



# SALES

## BROCHURE



sme it

# WHAT IS A MANAGED SERVICE PROVIDER (MSP)?



# MSP

**B**usiness owners are always looking for more efficient ways to conduct their everyday business activities. Whether it's through the use of cloud computing and storage solutions, the BYOD trend, or by hiring remote employees; leveraging these solutions helps free up resources and makes day to day business run smoother. However, one area of concern that many business owners find hard to control is their IT operations. Businesses that don't have enough skilled IT specialists find that they suffer more downtime, run higher risks of software glitches, and are susceptible to more security breaches. If you fall behind in keeping up with things such as backups, patches and security, the odds are that you'll face an IT outage or another problem that will negatively impact your business. If your e-mail server, CRM tool, financial application or network goes down unexpectedly, you can face substantial productivity and revenue losses as a result.



This is why millions of businesses worldwide choose managed services. Managed Service Providers (MSPs) act as an extension of your IT department, taking care of routine IT infrastructure monitoring and management around the clock, freeing up your IT staff to focus on higher-value projects. By proactively monitoring and maintaining your systems, an MSP can help you avoid many technology problems before they happen. And when an issue occurs, an experienced MSP have the skills and know-how to troubleshoot and resolve it more efficiently. It's time for you to work smarter, not harder.

## DO YOU NEED **MANAGED SERVICES?**

If you know enough about IT to realise you don't know enough about IT, Managed Services is the right way for you to go. Managing IT has never been more complex, infrastructure costs are going up, and advances in technology makes it very difficult to stay on top or ahead of the curve.

To help decide if you need managed services, we have come up with a list of questions. If your answer is "no" to any of these, you should consider partnering with an MSP:

Do you find out immediately if your data back-up fails to run?

Do you know which equipment on your network is aging and might need replacing?

Do you know if your server and all of your desktops have the latest anti-virus updates installed and are functioning correctly?

Do you know if your employees are downloading large files which can slow down the network, or accessing inappropriate web sites?

Do you know if the latest security patches have been installed on your network?

Do you know which PCs are running out of memory, affecting user performance?

For smaller businesses without a dedicated IT department keeping up with the advances in technology can be a massive undertaking. Managing IT has been called the black hole of the back office – it's a drain on resources, money, and most of all, time – time you don't have. Distractions related to IT keep the focus away from your core business, and increases the risk of potential downtime of mission critical applications.

If you already have an IT department you might have the know-how to manage IT, but lack the resources, funds or time. Outsourcing key IT functions to a trusted partner will improve the efficiency and reliability of your IT operations, freeing up time for your staff to shift the focus to business operations and projects that will support and grow your core business.

# CHOOSING **SME IT**

*Some of the most important areas to consider when it comes to finding the right MSP partner for your business are security, cost control, scalability and responsiveness.*

Security is one of the fastest changing areas of IT, and if you don't keep up with the latest technologies you are vulnerable to attack. Compliance laws are getting stricter, leading to the necessity of secure and safe storage of data, but unless you can also quickly restore data and systems in the event of unexpected server failures, hacking or breaches, just having the data is useless. **SME IT** use a range of best of breed security, back up and disaster recovery providers. We will work with you to decide the best solution for your business and assist through the entire project from assessment, discovery and risk analysis through to roll-out, testing and implementation. We use sophisticated monitoring and tracking software to proactively ensure your systems are up to date and performing well, catching potential issues before you might even realize they exist.

Small business IT managers are being asked to do more with less, budgets and resources have never been tighter. Cutting unnecessary costs and reducing the Capital Expenditure (CapEx), will improve your bottom line, and in turn have a positive effect on your credit. With **SME IT** you pay a predictable monthly fee for your IT support covered by our mutually agreed Service Level Agreement (SLA), removing the need to invest in expensive new technology.

