

# IT SUPPORT



**How IT Support Can Help Solve  
Pressing Business Challenges**



# Introduction

In 2020, the global IT services market is expected to make about **\$748 billion in revenue**. Over the last few years, the industry has experienced a steady growth rate owing to the widespread adoption of IT managed services across various business sectors. As more and more companies rely on IT systems and data to enable business operations, there has been a growing need to find ways of ensuring that IT resources work in peak conditions at all times. This is the main reason for the emergence of IT support services.

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An IT support service or a managed IT service provider is any contractor who manages, services, maintains, or controls an IT infrastructure on behalf of an organization. These service providers can work either remotely or on-site, depending on the nature of the IT systems and the job description or demands.

## **What Does an IT Service Provider Do?**

An IT support provider works in the same way as an in-house IT team, only more conveniently and efficiently. The ultimate goal of technical support service is to enable and ensure

the availability of a company's tech resources, from servers, data, network infrastructure, software systems, end-user devices, to communication systems. Depending on the service package and the business in question, an IT service provider may have the following responsibilities;

- Repair and service computing and networking hardware
- Recommend and carry out system updates and upgrades
- Maintain network and data security
- Diagnose and resolve technical issues
- Audit business tech requirements and inform purchase decisions
- Test new digital business solutions
- Train executives and staff in essential IT practices

In a nutshell, technical support takes care of all the details surrounding the business IT infrastructure. By doing so, vital IT services remain available, secure, and accessible. This also improves the efficiency of IT performance, which is what you want in a tech-dependent commerce landscape.

## Why Your Business Needs IT Support

Technology has become a defining feature for modern businesses. Just about every business process, from trading, marketing, and communication, through to customer interactions, depends on digital and technological infrastructure such as websites, digital communication channels, and data processing systems.

IT support is beneficial to all businesses, big and small, as long as they have any form of reliance on digital services and devices. If you haven't considered IT support for your business, it's about time you did. Here are some convincing reasons to do so.

## Reduce IT and Labor Costs

Most organizations quantify their IT spending as a percentage of their total revenue. A study carried out across various business sectors and industries found that, on average, businesses spend between 4 and 6 percent of their total income on IT. Depending on the company, this value can range from thousands to millions of dollars and is a significant portion of business expenditure.

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An IT support service can help you cut your operational costs significantly. For one, it eliminates the need for an in-house IT department, which comparatively costs a lot more to maintain through employee compensation. Second, the improved reliability of your IT services can lead to increased productivity.

## Gain Round the Clock Support

IT support service providers are always on standby 24/7 to offer the much-needed technical assistance on-demand. A service provider will have monitoring systems that constantly track critical performance specs and figures and fire alarms at the slightest indication of inconsistency. This is incredibly useful in identifying minor issues on time before they develop into potentially devastating problems.

Round the clock support minimizes the chances of downtime, since technical problems are not allowed to escalate into catastrophic failures. Plus, anyone in the workplace can contact IT support if they have a problem and get immediate assistance, keeping things moving.

## Have Access to Skilled IT Professionals

Most businesses, especially small and medium-sized enterprises, struggle to acquire talent in skill-demanding areas such as IT support. For this reason, some businesses end up with a severely understaffed and under-skilled IT personnel. This problem shows up in a company's inadequate IT performance.

With an IT support service provider, you get highly skilled and experienced IT professionals and a lot more for your money. You also get the latest high-end IT management and security tools to maintain both the health and security of your IT infrastructure. There is no better way to take care of your digital systems than with professionally-trained hands.

What's more, a service provider with extensive experience in the field can give your valuable insights that would be useful in making the necessary changes in your business to improve your IT's performance and cost-efficiency.

## All Your IT Needs in One Centralized Solution

Managed IT providers offer a wide range of support services; in most cases, all you have to do is select the services that your enterprise needs from the pool. This means you don't need to hire more than one managed service provider to meet all your IT needs. In fact, most businesses can never utilize the full spectrum of services that an average MSP provides.

The advantage of solving all your IT needs with one solution is consistency. The IT evolution of a business is a journey, and it's crucial to stick to one path. Having multiple IT divisors and managers may cause your business to lose sight of its IT goals as it struggles to harmonize conflicting tech ideas and solutions. Besides, too much information is toxic, even if it's helpful advice.

## Peace of Mind

An IT infrastructure is a massive investment and an essential asset in any business. As such, you want only credible technicians handling your IT systems. A managed IT service provider reassures you that your IT resources are in capable and dependable hands. This relieves the burden of worrying about your IT, freeing your mind and time to focus on other essential tasks like managing and growing your business.

In addition, IT support providers offer managed IT security, which guarantees robust data and system protection. So, compliance with

and defense against cyber threats are no longer a problem. Such bold reassurances are hard to come by in the business world, but MSPs dedicate themselves to keeping their promises.



## Make the Switch

In the modern business environment, you simply can't afford to ignore the importance of IT performance. The digital arena is where businesses run most of their processes. Tech prowess has also become a competitive factor, especially for companies in the e-commerce space. This is probably the case with your business or niche too, whether you realize it or not. Such is the nature of today's enterprises - IT support services are crucial.

Get in touch with us and learn more about outsourcing IT support and the modern solutions we have in store for businesses struggling with IT performance.

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