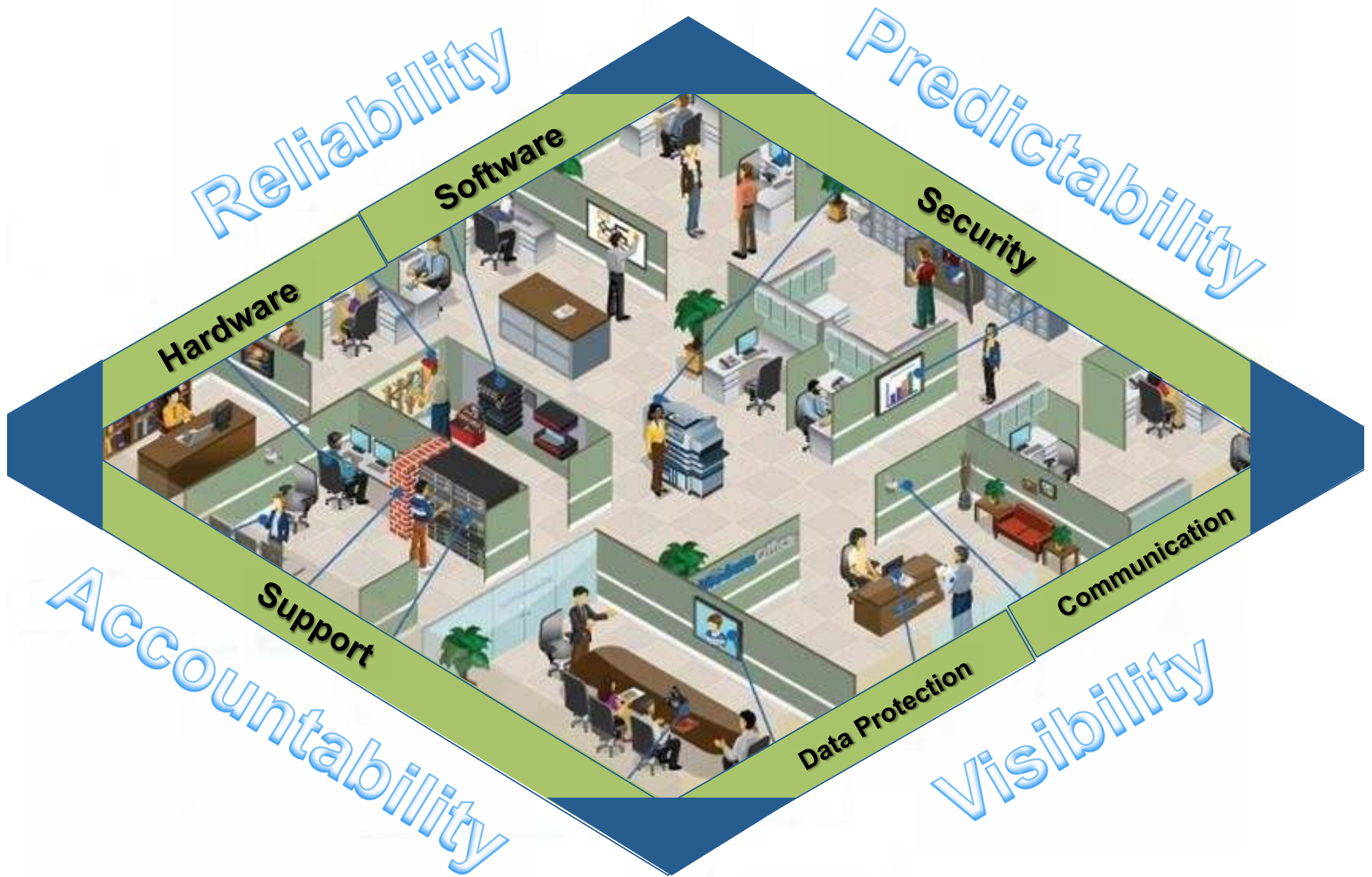
Security

Data Protection

Communication

Support









Narrow Your Focus

Not every customer is a good customer for managed services.

Focus on your strategic buyers...





Customer Profile

Demographic

- 10-70 users
- Outsource IT service and support
- High \$\$ per hour
- View technology as an investment

Structure

- No internal IT
- Growing
- Technology dependent
- Basic, stable environment



Transform Your Message

More than just providing technology...

We want to create an EXPERIENCE

... allowing you to maximize your technology investment and focus on running your business.



Address Business Needs

- Provide a strategic technology plan that:
 - Aligns with your business goals
 - Enables you to focus on your business
 - Gives you a predictable IT spend
 - Improves productivity and efficiency
 - Allows you to innovate more effectively

*Turn your technology into a revenue generator
vs. a cost center.*



Successfully Embrace Managed IT Services

- Owner Commitment
- Subject Matter Expert
- Capable Technician with People Skills
- A Business Plan



Questions?



THANK YOU

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