



BEYONDSOFT[®]
beyond your expectations



Four Benefits to Hiring a Managed Services Provider

One of them is cost optimization.

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Introduction

What is the value of a Managed Services Provider (MSP)?

What is the value of a Managed Services Provider (MSP)? On the surface, they appear to be an added cost without a measurable value. In reality, however, an MSP can transform your business.

A reliable MSP is an investment in your success. Any costs up front you make many times over in time. The ongoing and regular infrastructure support they provide along with the active onsite administration they deliver goes to places companies don't normally go. In doing so, they peel the layers back to see where your environment is losing money, leaving you vulnerable to threats, missing opportunity.

The evolving business climate we face and the new technologies we're using have disrupted how we do business. The status quo no longer works. There is a generational shift happening in the workplace with people and with digital transformation. This disruption is forcing many companies to redefine their model for success.

Many companies view modern technology as a cost center, but as we've seen with the cloud, it can be a money saver and enabler at the same time. Oftentimes the cost of the technology becomes less expensive than managing it. With rising costs, shrinking budgets, and difficulties filling skilled IT positions, managing technology has become much harder. **Enter the MSP.**

An MSP can see the big picture and smallest details of your business. They optimize what works and fix what doesn't. They are burden removers, taking the onus of keeping your systems resilient and secured away so that your team can focus on other endeavors that help them get work done and help your business grow.

Introducing Beyondsoft

At Beyondsoft, we want to understand your business and goals. We're not a MSP who monitors and points out problems. We are solution enablers who fully invest themselves in lending services that help you succeed. We apply our decades of experience and expertise to look at your company and your unique situation. We then assess where you are and what you could be doing with your technology to accelerate your success. With this knowledge, we can collaborate to customize a solution to help you achieve your goals.

"We see ourselves as advisors rooted in customer success," says Marshall Ma, CEO of Beyondsoft Consulting Inc. "We focus on building great relationships and delivering value to you and your team. Our goal is to help you realize cost savings and fortify your security and governance while achieving operational excellence with precision and care."

Our processes take into account your technical and non-technical requirements, your current technology stack, and your team's readiness to drive your business forward. This helps you get the most out of your applications and systems and start your journey into the future.

Our framework and best practices comes from having seen and been involved in almost every sort of scenario, technology, and operation. However, we continue to add to our knowledge base, working to do better for you even when that doesn't look possible. We don't rest on our laurels as much as build off of them.

This whitepaper walks you through some of what we've learned about the MSP industry as much as ourselves. It's information for you to consider when deciding if a MSP is right for your business.

"Our goal is to help you realize cost savings and fortify your security and governance while achieving operational excellence with precision and care."

-Marshall Ma, Co-founder and Executive Committee
Beyondsoft Consulting, Inc



Benefits of Using Beyondsoft as Your MSP

- Cost optimization
- AI-powered capabilities
- Security and governance
- Operations success

Cost Optimization

Managing cost optimization starts with maximizing efficiency and value without breaking your budget. To achieve that, you need to right-size your investments. Do you have a dedicated team of experts with specialized skills and knowledge to oversee day-to-day business operations? Will it be more cost-efficient to rely on an external team of experts with a detailed understanding of industry-leading processes and best practices so that your internal team members can focus on other business priorities?

We believe so. Working with us does not mean relinquishing control of your business operations. In fact, it is the direct opposite. We work across your organization collecting accurate information to bridge gaps and improve communication. It is a blend of personalized and automated support.

Working with us, you not only get a clear and predictable cost structure for planning, but you gain access to a pool of experts and real-time monitoring tools. This enables you to take swift action to minimize negative impact and address any customer escalation promptly.

AI-Powered Capabilities

Generative AI has become the next big thing in development, a versatile tool across many industries that when handled responsibly, can save you time and help you be more productive. Many businesses have already started incorporating this game-changing technology into the workplace to transform their operations and drive growth.

According to [Reuters, ChatGPT has reached 100 million monthly active users in January 2023](#). We see the value in such innovations today and that's why we have integrated generative AI such as GPT into our managed services model with the specific purpose of unlocking new levels of efficiency and productivity.

