

BUSINESS SOLUTIONS

How Managed Services Can Benefit Your Business

(NAPSA)—Here's a question asked repeatedly by small-business owners: "Where do I spend the money to improve my business?"

A challenge many small- and middle market-business (SMB) owners face is that they recognize the need to grow—whether it's products or services—yet their funds are in short supply.

Managed Services

One option that owners can consider is managed services, where a third party provides support ranging anywhere from the procurement and installation of IT equipment and hardware, all the way to network management and monitoring.

Unfortunately, value added resellers (VARs) who sell services to SMBs estimate that more than 60 percent of SMBs don't understand the benefits of managed services, according to a Technology Channel Outlook study conducted by CIT in association with Forbes Insights.

This study suggests that SMBs could benefit by asking more questions about managed services—what the various components are and how they apply to their particular business.

The Benefits

Some of the benefits that managed services offer include:

- Access to the latest technology
- Lower costs
- Increased available resources
- Reduced IT head count.

Managed services could potentially turn a fixed expense into a



A managed services solution can play an important role in the growth plans of a small to mid-sized company.

variable expense and allow an SMB to redeploy expense savings into the business for future growth.

Another Way To Save

Given the current uncertainty in the global economy, many businesses—especially SMBs—are greatly concerned about capital expenditures on equipment. Leasing is an option that can help address these concerns. Leasing equipment, point out the experts at CIT, not only provides a way to procure the equipment and pay for it over time, but also the flexibility to upgrade it, which is particularly important in the technology sector, where life cycles are often shorter than for some other types of equipment.

Free Report

For more information or to download the full study for free, go to www.cit.com/managed-services or call 800-245-0506.