

eBook

# Focus on a Future Forward While Delegating Day-to-Day Management

Learn how to choose an Managed Services Provider that can help implement a service and support strategy help digitally transformed organizations run at peak performance.



For businesses undergoing digital transformation, it's about aligning IT investment and strategy to business investment and strategy to accelerate the speed of business and enable a great customer experience. But the pandemic completely disrupted how and where we work and communicate, forcing businesses to quickly accelerate their digital transformation strategies.

In essence, organizations “crammed a decade’s worth of tech adoption and digital transformation into a single whirlwind year.”<sup>1</sup>

And, as business has accelerated to meet customer demand, it's also become much more complex. As Forrester recently said:

*“Digital technology has made business faster and easier...but it has also introduced more complexity. It’s difficult for any organization to keep up with the rapidly evolving landscape of technology options.”<sup>2</sup>*

Add a talent shortage that’s only been exacerbated by the pandemic. According to Gartner, 64% of IT executives view it as the most significant barrier to adopting emerging technologies. And IT leaders are prioritizing cloud deployments and investments in security technologies—key areas with talent shortages.<sup>3</sup>

The challenge is finding the expert talent you need—without the long time and hefty expense required to recruit and retain that talent. The solution? A shared cost services model that provides the needed expertise, now.

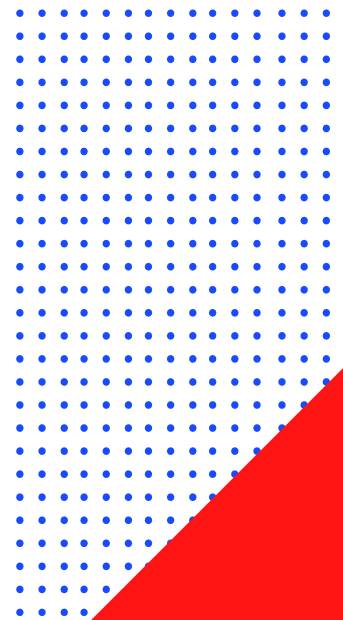
**74% of IT decision-makers agree they cannot meet their organization’s demand for IT expertise with internal resources only.<sup>4</sup>**

<sup>1</sup> “The Tech Talent War Has No End in Sight: Here’s What You Need to Know,” Forbes, 06/01/2021.

<sup>2</sup> “IT Leaders Leverage Outside Expertise to Achieve Business Outcomes,” Forrester Consulting, 05/2021.

<sup>3</sup> “Gartner Survey Reveals Talent Shortages as Biggest Barrier to Emerging Technologies Adoption,” Gartner, 09/13/2021.

<sup>4</sup> “IT Leaders Leverage Outside Expertise to Achieve Business Outcomes,” Forrester Consulting, 05/2021.






# Overcome IT Skills and Talent Shortages with Managed Services Providers

IT managed services providers (MSPs) can offer robust, sometimes hard-to-get expertise, enabling you to offload day-to-day tasks—such as remote infrastructure management—to keep your IT systems operating at peak performance. And without going through a lengthy and expensive hiring process.

For example, our recent survey showed that CIOs view the cloud as a critical enabler of their digital transformation strategy but are hampered by a lack of internal skills and resources. As a result, 97% of CIOs use external services to some degree to cope with these challenges.<sup>5</sup>

Trusted IT services providers cOveran also provide strategic advice on cloud and other emerging technologies, cybersecurity and communication, collaboration, and connectivity, as well as complete lifecycle management of the technologies in your environment.

The result is not a one-and-done technology project. Rather, it's an ongoing trusted relationship that ensures that the technology decisions you make today will serve your business—and your employees and customers—well into the future.



**“Firms are looking to IT services providers to not only continue helping with the day-to-day operations of their business, but also for strategic guidance aligned with business objectives. IT services providers offer their expertise and best practices, enabling internal staff to focus on innovation efforts and achieve critical outcomes.”<sup>6</sup>**

<sup>5</sup> Logicalis Global CIO Survey, 2021-2022.

<sup>6</sup> “IT Leaders Leverage Outside Expertise to Achieve Business Outcomes,” Forrester Consulting, 05/2022.



# By the Numbers:

## IT Decision-Makers on the Value of IT Managed Services Providers

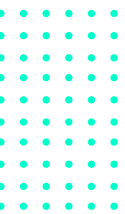
### Top 5 Drivers of Digital Transformation:

- 56% - Improve the customer experience
- 49% - Grow revenue/margin
- 43% - Improve customer acquisition/retention
- 42% - Respond to competition in marketplace
- 41% - Become a more agile organization

### Top 3 IT Areas of Investment Over the Next 12 Months:

- 81% - Multicloud/hybrid cloud
- 73% - Business resiliency/ continuity
- 73% - Cybersecurity

**70% Plan to Increase  
Their Investment  
in Their Remote  
Workforce and  
Distributed Teams .<sup>4</sup>**



### IT Decision-Makers' Agree:

- 81% - We need external technology-specific expertise to help our internal IT team be successful.
- 74% - We cannot meet our organization's demand for IT expertise with internal resources only.
- 72% - We need external help making sure we cover all the IT security and risk requirements and identify best practices.
- 72% - IT service providers help us identify and adhere to best practices.
- 71% - Help from IT service providers reduces risk in the deployment of new technologies.