IT and Technology move fast, with advancements over the last five years which mean that powerful solutions are now available to businesses that don't necessarily have IT budgets that run into the millions. Now many of the same tools are available to companies of any size and any budget – the skill is how to choose and use them to your advantage. Our cloud-based solutions keep your costs down and system up-time more constant, ensuring your ability to conduct your core business on a day to day basis without worrying about the scalability. Because whilst it is important to have a solution that can grow as you need it to, it's equally important that it can be scaled down too. It makes budgeting short term projects that require additional resources a breeze – simply add the number of devices you need for the required time, and when the project is completed you remove them. We will work with you to ensure the solutions that we use will fit with what your business needs today, as well as what you might need tomorrow.

Partnering with **SME IT** will save your company a considerable amount of time, money and frustration while increasing office productivity, lowering overall operation costs, improving customer service and helping you avoid devastating downtime or data loss. We have a range of solutions available for any size business, and we will work closely with you to understand your specific needs to give you the support that is right for you.

Innovation  
Branding  
Solutions  
Marketing  
Analysis  
Ideas  
Success  
Management

Personal Computer  
Touch Pad  
Laptop  
Remote Monitoring  
Smart Phone  
Mini Note  
Remote Server  
Data base

TECHNOLOGY

# MANAGED

# IT SERVICES



## Our goal:

“ Provide organizations with predictable, business-focused IT services that optimize operations, manage risk and deliver measurable business value to our customers. ”

Managing your own IT is not what it used to be. The advances in technology are happening at an alarming speed, new vendors emerge and disappear, and new threats are continuously being developed and delivered through both existing and new channels to target both small, medium and large enterprises. Unpredictable downtime can become very costly for businesses that are dependent on being accessible to their customers, the costs of the upkeep of existing technologies along with

investing in new ones to stay ahead of the curve can be crippling, not to mention deciding which direction to take and which technologies to invest in. **SME IT** will guide you through the maze of new technologies and vendors, and help you decide which ones would be most beneficial to you. We will also manage the vendor relationships, and proactively find, test and upgrade or replace technologies as they emerge, leaving you in the safe knowledge you have technology that works.

We provide you with the right amount of support to meet your needs, and have SLA backed solutions that will suit any business. We can offer 24/7 proactive IT Monitoring utilizing sophisticated monitoring software that will notify you of potential issues before they occur, along with 24/7 on- or offsite support, and onsite or webinar based training for your in-house staff.

If you are relying on traditional break/fix support, it becomes difficult to efficiently budget your IT needs and keeping costs manageable. If something breaks you want your service provider to fix it in a timely and efficient manner. With **SME IT** you pay a single monthly fee for a complete IT solution, lowering your total cost of ownership and management, as well as the expensive and time consuming process for hiring new or additional technical staff. We will assess your

current environment, and produce a report on current issues and actionable items. During the onboarding process we action and remediate the issues, stabilizing your environment and optimizing your infrastructure. Your system reliability and performance will be monitored, managed and supported, minimizing your risk of intrusion, data theft and lost productivity. And should an issue occur our easy to use support ticketing system is also SLA backed and ensures you the highest level of response to issues.



**SME IT** reduces the business impact of IT failures by minimizing their occurrence, and any unforeseen issues are dealt with as a top priority. All aspects of your network are covered: security, data protection applications and hardware. Our comprehensive approach means we are your IT department. By optimizing your network's performance, it will work at the peak efficiency and reliability levels that your business demands, allowing you to focus on running your business, not your network. Security, networking, data protection and user support - we handle it all for a single, predictable price.

