



M.E. Lachance
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5 Reasons Why every Small Business needs a Professional IT Service Company

Small Business Owners wear many hats. They are responsible for product development, service, sales, financial management, etc., etc. They seldom question the need for an Accountant, yet often look for cheap alternatives to their technology support needs. These options often cost them more in the long run. This article outlines the benefits of hiring an IT service company.

1. Technology is an enabler for your small business.

It is difficult to run any business today without computers. Computers have changed the landscape, allowing small businesses to provide service on a global scale. It also allows the small business to act like a much larger business. In order to take advantage of its capabilities, you need to understand what it can do for you. Unless you have specialized in the use of computers, a small business owner is unlikely to identify the opportunities and acquire the tools and skills necessary to get the job done. Having a good IT supplier as a partner can provide a significant advantage.

2. Focus on your highest priorities.

As a small business owner, you need to focus on what's important to your business. Yet, in order to function effectively, computer systems need constant focus. You have to be concerned about security, backup, reliability, etc. This is not something that can be done on an ad hoc basis, and you have other priorities. By defining your operational support needs (you know what your business needs!) and getting your supplier to manage them on a day-to-day basis, you get the focus on IT that you need, while you concentrate on your business.

3. Get the skills and experience best for the job

Technology is constantly changing. For people who specialize in IT, it is hard to keep up. If you hire staff to support your computer systems, they will always be behind in skills and knowledge, no matter how much training that you provide. This lack of experience and skills will translate into reliability problems, inability to respond to changing needs, thereby costing your business money in the long term.

Service incidents are the primary issue. A complex network issue can be very difficult to diagnose, even with significant experience. This experience cannot be obtained in a single small business. Hiring a good IT service company with that experience and depth of skill can mean faster recovery from service incidents, as well as preventative measures that can save you money and lost productivity.



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4. Your business needs reliable IT infrastructure.

The reason that you use computers in your business is that it saves you time and allows you to do things that you otherwise couldn't do without them. But these capabilities are lost if your systems are unreliable causing you to reboot your PC constantly or lose time while a technician repairs your computer, server or network.

A good IT supplier should be able to set up a preventative program and make sure that your equipment is running well at all times, thereby saving you from many outages.

5. Penny-wise pound-foolish

There are a number of costs associated with running computer systems. They include: hardware, software, network and service costs. The first three are easy to categorize. You buy these in order to get the capability. The service costs are more complex to understand.

Service costs fall into two categories: preventative and reactive. Like insurance, preventative costs are paid up front and reactive costs are paid after an incident. Preventative service costs are fixed, while reactive costs are variable and depend on the extent of the incident and difficulty recovering from it. These recovery costs are often much higher, because diagnosis can be slow and painful. On top of that, there is the cost of loss of function, which can lead to lost productivity or lost business. This can be much greater and is often difficult to measure, unless it puts you out of business. A good IT service company should be able to put together a preventative program that saves you money.

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Marc Lachance

M. E. Lachance & Associates Ltd.

www.melachance.ca

www.thevirtualcio.ca

416-358-1389

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