CTTS TECH TALK

YOUR TECHNOLOGY PARTNER

BETTER TOGETHER: WHY CO-MANAGED I.T. IS BEST FOR SMALL TO MEDIUM BUSINESSES

Business owners don't have to be stuck in an 'in-house v. outsourced IT' conundrum! The co-managed approach offers the best of both worlds - keeping core operations with internal staff while engaging external specialists for advanced tech management needs. This hybrid solution can benefit small and medium businesses that want access to specialized technical support without breaking their budget and/or sacrificing quality service.

This "best of both worlds" approach could help your business get the most out of an external IT service provider in order to address any technological deficiencies without having to invest a great deal into sourcing, training, and holding on to skilled personnel.

A hybrid solution can help your business bridge gaps in technology without taking on the cost and time commitments of full-time hiring. By giving you access to external IT service providers, you have a hands-off approach that allows for quick solutions at optimum value.

WHAT'S INSIDE THIS ISSUE:

Central Texas Technology Solutions

TECH NOTES FROM CTTS CEO, JOSH WILMOTH

In the past, businesses faced an ever-evolving and sophisticated threat of cyber attacks. They needed to stay protected but only sometimes had the expertise or resources. That's when Co-Managed IT providers stepped in to help.

At CTTS, we understand the importance of teamwork in protecting against cyber threats. That's why we offer Co-Managed IT services that provide businesses with access to a team of experts who specialize in cybersecurity.

Our team of highly skilled and experienced IT professionals is dedicated to helping businesses defend against the latest malware, phishing attacks, and other types of cyber attacks. We have experts in network security, cloud security, data privacy, and compliance who work together to ensure our clients are always one step ahead of the threats.

But it's about more than having access to experts. Our Co-Managed IT services are designed to provide businesses with more comprehensive support tailored to their specific needs and challenges.

We work closely with our clients to understand their unique requirements and provide solutions to meet them.

Our IT services include everything from setting up firewalls and antivirus software to monitoring networks and responding to security incidents.

The most significant advantage of partnering with us is the ability to work as a team. Cyber threats are complex, and no person or team can be expected to have all the answers.

By working together, we can leverage the strengths and expertise of both sides to better protect against cyber threats. At CTTS, we pride ourselves on being a trusted partner for businesses in need of cybersecurity support. We offer Co-Managed IT services to help businesses stay protected in today's ever-changing threat landscape. Whether you need help with cybersecurity planning, implementation, or incident response, our team of experts is here to support you at every step.

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Co-managed IT can be a misunderstood concept, making it difficult to make an informed decision. This blog seeks to dispel four common myths about this approach and help you make informed decisions with confidence.

MYTH 1: It is not affordable for small to medium biz.

Cost is always a major consideration when it comes to IT, but the misconception that co-managed services are prohibitively expensive simply isn't true. In fact, taking advantage of shared workloads can actually decrease total costs and help you avoid unexpected (and potentially costly) hiccups from your internal resources! Investing in quality comanagement puts money back into the business' pocket – something everyone could benefit from.

Co-managed IT is an often overlooked, yet cost-effective way of streamlining operations within your business; instead of relying entirely on costly internal resources and risking downtime due to technical difficulties or unexpected issues, co-management facilitates responsibility sharing between a service provider and inhouse teams. Thus allowing for consistent quality assurance at lower costs than the alternative.

THE TOP 4 MYTHS ABOUT CO-MANAGED I.T. BUSTED

Myth #2: The business isn't big enough to need comanaged IT.

Companies of all sizes can benefit from co-managed IT services. For those with smaller operations, outsourcing to experienced professionals may provide the critical support needed for successful business growth and stability.

With a small business, the complexity of managing IT can be overwhelming. However, outsourcing some functions to co-managed IT can provide cost and time savings that are worth considering for any organization's bottom line.

Contrary to popular belief, outsourced IT services offer profound benefits for businesses of all sizes. A comanaged service provider can tailor a package that meets the unique needs and objectives of your organization - critical in our increasingly digital world where even smaller enterprises are vulnerable to cyberattacks. Offering extensive security solutions, an expert IT partner is essential for business success across industries & scales.

Through co-managed service providers, businesses have access to security solutions and customer support that helps them meet their goals while minimizing threats from cyberattacks - something no enterprise is immune to!

Myth #3: An outsourced IT specialist is less vested in my business's success than my internal staff.

For businesses seeking lasting success, a comanaged IT service provider is key. Providers must be thoroughly vetted to ensure their commitment and alignment with business goals, but the internal team retains control of the relationship for maximum benefit. This model provides an external support system that works in tandem with your organization's existing capabilities – creating true synergies between both parties on route to realizing collective objectives.

A quality IT service provider contributes to the success of a business by acting as an extension of their internal team.

Through careful vetting, organizations can ensure this partnership is rooted in alignment with goals and objectives for maximum effectiveness. With such collaboration, businesses have greater control over both their relationship and outcomes for superior results.

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> *Despite misconceptions surrounding co-managed IT, it's a great solution which can propel your business to success.*

Myth #4: My internal IT staff will lose their jobs.

Co-managed services offer a unique path to success, combining the knowledge and expertise of an internal IT team with a specialized external provider for maximum impact. This model ensures existing resources remain fully utilized while offering staff members exciting opportunities to collaborate with seasoned industry professionals in pursuit of mutually beneficial objectives. As this approach doesn't involve layoffs or outsourcing, businesses get all the benefits without any negative consequences - just increased performance!

By leveraging co-managed services, you will be able to enhance your current technology capabilities while continuing to benefit from the expertise of internal IT staff. This collaborative approach allows both external and internal personnel to work together seamlessly with a shared mission: helping your business reach its objectives more effectively. No jobs are put at risk as employees have an opportunity for growth where they can leverage the skillsets of highly skilled professionals in order to optimize the success of their organization.

COMMUNITY UPDATES

PEOPLE, EVENTS & PLACES

LUNCH & LEARN: CTTS WOWS THE GEORGETOWN CHAMBER OF COMMERCE

Last month, CTTS had the pleasure of joining the Georgetown Chamber of Commerce for a Lunch and Learn event. Our very own Ken Partain took the stage and wowed the audience with his expert knowledge on internet safety. From common online scams to best practices for securing your network, Ken covered it all. Attendees left with valuable tips and actionable steps to keep their businesses and personal information safe in the digital age.

MEET THE NEW CTTS TEAM MEMBERS

We welcome new team members to our technical support team:

Danny Cruz
Matthew Gil
Evan Carter

To learn more about them check out our "Meet our Team" page at
https://www.cttsonline.com/about-us/our-team/