SMB Technology Sprawl driving Managed Services

No. of Technology Initiatives

10.3

5.1

SMBs   Midmarket
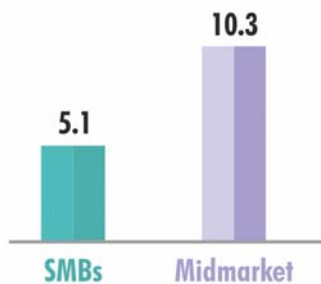
Need for business success is driving SMBs to widen their technology-initiatives portfolio creating technology sprawl. However, 72 percent are finding technology becoming more complex than previous years. The phrase "sprawl and complexity" describes two linked problems for SMBs. Sprawl is apparent in the wide range of technologies included within solution portfolios. The compounding issue, though, is that SMBs are not just dealing with *more* technology, but with *more* complex technology.

# Managed services bridges gap between SMB IT need and capability

Combination of increased reliance on technology as a key element of business success, burgeoning complexity and cost constraint has created a 'perfect storm' for use of managed services. Managed services includes offerings that address a wide range of critical topics, such as mobile device

Planned Managed Services

#01	Managed Mobile Devices	60%
#02	Managed Storage Systems	54%
#03	Managed Application Hosting	53%
#04	Managed Voice / Video Services	51%
#05	Managed Data Management	50%

management, storage management and security. Managed services SMB users report that "providing better IT response time," "delivering predictable performance, user experience and cost" and "optimizing availability and performance while minimizing downtime" are important reasons to embrace managed services.

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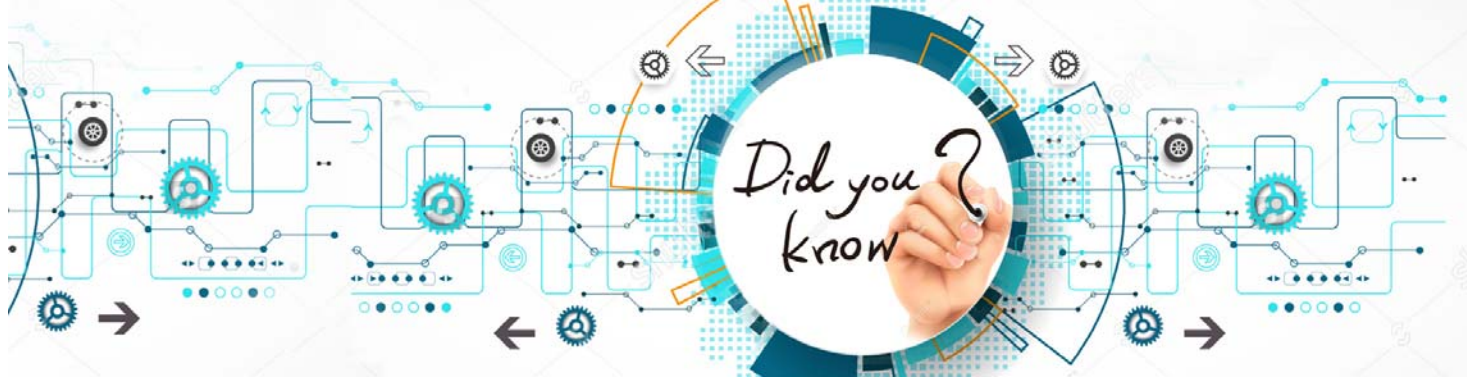
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dinCloud Take-Away:

Rapid changes in the technology landscape are bringing many advantages to organizations, including business agility, reduced time to market and a faster pace of innovation. Often times, introducing these new technologies can result in a lengthy learning curve, especially for SMBs with limited IT staff. An effective approach to taking advantage of these new but complex technologies for SMBs is to partner with a Managed Service Provider who will not only provide expertise in implementing them but also help manage them.

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