# CYBER SECURITY

**W**hen it comes to managing your own IT one of the biggest headaches is, and will continue to be, Cyber Security. The malware industry (and yes, it's a multi-billion industry) is in the business of making money, as simple as that. To do so they will use a multitude of tools, which range from simple (like email spam) to highly sophisticated (e.g. spear-phishing), taking advantage of vulnerabilities or poor security protocols within a company. *If you are hit by a security incident it can result in data loss, loss of productivity and loss of reputation.*

It will be unplanned and if it is not budgeted for, it will come directly out of your net operating income. That means protecting your company from existing threats like viruses, worms, Trojans, spyware, phishing attacks and ransomware is not only a necessity, it's imperative to keep your business going. This is where **SME IT** comes in. We work closely with a range of security companies and can provide you with best of breed security for all aspects of your network, from firewalls and network applications through to BYOD and mobile devices. We work on a vendor agnostic basis, always ensuring that we use technologies that works best in your network, and should we find a better solution down the road we will upgrade it for you with minimal disruption to your day to day business. We offer a full security solution including Email security, anti-malware, web filtering and content control, as well as data encryption, Pen testing and secure TFA (Two Factor Authentication) systems.



**W**e will monitor and maintain your security 24/7, ensuring your systems are up to date, vulnerable applications are patched and updates are applied. We will also train your staff on best practices where applicable, to reduce the risk of man-made breaches. Most security experts are in agreement that the question today is not IF you will get compromised, but when, and how badly. What matters then is your ability to recover, and **SME IT** will *show you the best way to control and reduce the probability of it happening*. To learn more about our Disaster Recovery and Cloud Backup solutions please see the Cloud Services section.

And what about threats emerging through new technology like the Internet of Things (IoT) – have you considered it? We have, and we will continue to keep abreast of new security technologies being developed to keep your future protected as well.



# CYBER ESSENTIALS

The Cyber Essentials scheme has been developed by Government and industry to fulfil two functions. It provides a clear statement of the basic controls all organisations should implement to mitigate the risk from common internet based threats, within the context of the Government's 10 Steps to Cyber Security.

Cyber Essentials concentrates on five key controls. These are:

- 1 Boundary firewalls and internet gateways
- 2 Secure configuration
- 3 Access control
- 4 Malware protection
- 5 Patch management

It also offers a mechanism for organisations to demonstrate to customers, investors, insurers and others that they have taken these essential precautions through the Assurance Framework. **SME IT** have adopted the scheme and can provide you with any documentation needed to demonstrate this to your partners.

For more information on the Cyber Essentials scheme please follow this link:

[www.smeit.co.uk/cyberessentialssummary](http://www.smeit.co.uk/cyberessentialssummary)

# CLOUD SERVICES

Simply put, cloud computing is computing based on the internet. Where in the past, companies would run applications or programs from software downloaded on a physical computer or server in their building, cloud computing allows you access to the same kinds of applications through the internet. Being “in the cloud” can help you avoid costly downtime and provides more flexibility. You want information and services in real-time, accessible from anywhere and on the devices you choose. In our personal lives we use cloud applications without even thinkin it – when

you update your Facebook, you're using cloud computing. Checking your bank balance on your phone? You're in the cloud again. In short, cloud is fast becoming the new normal, and it is quickly becoming an expectation that it will integrate into our professional lives as well.

According to Cloud Industry Forum, today over four in five UK organisations have formally adopted at least one Cloud service. This allows them to reduce their capital expenditure, improve the reliability of their IT and reduce the risk of data loss, as well as adding the flexibility to scale up and down as their business needs change. It is predicted that by 2020, half of SMBs will have moved all of their business systems to the cloud.

Typically, the first service a business will move to the cloud is email. Whether you want a more traditional hosted email service, or if you want to move to Microsoft® Office 365™, **SME IT** offers cloud services that will suit you, with the support built in. If you are ready to move more of your services to the cloud, like email archiving and encryption, or

cloud backup and disaster recovery, we've got a solution that will fit your needs. We will deal with the different cloud vendors so you don't have to, ensuring the services we use work well together.

# PUBLIC, PRIVATE OR HYBRID CLOUD

## – WHAT'S THE DIFFERENCE?

Public clouds are based on shared physical hardware which is owned and operated by third-party providers. Microsoft Azure is an example of a public cloud – you can use the cloud to spin up servers as and when needed, meaning that there are no hardware or maintenance costs incurred by your business.