### Top 3 Ways IT Services Providers Have Contributed to Organizational Success:

- 61% - They help us fill in IT staffing and technology expertise gaps.
- 59% - They free up our IT staff to innovate and focus on strategic initiatives.
- 54% - They enhance our strategic-level planning.

# Logicalis Managed Services: Innovation Unleashed

Most organizations operate in on-premises, cloud and edge environments. While often connected to the same network, many of these environments are managed separately, making it difficult to predict issues or prevent them from taking operations down.

Logicalis Managed Services combines an innovative platform with extensive engineering knowledge to ensure your IT environment operates at peak performance so you can focus on your business. Instead of reactive service level agreements, it proactively delivers the assurance, awareness and responsiveness needed to achieve your business outcomes and improve results.

The Digital Service Platform not only uses market-leading predictive capabilities and advanced preventative measures to ensure continuous uptime, it also puts enhanced data at your fingertips, enabling you to make more apt and timely decisions. By removing technology barriers and streamlining infrastructure management, you can finally begin to realize your digital transformation goals.

## Core Services

Backup	Network
Cloud	Security
Collaboration	Server
Database	Storage
Disaster Recovery	Unified Communications
Enterprise Systems (e.g., Microsoft 365)	Virtualization

"IT Leaders Leverage Outside Expertise to Achieve Business Outcomes," Forrester Consulting, 05/2021.



# Why IT Service Management?

What services do IT decision-makers look for when purchasing a new technology?

82%

Services for Security

80%

Services for Cloud (IaaS, SaaS, PaaS)

66%

Services for AI/ Automation

65%

Services for Data Management

61%

Services for Infrastructure

55%

Services for End-User Devices

53%

Services for Edge Computing

50%

Services for Telecom/ 5G

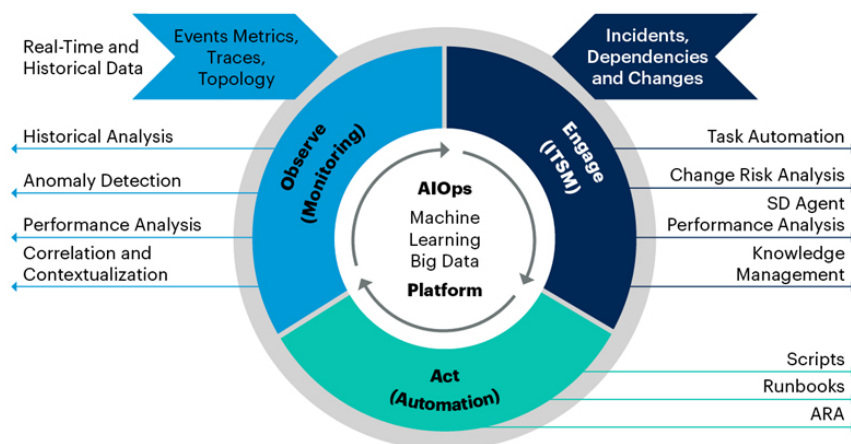


# Powered by Artificial Intelligence: Logicalis Digital Service Platform

Logicalis takes the management of your computing environments to the next level. Powered by artificial intelligence operations (AIOps), our Digital Service Platform puts the focus on prediction and prevention instead of remediation after the fact. This breakthrough platform powers digital transformation with services that deliver unparalleled levels of business uptime through sophisticated design and artificial intelligence.

It not only uses machine learning and automation to enhance the Managed Services experience we deliver to you, but it also alters it with richer insights and visibility, unprecedented prediction and prevention, and automated resolutions and responses.

## AIOps Platform Enabling Continuous Insights Across IT Operations Monitoring (ITOM)



Source: Gartner  
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Gartner

*[AIOps platforms are] “software systems that combine big data and AI or machine learning functionality to enhance and partially replace a broad range of IT operations processes and tasks, including availability and performance monitoring, event correlation and analysis, IT service management, and automation.”<sup>7</sup>*

<sup>7</sup> “Market Guide for AIOps Platforms,” Gartner, 04/06/2021.

