The Logical Advantage

TeamLogic IT®
Your Technology Advisor

MSPs Enable Business Continuity Plans

Recent cybersecurity statistics underline the challenges facing executives working to develop "cyber resilient" organizations. What is cyber resilience? A company's ability to anticipate, endure and recover from digital crises like ransomware attacks.

That's why these trends are so troubling:

- **Proliferating cybercrime syndicates:** the ranks of ransomware groups grew 67% last year.

- **Accelerating pace:** analysts forecast ransomware assaults happen every two seconds by 2031.

- **Innovative social engineering:** new malware methods like "smishing" combine elements of email, SMS, voicemail and/or scanning technologies.

- **Diversifying attack vectors:** ransomware increasingly invades networks through today's broadening array of mobile devices and remote connections.

- **Widening target zone:** security breaches through the Internet of Things (IoT) increased more than 100% last year.

No wonder surveys show a third of IT professionals have little confidence in their company's cyber resilience. The reason? Those tech pros have little faith in their backup and disaster recovery (BUDR) solutions. A premier IT managed services provider (MSP) can alleviate this anxiety by implementing a hybrid business continuity routine:

A. Maintain a regular **local image backup** of operating systems, applications and databases on site.

B. Generate and store an **offsite backup daily** as protection against failures at facilities.

This **BUDR configuration** uses cloud tech to enable rapid restoration in the wake of a cyber disaster like a ransomware breach. Want to learn how? Give us a call.

Viewpoint

MSPs Facilitate Digital Leadership

A recent Gartner study revealed that transformation initiatives succeed more than 70% of the time when technology and business executives collaborate as "digital leaders." Without this leadership combination, the success rate for transformative projects drops below 50%. What is collaborative digital leadership? A recent CIO magazine post listed some key traits:

- **Commitment to Clarity** – Partners leading business transformation provide clear, concise direction and communication in critical areas – i.e., vision, strategy, planning, process and measurement.

- **Simplifying Complexity** – Transformative leaders continuously learn together about the latest tech tools and services and strive to explain and elaborate the value of these technologies to their team members and customers.

- **Persistence and Patience** – Partners in transformation understand "urgency" depends on perspective, and the ultimate measure of success is a function of impact over time.

How does a premier IT managed services provider (MSP) facilitate strong digital leadership? By consistently delivering these core elements:

- **Technical Skills** – High-quality expertise in diverse technologies to serve your current and future needs with local onsite assistance.

- **Technical Nexus** – A network operations center (NOC) that detect problems and deploys the latest solutions using 24/7 remote monitoring systems.

- **Technology/Business Review** – Strategic insight into performance metrics with recommendations for enhancing your IT infrastructure.

For details, call us for a consultation.

IT Strategy

MSPs Empower Mobile Productivity

Business surveys suggest companies may be underinvesting in collaborative technologies such as video conferencing platforms and thereby inhibiting the productivity of remote workers.

One poll of U.S. workers found that nine of 10 employees prefer using personal mobile devices and apps on the job rather than those provided by their employers. One reason cited by respondents is that they believe using their own IT is easier and more productive than using company-supplied technology. This same research revealed that 90% of the survey's participants split their work weeks between corporate offices and remote locations, commonly called a hybrid working model. In fact, many economists now consider remote work an embedded aspect of the nation's labor market.

Plus, analysts confirm many workers value hybrid models as much as receiving compensation increases. Furthermore, the Society for Human Resource Management estimates more than a quarter of the workers who quit jobs each year for work-life balance issues like the flexibility to operate remotely.

How can concerned executives address these productivity-dampening issues? One way is implementing co-managed IT with a premier managed services provider (MSP). While your team fosters your staff's virtual collaboration skills, our team applies best practices and documented processes in five critical areas:

- **Servers and Networks**

- **Email and Messaging**

- **Backup and Recovery (BUDR)**

- **Cloud Computing**

- **Proactive, Preventative Cybersecurity**

Want to learn more? Call us today.

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