



BREAKING THE CRISIS CYCLE

**Transitioning your organization from
Break/Fix to Proactive Support with
NextGen Managed IT Services**



THE BREAK/FIX MINDSET IS BROKEN

TRANSITIONING YOUR BUSINESS TO PROACTIVE SUPPORT WITH NEXTGEN MANAGED IT SERVICES

“We’ll just fix it when it breaks!”

Now there’s a mindset which looks completely out of place in a whole bunch of contexts. Take hang-gliding, for example. Or deep-sea exploration. Or rock climbing. Or shark cage diving. Essentially these are the places and times where, when things go wrong, it’s bad. It’s really, really bad. And there are scores of other examples.

Add Information Technology to the list.

No, you’re not 5,000 feet in the air, 20,000 leagues under the sea, or surrounded by angry sharks – at least not literally. But the consequences are just as dire.

But let’s back up (*IT pun*). There are essentially two basic ways of fixing most IT-problems:

1. Fix it when it breaks (aka break/fix).
2. Prevent problems from happening in the first place (aka IT managed services)

As the name suggests, break/fix pertains to a service model whereby the IT provider only works on the client’s IT environment when something bad happens. The client must wait for the problem to happen, become aware the issue has occurred, understand the problem well enough to report it, then wait for the fix. Sadly, in a break/fix model, IT issues are typically not reported until they’ve grown to the point of interrupting workflow. Often by this point the problem is more complicated and widespread; no longer simple to identify and quick to fix. It is a problem **NOW** and it requires immediate resources to resolve. In the break/fix world, *everything is an emergency*.

Break/fix was the standard model for IT services for many years, particularly among small and midsize businesses. And despite being problematic for a whole bunch of reasons (like long drops with sudden splats, and aggressive disassembly by multiple sharks), some organizations continue to perpetuate this broken break/fix IT mindset.

As a true Managed Service Provider (MSP), Citon, ACP Creative IT, and Camera Corner-Connecting Point are 100% invested in the safety, security, and reliability of your IT infrastructure. We work with our managed IT services customers on a fixed-fee basis, keeping your IT budget stable and predictable, and therefore budgetable, while avoiding

In a managed service arrangement, rather than the IT service provider being rewarded for cleaning up messes and applying temporary fixes again and again, all parties are incentivized to anticipate and prevent problems in the first place.

The alternative approach is called IT managed services. As the name would again imply, it's the management, typically by an outside third-party, of an organization's services and equipment related to computers, networks, or software. IT managed services offers holistic IT support which is tailored to the specific needs of each customer, while being flexible enough to grow and evolve as needed. IT managed services typically includes proactive monitoring and maintenance done remotely with the goal of addressing issues before they become client-facing problems and system failures.

In a managed service arrangement, rather than the IT service provider being rewarded for cleaning up messes and applying temporary fixes again and again, all parties are incentivized to anticipate and prevent problems in the first place. This shared goal to prevent problems creates safer, more robust, and more efficient network environments along with a true IT partnership. The positive impacts of this paradigm shift cannot be overstated.

any surprises from a billing standpoint. Over the past 25+ years, we have developed a thorough yet highly efficient network assessment process. Through this understanding of the nuances and complexities of each customer's unique network environment, we can determine a benchmark for the proper management of that network. In turn, we can project the number hours of support needed to deliver a more robust and secure IT environment through the management of network performance, security, backup, email, and helpdesk, as appropriate.

Our managed IT services pricing is tailored to fit the specific needs of each customer, but in general is based on the number of users on the network. Our managed services can also help you set up cybersecurity measures and ensure that they are managed properly.

It's time to fix the broken break/fix IT mindset. Tech peace of mind means you can focus on growing your business, instead of reacting to emergencies. Let's connect today and get you back to doing what you're best at!