These include:

- **Shift-to-the-Left Strategy.** Solve common issues swiftly using self-service tools and automation. This approach frees up you and your team's time to tackle complex problems, enhancing efficiency and customer satisfaction.
- **Gaining new knowledge.** Continue learning and adapting, rapidly acquiring and applying new knowledge to improve problem-solving, streamline operations, and anticipate future needs, helping drive efficiency and innovation.
- **Saving time.** Generate responses based on inquiries about specific tasks, reducing time and effort for research and analysis. AI can also be used to develop apps that eliminate redundant tasks, freeing you to focus on more important work.
- **Enhancing decision making and problem-solving skills.** Obtain relevant information and "what-if" analysis to assist in identifying and assessing potential risks and trade-offs before you settle on a final decision.



Security and Governance

As you think about your digital transformation journey, take a close examination of security and compliance. On the most basic level, when you introduce new workloads to an infrastructure, you potentially increase the number of areas of vulnerability. One of the primary goals of modernization is to enhance security in ways that safeguard your digital estate and enable you to rapidly achieve compliance.

Our team of security experts focus on where you are now—the strengths, the weaknesses, the vulnerabilities and gaps. We monitor compliance so you don't have to worry about standards like The General Data Protection Regulation (GDPR), the Sarbanes-Oxley (SOX) Act, and The Health Insurance Portability and Accountability Act (HIPAA).

Working with you, we design a security model that protects existing legacy processes and newly updated processes. Regardless of the state of your infrastructure, in terms of older solutions or newer digital ones, we treat them the same in that we optimize protective measures to ensure the safety of your infrastructure. That level of detail extends across your company, to people, devices, applications, and data, wherever they're located.

One of the key principles of our security model is to establish proactive measures that prevent attacks as opposed to reacting to them. Our path of resistance is multi-tiered. We start with powerful prevention. The rare times a threat gets past that, we have quick detection tools that lead to immediate responses. Within this model, we'll help you automate routine tasks, analyze data to identify patterns, trends, and security threads, and raise red flags to potential issues and anomalies that require more attention. Such insights reduce disruptions, improve system reliability, and increase your trust in us as an advisor.

Operations Success

Operations success basically means optimization. Proactive monitoring helps prevent system downtime, performance bottlenecks, and other potential issues. It drives preventative maintenance that keeps an issue from becoming a problem.

Regardless of the MSP, issues will always arise. It's part of the reality of running a business. In those situations, we separate ourselves by how we react. With our experience and model, we can quickly diagnose and resolve unforeseen issues to minimize the impact on operations. In addition to 24/7 monitoring, we also perform regular maintenance and backups to enhance system availability and reliability. Our delivery centers are located around the world providing onshore, nearshore, and offshore business support.

We possess specialized knowledge and skills in managing specific technologies, systems, and domains. We're a [Microsoft Solution Partner](#) who has earned upwards of three-fourths of the available specializations that Microsoft offers. We've also been recognized as a top tier Azure Expert MSP. Even with Microsoft's extensive partner network, very few companies can make a similar claim. These accomplishments fall in line with our goal to be the best at what we do so that you don't have to.

Leveraging our expertise, organizations can tap into a wealth of knowledge that helps them benefit from best practices, industry standards, and up-to-date technology insights. There's no need to look for, hire, and train new employees. According to a [report](#), it can be six months or more before you see a positive return on their investment in the form of full productivity. However, if you wish to recruit someone to support operations, we offer a comprehensive integration plan and knowledge transfer process tailored to your needs.

Taking a Pragmatic Approach to Beyondsoft Managed Services

If you work with us, what should you expect?

We've created an actionable engagement framework with three core points to help guide you through the decision to work with a MSP.

- Strategic Planning
- Innovation and Adoption
- Governance and Continuous Management

Strategic Planning

Working with a MSP is not a step as much as it is a journey. Most MSPs work with multi-year contracts. This isn't to lock you in with a provider as much as it is to develop a strategy and see it develop and reach fruition. Any MSP who tells you they have an instant solution or a fast way to save you money is one you want to avoid.

