



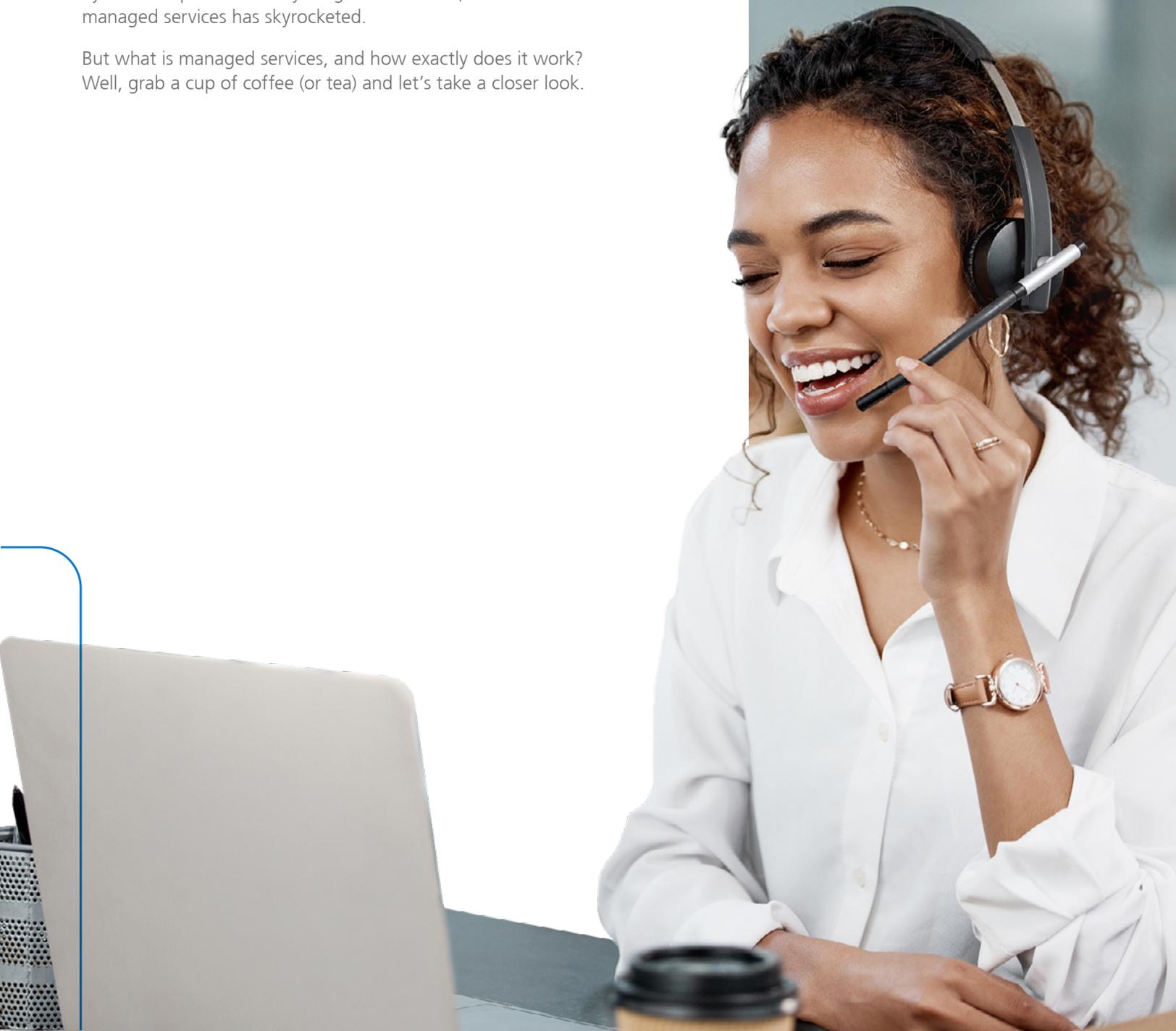
Cloud and IT Infrastructure | Article

# Coffee, Tea, or Managed Services

Coffee (or tea) keeps many of us going (and happy) at the workplace. If your office pantry is equipped with a barista-quality machine, you'll notice that it is almost entirely managed by a third-party service provider—from the coffee bean (or tea) supply to the periodic machine servicing. This arrangement ensures consistent product quality, boosts employee satisfaction, and eliminates the worry of an asset that could potentially affect productivity—or at least the coffee (or tea) lovers among us.

