



## MSPs Fortify Digital Transformation

Digital transformation (DX) – what international technology analyst firm Gartner calls the “modernization, optimization and innovation” of IT – is becoming standard operating procedure for small to medium-sized businesses (SMBs). Why? Because the three primary DX drivers apply to organizations of all shapes and sizes – not just large enterprises:

- Refining operational efficiency.
- Increasing customer satisfaction.
- Improving quality of products and/or services.

Studies indicate more than half of our nation’s SMBs are pursuing DX campaigns at some level – a massive trend considering the Small Business Administration (SBA) estimates nine of 10 U.S. companies qualify as “small.”

We encourage SMB leaders across industries to provision specifically for DX initiatives as they finalize 2025 plans. How? Gartner offers this five-phase process:

1. **Ambition** – envision business outcomes such as growth in revenue and/or market share.
2. **Design** – identify IT systems that will facilitate DX vision.
3. **Deliver** – work with internal and external technology teams to implement DX vision.
4. **Scale** – specify metrics that verify progress toward DX vision.
5. **Refine** – examine and adjust IT operations at regular intervals.

As a premier managed services provider (MSP) we’ve developed expertise in this model and other DX practices by supporting IT operations for thousands of organizations nationwide. Our knowledgeable engineers and technicians have the perspective to tailor solutions that best serve your unique requirements. Call us to learn how.

## Viewpoint

### Focal Points for 2025 IT Planning

As leaders of today's small to medium-sized businesses (SMBs) continue embracing digital transformation (DX), three planning challenges surface:

- **Financial Planning** – While more than half of our nation's 33 million SMBs actively pursue DX, a study by Deloitte consulting shows more than a third of those organizations "struggle with budget constraints."
- **Risk Management** – A single data breach can generate remediation costs in the millions, further tightening finances for SMBs.
- **Skills Gap** – As demand for technology specialists rises, SMBs face intensifying competition for this type of talent among each other and with large companies regionally, nationally and increasingly, internationally.

How can TeamLogic IT help SMB executives address these vexing concerns? By supporting three vital tech operations:

- **Cloud Computing** – Solutions delivered using an "as a service" model, meaning organizations can pay as they go in smaller periodic payments (i.e., monthly, annually) instead of repeated lump-sum investments in new software and hardware.
- **Cybersecurity Programs** – Comprehensive routines that continuously assess the threat landscape, monitor and maintain preventative measures and regularly review and adjust.
- **Network Operations** – A local team of technicians skilled in the latest techniques responds to your needs, both onsite and remotely, delivering the highest levels of security and access.

We call this approach "Co-managed IT." Call us to bring it to your company.

## IT Strategy

### 5 Transformational IT Leadership Traits

Small to medium-sized businesses (SMBs) transform our nation's economy by creating jobs. According to the Small Business Administration (SBA), SMBs accounted for about two-thirds of all jobs created in the U.S. over the last 30-year period.

What drives this economic engine in today's heavily digitalized business landscape? People working with technology, of course. That's why we design our IT programs to facilitate what business consultants call "transformational leadership" principles.

Here are five core traits of transformational SMB leaders:

- Motivates growth and positive development.
- Exemplifies the highest professional standards, practices and ethics within an industry.
- Fosters an organizational culture that places the common good above self-interest.
- Emphasizes authenticity, openness and collaborative communication in the workplace.
- Mentors employees by assigning responsibility, enabling initiative and expecting accountability.

Why does this alignment of leadership traits and services matter? Because it empowers these competitive advantages for 2025:

- **Proactive IT** — Flexibility, scalability for meeting new market demands.
- **Preventative IT** — Anticipating operational disruptions.
- **Responsive IT** — Highly skilled technicians, responding to your needs both onsite and remotely.

Learn more about what our transformative IT philosophy can do for your business. Call for a consultation.