# Benefits of Logicalis Managed Services

- **It enables you to focus on strategic business initiatives.** Logicalis Managed Services ensures that you have the skills and expertise to keep your IT systems running at peak performance—particularly important if you're facing skills gaps and talent shortages. These services enable you to truly align IT to business investment and strategy to further your digital transformation goals.
- **It assures business continuity.** Everything the Digital Service Platform does results robust business continuity and greater peace of mind. Early detection and remediation prevent incidents and significantly reduce the cost of customer outages and performance issues. It delivers greater stability, uninterrupted service and higher degrees of business performance.
- **It predicts to prevent disruption.** The Digital Service Platform learns from experience by using advanced algorithms to intelligently correlate events and systems and detect associated anomalies. It combines minor symptomatic performance data to give advance warning of system issues, enabling preventative action to be taken.
- **It automates contractual compliance.** The platform automates the appropriate contractual operations for each defined service and determines what needs to be delivered based on service structures. It knows which services to activate, which operations to perform, which priorities to set and which service level agreement to trigger. It's highly automated!
- **It is standardized and robust from end to end.** Sales, onboarding and operations are entirely standardized and aligned to ensure robust, end-to-end quality and consistency. When a contract goes live, all relevant services operations are inter-connected and activated to ensure delivery perfectly aligns with what was contracted. This is a proprietary design based on 20 years' experience.
- **It is global.** Digital Service Platform ensures that you have a consistent experience on exactly the same platform, no matter where in the world your company operates. Information flows based on contractual agreements and configurations, enabling you to navigate a global data structure with regional relevance.



# Compare Your MSP with Logicalis Managed Services

What can you expect? Compare managed services delivered via a traditional MSP, the legacy Logicalis platform and Logicalis Digital Service Platform to see which works best for your organization.

	Traditional MSP	Logicalis Legacy Platform	Logicalis Digital Service Platform
Standard IT Service Management	✓		
Standard Monitoring	✓		
Proprietary Framework		✓	✓
Proprietary Service Portfolio*		✓	✓
Global IT Service Management		✓	✓
Dynamic Integrated Monitoring		✓	✓
Integration Hub		✓	✓
<b>AUTOMATION</b>			
Self-Healing Event Resolution			✓
Automated Request Fulfillment			✓
Real-Time Troubleshooting			✓
<b>MACHINE LEARNING</b>			
Event Clustering			✓
Anomaly Detection			✓
Prediction & Prevention			✓
<b>COLLABORATION</b>			
Operational Cockpit			✓
Dynamic Skills Allocation			✓
<b>ANALYTICS</b>			
Device Trends			✓
Environmental Trends			✓
Dynamic Analysis			✓

# Why Logicalis?

As Architects of Change™, Logicalis accelerates our customers' digital transformation by ensuring their IT systems are running at peak performance with expert Managed Services and our AIOps-powered Digital Service Platform. With Logicalis Managed Services, our customers can focus on strategic initiatives that drive business and directly contribute to their success by:

- ***Bringing a point of view*** – We are creative problem-solvers, using our unique experiences and insights to provide integrated, strategic solutions for you.
- ***Being open to new ideas*** – As the pace of change increases, we lead by embracing new ideas that drive efficiency, flexibility and agility for our customers.
- ***Leading the change*** – We embrace and shape change to improve our customers' competitiveness and efficiency.
- ***Staying committed to your success*** – From planning through execution, our expertise and fresh perspectives reveal clearer pathways for our customers' success.

## Expert Technology Practices

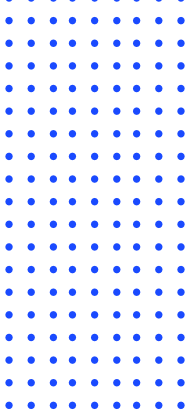
- [Cloud](#)
- [Data Center](#)
- [Security](#)
- [Collaboration](#)
- [Network](#)

## Comprehensive IT Services

- [Managed Services](#)
- [Professional Services](#)
- [Maintenance Services](#)
- [Dev/Ops](#)
- [Service Desk](#)

## Global Capabilities

- Operations in 28 countries, more than 100 through our delivery partners
- One of just 5 Cisco Global Gold partners
- Global scale, local expertise
- Single global vendor and a unified engagement
- VAT and import tax advantages
- Flexible, centralized invoicing and payment processes
- Consistent services and SLAs
- M&A support



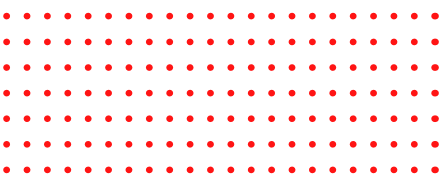
## Take the Next Step

How do you choose an MSP that can implement a service and support strategy that keeps your digitally transformed environment running at peak performance?

**Challenge:** Back-end integration of Cisco legacy infrastructures and consolidation of all Cisco support contracts.

### Results:

- [Evaluate potential MSPs with this checklist.](#) Good MSPs enable you to focus on your core business while expertly attending to your IT infrastructure. But the right MSP is invested in your long-term success.
- Not sure where to go next? [Contact us](#) to learn more about how we can help you focus on strategic business initiatives, while we keep systems running at peak performance.



**"IT services providers have the technology-specific expertise, resources, and best-practice counsel to make sure innovation initiatives are set up for success and, when necessary, iterate fast to avoid expenses."**



## Thank You

Award-winning Logicalis U.S. is part of an international, multi-skilled solution and managed services provider that helps customers harness digital technology and innovative services to deliver powerful business outcomes. Our partners are among the world's leading technology companies including Cisco, Dell/EMC, HPE, IBM, NetApp, Veeam, VMware, and Microsoft.

To learn more, visit [www.us.logicalis.com](http://www.us.logicalis.com).