Likewise, office technology is best experienced when it performs smoothly, seamlessly, and in the background—allowing employees to focus on their main tasks. With the rise of remote working and hybrid workplaces in today's digital-first world, the demand for managed services has skyrocketed.

But what is managed services, and how exactly does it work? Well, grab a cup of coffee (or tea) and let's take a closer look.



# What is managed services, and why do you need it?

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Managed services refer to the practice of outsourcing IT administration and management responsibilities to a third party. This definition covers a wide range of services, including supply chain management, marketing strategy, and call centre operations. However, managed IT services is the most common type of managed service and it will be the focus of this article.

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“ According to a survey by the Computing Technology Industry Association (CompTIA), 33% of companies that engaged a Managed Services Provider (MSP) saved up to 49% in annual IT costs.<sup>1</sup> ”

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The demand for managed services has grown exponentially in recent years, with even further growth expected in the near future. This trend is mainly attributed to small and medium sized businesses (SMBs) that need access to cutting-edge technology to stay ahead in their respective industries and sustain their growth—but often struggle to meet those goals due to budget constraints. Managed services allow SMBs to level the playing field with mid-market and enterprise-level organisations without overextending themselves. That’s not all, though.

Here are the top reasons why more businesses are investing in managed services.

<sup>1</sup>Braue, D. (2022). Global Ransomware Damage Costs Predicted To Exceed \$265 Billion By 2031. Cybersecurity Ventures.



# Top five reasons for choosing managed services

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**1**

## Meet changing needs while staying focused on goals

With the growth of your business, your IT demands will also increase in tandem. While your IT team may be equipped to handle some of the increased workloads, they may eventually become overwhelmed and unable to keep up with your business's growing needs. As a result, you may have to delegate additional responsibilities to non-IT employees, which can distract from your core business goals.

Managed services can be a valuable solution in this scenario, as it not only frees up your employees to focus on their primary roles but also allows you to address any gaps in your IT support. A skilled Managed Services Partner (MSP) can offer a flexible service model that empowers you to determine the level of support you require. Whether you need assistance with basic maintenance or want to outsource your entire IT department, a qualified MSP can provide the appropriate level of service to meet your needs.

**2**

## Access scalable and flexible IT support when needed

Imagine being able to enjoy the benefits of a dedicated IT team, tailored to your specific needs, for a fixed rate on a monthly or yearly basis.

By eliminating the cost and headaches of hiring and training new staff, you gain access to a multidisciplinary group of technical and functional experts who can work with you to keep your systems secure, up-to-date, and running efficiently. Furthermore, with a hybrid model that combines onshore and offshore resources, you can reduce your average effective rate while increasing the breadth of skills available to your team. This is a significant advantage for any business looking to keep their systems functioning optimally.

3

## Protect your business from costly downtime

A recent ITIC survey found that server downtime amounts to \$300,000 per hour for 91% of SMBs and large enterprises<sup>2</sup>. In fact, Trilio found that in 2021 alone, 76% of companies endured downtime that led to data loss<sup>3</sup>. Given this fact, it's easy to see how outsourcing to a Managed Services Provider (MSP) pays for itself.

Instead of waiting for issues to arise, MSPs proactively maintain your IT systems using remote monitoring and management tools. This approach enables them to detect, diagnose, and troubleshoot potential issues before they escalate or have a chance to cause downtime.

### What Are the Effects of Downtime on Organisations?<sup>3</sup>

#### Loss of...



#### Productivity

Nearly 50% of data disruptions cause loss of productivity.



