



Co-Managed IT Services Accelerate DX

Research by management consulting firm PwC discovered a growing crisis of confidence in digital transformation (DX). Nearly half the CEOs polled doubted their company's current technological trajectory would keep their businesses viable beyond the next decade. And that gloomy sentiment increased more than 5% from just a year earlier.

Why should leaders of small to medium-sized businesses (SMBs) concern themselves with anxieties running through corporate C-suites? Because SMBs have the same transformative objectives as big firms – i.e., launch new products and services that:

- Better engage customers
- Boost employee productivity
- Elevate operational efficiency
- Increase marginal profitability

And because SMBs face the same transformative issues confronting big companies:

- New technologies like AI are flooding into their organizations at an escalating pace
- The expanding remote workforce is stretching network perimeters farther than ever
- Both factors above drive the risks of cybercrime

That is why we recommend co-managed IT services. While your team tackles the rigors of DX, our team maintains your IT infrastructure in these critical areas:

- Servers and Networks
- Email and Messaging
- Backup and Recovery (BUDR)
- Cloud Computing
- Proactive, Preventative Cybersecurity

The result is a technology-enabled operation that runs smoothly and keeps pace with today's challenges while anticipating tomorrow's.

Viewpoint

MSPs Optimize Your Cloud Investments

Market surveys reveal eight in 10 organizations plan to increase cloud services this year, engaging at least three cloud providers to deliver those services. Moreover, most respondents believe these investments in the cloud will continue to rise in the short and long term.

Why should leaders of small to medium-sized businesses (SMBs) follow this trend? Because analysts say the primary driver of cloud adoption is raising workforce productivity, which makes managing this pervasive technology critical to running a successful business.

We agree. Cloud computing is today's best way to move fast at high operational efficiency with maximal impact in an ever more mobile environment.

How does a premier managed services provider (MSP) like us help you optimize your investments in the cloud? By helping align your IT infrastructure with your cloud strategy. Here's how:

- **Secure Mission-Critical Data** – reduce exposure to cybercrime by developing a proactive, preventative cybersecurity program that safeguards your systems
- **Evaluate Hardware and Software Capabilities** – identify upgrades that will integrate smoothly into your business without blowing up your budget
- **Assess Equipment Needs** – specify equipment that fits your exact policies, practices and processes
- **Enable Your Hybrid Workforce** – communicate and collaborate efficiently and securely whether in or away from the office

We call this approach “co-managed IT.” Call us to put it to work for you.

IT Strategy

An AI Primer for Interested Execs

Artificial intelligence (AI) is already reshaping industries and delivering substantial operational advantages. Companies from manufacturers and retailers to healthcare providers and professional services firms are using AI-enabled solutions to reduce workloads, minimize waste and optimize output to name only a few benefits.

AI is game-changing tech that no organization can afford to ignore, waiting for an ideal moment to engage. Because many of your competitors surely are evaluating, implementing and adopting AI-enhanced solutions that could revolutionize their businesses.

So, the critical question becomes, where to start your AI exploration? How about with these six fundamental terms:

1. **Algorithm:** A set of rules or instructions directing a computer to solve a problem or complete a task.
2. **Data Mining:** Processing designed to discover patterns and derive knowledge from vast amounts of information.
3. **Machine Learning:** An AI subcategory involving algorithms capable of learning, predicting or determining actions based on available data.
4. **Deep Learning:** Using multi-layered neural networks as leverage to improve the accuracy of predictive analytics and other decision-support reporting.
5. **Robotics:** Complementary technology designed, constructed and operated with AI controls to perform tasks traditionally handled by humans.
6. **Natural Language Processing (NLP):** Applying machine learning to enable computers to understand and communicate using simulated speech.

There's plenty more to learn. Let us help.

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