Our strategy is a multi-tiered process that focuses on people and processes. We work with you to build a strong business case. A general workflow often looks like this:

1. **Get executive buy-in.** We work with you to define a vision that focuses on business outcomes and operations success.
2. **Assess people and technology readiness.** We want to get to know your team's culture, observing what they do and looking for opportunities to improve. Understanding current technology readiness goes beyond hardware and software. Understanding your team gives us insights to level-set expectations on short-term and long-term deliverables.
3. **Demonstrate cost optimization.** By simplifying your technology stack and management, we help trim away lost budget. Rather than simply say that, we show it to you through our practices.
4. **Security and compliance agility.** We provide 24/7 real-time monitoring of your [security posture](#) to reduce risk and stay ahead of ever-evolving cyberattacks and threats. We can easily accommodate rapid changes within your company infrastructure and external environments.
5. **Set up periodic check-ins.** As a trusted partner, we establish check-ins to evaluate our progress against our plan and identify any immediate requirements for remediation.

Innovation and Adoption

We define innovation and adoption as providing an iterative approach after strategic implementation. This approach consists of initiatives that we align to your business goals to evaluate the potential business impact, cost, friction, and security challenges. Those initiatives include:

1. **Cloud adoption.** We optimize your cloud migration journey and prioritize security every step of the way. The 7R's Framework (rehost, relocate, replatform, refactor, repurchase, retire, and retain) provides a roadmap for determining the best approach to moving applications and data from on-premises infrastructure to the cloud. This approach guides organizations in choosing the optimal method for each workload, balancing needs, complexity, and cost-effectiveness.
2. **Performance evaluation.** We assess your technology stack before and after implementation to ensure new functionalities are performing against goals.
3. **Improved productivity.** We leverage our proprietary generative AI tool to shorten the search process, find answers quickly, and accelerate decision-making processes. It frees up your time to focus on other priorities.
4. **Fast cost savings.** We compare current tools and newly implemented technologies to identify ways to realize cost savings sooner, such as reduction in wait time, increase in real-time monitoring capacity without adding headcount, and so on.
5. **Establishing feedback channels.** We partner with you to determine how you want feedback, the requirements, and frequency you want support from us.
6. **Security governance.** We establish milestones to monitor progress against goals to minimize disruption while meeting business priorities.

Governance and Continuous Management

As your MSP and trusted advisor, we work with you to strengthen your IT environment governance and report on success and learnings. Within this realm, we focus on four areas:

1. **IT governance.** We can help you set up an IT governance with practices, policies, processes, and organizational structures aimed at ensuring that information technology is used efficiently, effectively, and aligned with the strategic objectives of an organization.
2. **User experience.** We establish a benchmark to measure friction in the user experience, and time taken to resolve the non-critical and critical issues.
3. **Operations success.** We identify areas where issues are resolved against goals and identify areas where improvements are required.
4. **Technology simplification.** We reduce the number of underused or duplicate applications to lower costs and minimize security risk.



Beyondsoft in Action

Customer story: WeVets

WeVets, is a Brazilian veterinary health ecosystem that supports pets, veterinarians and guardians. With the assistance of Beyondsoft in Brazil, [WeVets modernized their IT infrastructure, resulting in a substantial 30% to 40% reduction in overall operational costs.](#) A large part of that came from implementing governance practices that focus on financial efficiency in cloud operations. This led to greater transparency, trust in decision-making, and mitigation of security risks. As a result, the company was able to identify new investment opportunities and consider expanding its business. Success stories like these highlight the positive impact of managed services in driving cost reduction, implementing best practices, and creating a foundation for future growth and expansion.

“With the optimization and greater efficiency in management, we can see new opportunities for investment and expansion.”

-Eduardo Ângelo
WeVets Director

Next Step

Choosing the right MSP can accelerate your digital journey and path to innovation. Our engagement framework is an iterative and flexible approach that allows teams to unlock productive workflows to meet business goals sooner rather than later. We help you migrate away from an older technology stack by scoping your project, answering your questions to select the right technology stack, and advising you on common pitfalls at every stage of the process.

[Let's work together to strengthen your digital journey.](#)

