Thought **Leadership**

How Managed Services Helping Companies in New Normal

Managed Services: Exploring the New Normal

In today's complicated and evolving business landscape, process change may no longer be optional. It has become imperative for businesses to hold their competitive edge. Those who ignore this chance may find themselves at a loss compared to leading-edge firms. Companies seeking process change need a focused approach and methodology to shun unwanted losses of time and resources.

The COVID-19 pandemic has revolutionized the way organizations work and connect. With stay-at-home directions in force across multiple states and countries, businesses accustomed to face-to-face business and account management must adjust to weather this seismic transformation.

These experiences serve as a wake-up call. Companies not previously equipped for remote work are in severe trouble right now. Once viable COVID-19 remedies are found, and the world goes back to work, it will not be business as normal.

People often conflate managed services with conventional outsourcing, but the two are very distinct. Outsourcing is prevalent in BPO and KPO – commoditized services run by a third party and engaged only from a cost-saving aspect.

Managed services are a more advanced solution. And while, yes, cost-savings are a determinant, managed services go much farther. They focus on:

- Need for specific specialized skills
- Predicated on outcome-based results
- Reduce risk
- Incorporate a built-in transformational approach
- See vendors become real partners, not merely suppliers

Here is how Managed Services would help businesses beyond the crisis:

Virtual Workplaces

The way we operate will never be the same again. For organizations and IT leaders, the difficulty is finding ways to deliver real enterprise flexibility and create an impetus for moving forward.

Managed Services enables telecommuting solutions that elevate the employee experience and increases productivity, securely from anywhere.

Managed Services will provide enterprise-level digital workplace solutions that facilitate remote collaboration. It helps you scale broadly across teams while blending the technology, safety, and governance you require for success.

Enhanced Enterprise Mobility

Businesses have seen a spike in enterprise mobility, with companies worldwide focusing on business tactics and critical capabilities to adopt and utilize the bring your device.
Businesses look for MSPs to streamline smart devices' integration into an enterprise and create an environment that fosters staff empowerment. All this with functions that securely interact, build, and collaborate in a mobile working landscape.

Top managed service providers can anticipate a surge in demand for streamlined mobility services, which most likely drive operating these smart devices.

Web Hosting & Cloud Computing

MSPs can discover cosmic opportunities as more enterprises continue in their shift towards hosting and cloud services.

Users of these services, especially SaaS and application hosting services, will use a fair share of their funds on managed services since they bring excellent benefits for their companies.

Software providers looking to execute managed services can trust that they can tune their databases with routine and automatic upgrades across all hosting aspects. For a managed service provider, the change to these services turns to more lucrative opportunities.
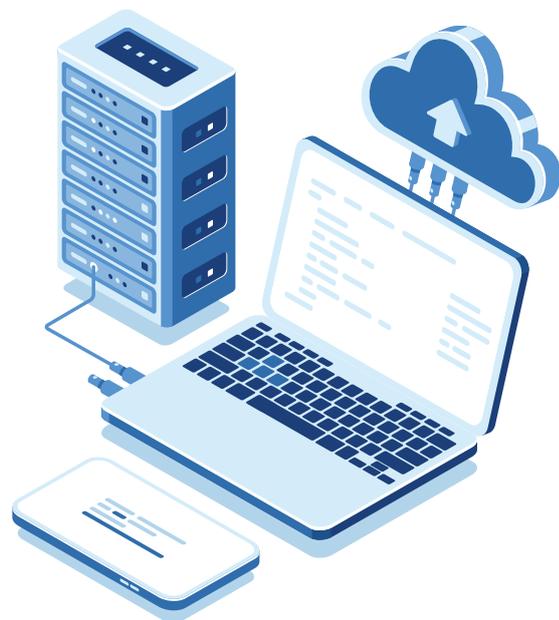
Rise of IoT

Businesses try to control the power of data to rake in more income, give enhanced customer experiences, and efficiently manage costs. However, plenty of companies still grapple with managing all the data they have in their hands, which is why they enlist the help of a managed service provider.

The increasing prevalence of IoT devices supplies establishments with more data to collect, potentially altering their decision-making.

As IoT devices become paramount in any business, companies search for an MSP tool to outsource data-linked services such as maintaining an ocean of data.
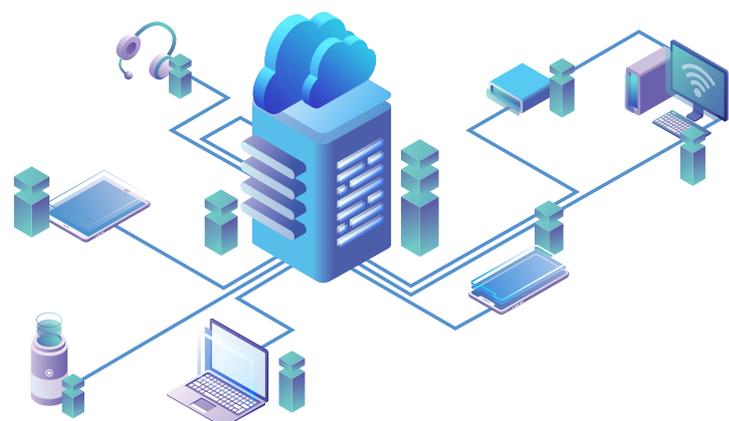
Privacy

Rules and regulations worldwide are focused on guarding the privacy of people online, like GDPA and CCPA.

More regulations will follow in different parts of the world, so there should be a high value placed in following these laws requiring compliance and entail penalties. With difficulties such as natural disasters, malware, and privacy limitations, managed services should equip themselves to stand up and address these barriers.

By catering to these issues, MSPs can set up a strong market differentiation, increase their presence in current accounts, and raise market shares.

Liability

Following many security breaches worldwide, leaders of organizations feel the flames coming from a position that tries to hold corporate executives and directors responsible for violations.

Business leaders worldwide are suffering enhanced inspection concerning cybersecurity, which has pushed them to turn to tools that enhance data security.

Managed services that handle cybersecurity are starting to increase their functions and features to remain compliant with the law while still giving their clients ideal services.

MSPs collude with the relevant vendors and place all necessary controls to protect themselves and their customers effectively.

Closing Thoughts!

Life is never tiring in the industry, particularly with the latest trends that you can observe in 2020, including those originating from the COVID-19 pandemic. Managed service providers need to pay close consideration to these emerging trends to ensure that they are not left behind and ignored by prospects and modern customers.

They must adjust to the new normal and ensure that they can deliver only the best for their customers while maintaining their enterprise as the landscape always and relentlessly unfolds.

For more information, contact@criticalriver.com

CRITICALRIVER

CriticalRiver is a trusted digital technology consulting company with a demonstrated track record of successful technology implementations in areas such as Digital Transformation, Digital Engagement, and Digital Engineering.

We implement and offer consulting services for CRM, Supply Chain, and Integration Solutions by leveraging our skills and capabilities in cutting-edge technologies. We help enterprises simplify, automate, improve, and enhance operations and processes to scale and grow.

We are also technology partners for Salesforce, Oracle, NetSuite for consulting, implementations, managed, and advisory services. Our highly experienced consultants are experts at understanding customers' needs and delivering strategic solutions that leverage the latest technologies and industry best practices.