A private cloud is a bespoke infrastructure purely dedicated to your business, hosted either on-site or at a service provider data centre. The private cloud delivers all the agility, scalability and efficiency of the public cloud, but in addition provides greater levels of control and security, making it ideal for larger businesses or those with strict data, regulation and governance obligations.

But to get the right cloud solution, you no longer need to choose between public or private - with the hybrid cloud you get the best of both. The hybrid cloud allows you to combine public cloud with private cloud or dedicated hosting and leverage the best of what each has to offer to build a solution perfectly matched to your business needs. Use the public cloud for non-sensitive operations, the private cloud for business critical operations and let **SME IT** manage it for you to achieve a highly flexible, highly agile and highly cost effective solution.

# BACKUP & DISASTER RECOVERY

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Disasters come in many forms and happen unexpectedly, which makes them difficult to plan for. Whether it's a natural disaster like a flood or an earthquake, or an online disaster like being hit by Ransomware, what matters is how quickly and efficiently you are able to recover and get back to business. According to PricewaterhouseCoopers, the average cost of a firm's worst security breach is rising significantly. For small businesses, the worst breaches cost between £65,000 and £115,000 on average. Can your business survive such a hit?

**SME IT** will work with you to identify your specific needs, identifying which functions are most important to keep running, how much downtime is acceptable, which data should be backed up, how often and to where (on- or off-site, private, public or hybrid cloud), and what is needed to recover the data and get it back up and running. Based on this we can help you design a disaster recovery plan for your business, which will get you back up and running in case the worst should happen to you.



# COMMUNICATIONS

Today, communication is the backbone of every business. You need a reliable way to communicate with your customers, and the communications sector has evolved from mainly a provider of voice services into an interconnected industry using terrestrial, satellite, and wireless transmission systems over the last 25 years. **SME IT** can help you sort through the maze and find the right solution for you.

We can provide any internet connection of your choosing, which also lays the base for your telephone systems – the single most important aspect of any business communications service is the ability to receive all your customer calls. Inbound services provide simple routing of calls to alternative numbers and voicemail, or if you need professional auto-attendants and call queuing systems we have a solution for you. We offer hosted PBX, VoIP and SIP trunking, ensuring your business continuity.

To explain the terminology simply:

**PBX** stands for **Private Branch Exchange**, which is a private telephone network used within a company, where the users of the PBX phone system share a number of outside lines for making external phone calls.

VoIP, or Voice over Internet Protocol, is a method for taking analog audio signals, like the kind you hear when you talk on the phone, and turning them into digital data that can be transmitted over the Internet.

SIP trunking is a direct connection between your organization and an IT Service Provider, that enables you to extend VoIP telephony beyond your organization's firewall without the need for an IP-PSTN gateway and can carry instant messages, multimedia conferences, user presence information, and other SIP-based, real-time communications services.



# PROFESSIONAL SERVICES

People working in professional services help their clients to manage and improve their business. For us at **SME IT** that means that we will support you in every aspect of your business, from building your environment from the bottom up through to passing any audits or compliances your vertical might be subjected to. Network performance can significantly impact your ability to be productive, to grow and to keep you customers happy. We will work together with you to assess your infrastructure, quickly identifying any issues that needs rectifying, areas where you can improve performance or save cost, how to get the most out of your existing investments, and how best to combine your current technology with new and emerging ones to support future business growth.



We help you design a business continuity plan so that unexpected disruptions to business don't have to mean losing your company. We assist with choosing the right IT hardware, and advise on the best route to take – be it investing in your own, leasing or virtualization. We install your hardware and software, implement, deploy, configure and test, ensuring the network is designed to be flexible and scalable, and that all systems are compatible. We train your staff where needed, and can supply IT guidance, experienced engineers and project management for any specific projects you undertake.

And if you're growing and moving to a new location, we will help you design your new environment for resource optimisation and support you through the move.



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