#### Revenue

Over 30% of outages result in a direct revenue loss.

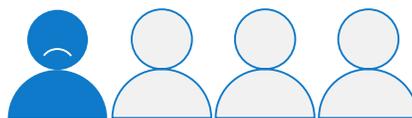


#### Data

43% of organisations experience data loss as a result of outages.

### Brand Reputation Damage<sup>3</sup>

Nearly 1 in 4 consumers won't do business with your company following a data breach, limiting future revenue.



About 40% of disruptions lead to minor or major brand reputation damage.



<sup>2</sup>Didio, L. (2021). ITIC 2021 Global Server Hardware, Server OS Reliability Survey Results. ITIC-Corp.

<sup>3</sup>The True Cost of Downtime: 21 Stats You Need to Know. (2022). Trilio

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### Streamline your IT processes with a trusted partner

Collaborating with a Managed Services Provider (MSP) provides you with a dedicated team that possesses a deep understanding of your company and business solutions. This team is led by a single customer success manager (CSM), who serves as a dependable, singular point of contact, ensuring a clear and simplified end-to-end process.

5

### Ensure security and compliance with expert consultants

Business platforms, such as enterprise resource planning (ERP) or financial software systems, are designed to process large amounts of data in order to improve and optimise business operations. It is imperative that this data is securely stored and handled in accordance with industry regulations. An MSP can contribute to this process by helping your risk management and legal teams identify applicable regulations related to data and documents, allowing your organisation to take the required steps to ensure compliance.



# Why trust Ricoh as your managed services provider?

With numerous players in the managed services market, why should you choose Ricoh as your trusted partner?

The business of change improves work life using smarter workplace technology to create positive outcomes. Our team of IT experts recognise that change is more than just about technology. It's about people, processes, and new ways of solving old problems.

At Ricoh, we don't just sell solutions—our consultants and solutions specialists become part of your business. We are committed to enhancing and streamlining your work life by enabling the digital workplace. We do that by gaining a deep understanding of your needs, offering a range of options, deploying new systems and processes, measuring and optimising them—again and again—until we achieve the results that are essential to your organisation. Here are some of Ricoh's key offerings:

## Ricoh Managed Services includes:



Advanced  
Monitoring  
Services



Regular  
Performance  
Reporting



On-site  
Support  
Services



Systems and  
Platform  
Services



Incident  
Response



Configuration  
Management



Backup  
Management



Network  
Management



Service Delivery  
Management



Systems  
Management



Patch  
Management



Security  
Services



# Ricoh Managed Services

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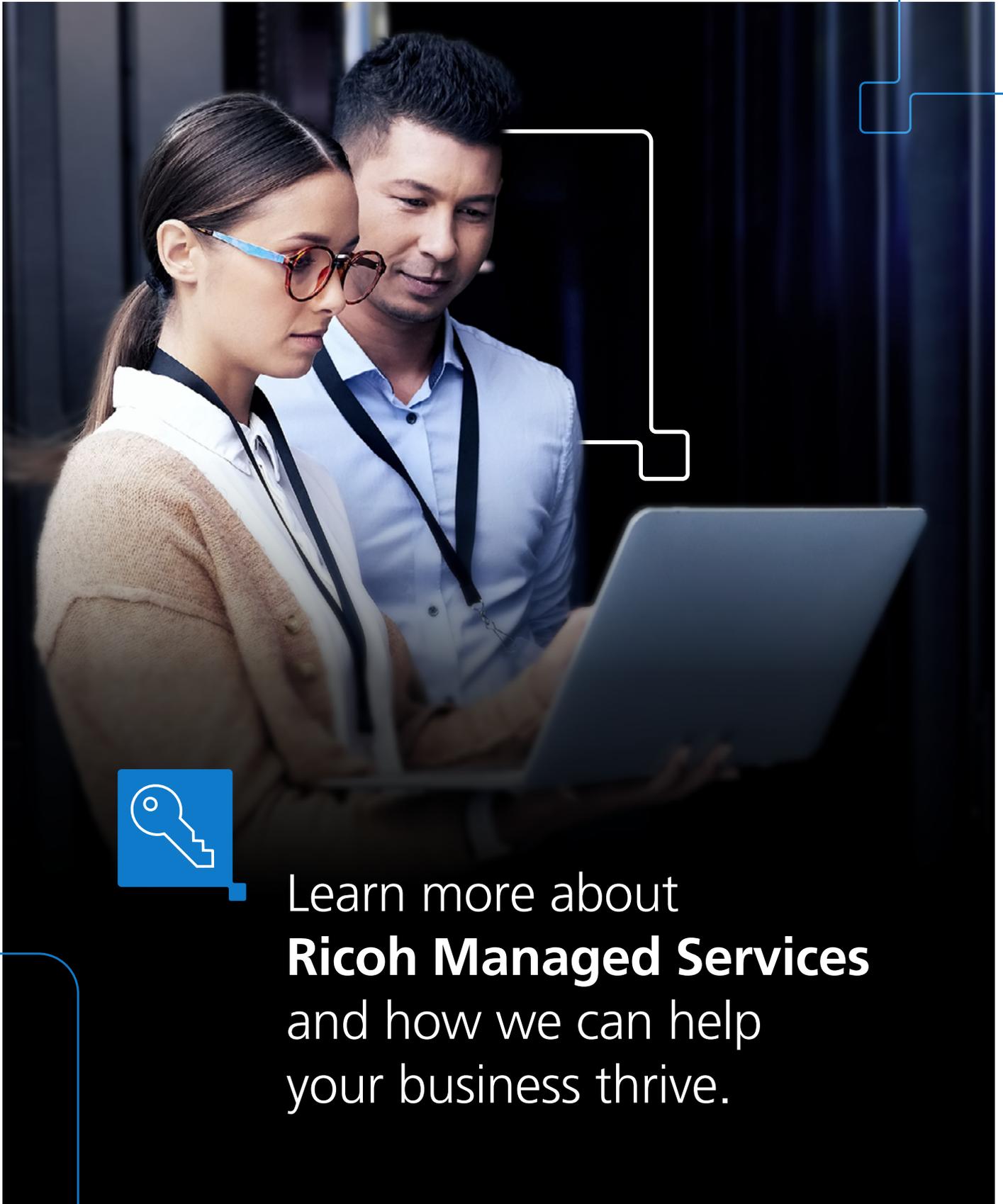
At Ricoh, we work based on clearly-defined service level agreements to ensure that the performance of your IT systems meets your expectations. We understand the need for businesses to expand and upgrade their technology systems in a cost-effective manner and support business growth without overloading their IT teams.

With our technology and expertise, we work with customers to build a foundation of trust, guiding them on every step of the journey to ensure a strong partnership and a seamless transition to a fully digital workplace.

With our managed services, you can:

- Gain access to Ricoh's network, cloud, and cybersecurity architects, and service delivery team
- Customise your engagement for a la carte services, complete packages, or limited/ongoing services
- Start with a CSM and consultants and build long-term capability over time
- Access strategic partnerships that fast-track high-priority tickets
- Gain IT support and value-added services, such as business process consulting, solution enhancement, and data estate assessments.

Through the power of Ricoh Managed Services, you can have peace of mind knowing that your systems and processes are tightly and efficiently managed, enabling your teams to focus on driving organisational success.



Learn more about  
**Ricoh Managed Services**  
and how we can help  
your business thrive.

# About RICOH

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Ricoh is empowering digital workplaces by utilising innovative partners and technologies and providing expert services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational capabilities

nurtured over its 85-year history, Ricoh is a leading provider of digital services, process automation, and information management solutions designed to support digital transformation and optimise business performance.



Learn more about our Cloud & IT Infrastructure at [ricoh-ap.com](https://www.ricoh-ap.com)

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