

A smiling woman with long brown hair is seated at a desk, working on a laptop. She is wearing a dark green long-sleeved shirt. In the background, two other people are standing and looking at a computer monitor. The office has large windows, a desk lamp, and a small potted plant. A teal semi-transparent circle is overlaid on the left side of the image, containing the text.

A GUIDE TO TRANSFORMING YOUR SMB USING CLOUD BASED APPS

How to join the 80% of SMBs that say it works for them

By Managed IT Experts

The business of effectively managing IT has changed. And the Cloud is driving everything

As technology continues to advance, the way that SMBs choose to manage and develop their IT needs to evolve to keep pace. And the rise of the Cloud has simply accelerated the process - with **80% of SMBs reporting significant productivity benefits*** from adopting Cloud-based IT.

So what is the attraction of the Cloud? And how does it support not only your IT objectives but your business strategy too? The clues lie partly in the way that SMBs have managed IT in their recent past - as outlined below:

- **Break-fix & ad-hoc IT management** - for many businesses their journey starts on the basis of reacting to IT problems. Essentially fixing things "as and when" they break down - either by themselves or internally with the ad-hoc assistance of an IT company or contractor
- **Managed Service** - the problem with the "break-fix" model was that it was costly and time consuming to manage. Which meant many customers turned to IT support companies for a Managed IT service which included 24/4 remote monitoring of their PCs and networks in return for a fixed monthly fee
- **Era of the Cloud and business apps** - however while Managed Services is a highly efficient way to manage your IT, the downside is its focus on infrastructure support - and not your business needs. Which is where the Cloud comes in.

Now with the availability of credible, well supported business applications - across sales, marketing, finance and HR - more and more SMBs are realising that these type of solutions can provide real competitive business advantage.



The working landscape is shifting. And SMBs need to make work better. For everyone.

2x

Small companies **are twice as** likely to hire remote employees¹



Lack of tools and data mean salespeople **only sell 36.6%** of the time



52% of the global workforce works from home at least once per week¹



60% of employees say that mobile technology makes them more productive



6x as many small businesses agree that dynamic team structures will become the norm²



59% of Finance Directors would like better data to aid analysis and decision making

How we used the Cloud to unleash hidden potential in your business

Typically new customers talk to us about business impact, not technology - about the need to improve their business performance by better use of their IT through leveraging the Cloud. Not about PCs, servers and infrastructure.

The good news for you is - we think the same way - and we are ahead of you. And already building Cloud-based solutions for our own customers that are also available to help your business to:

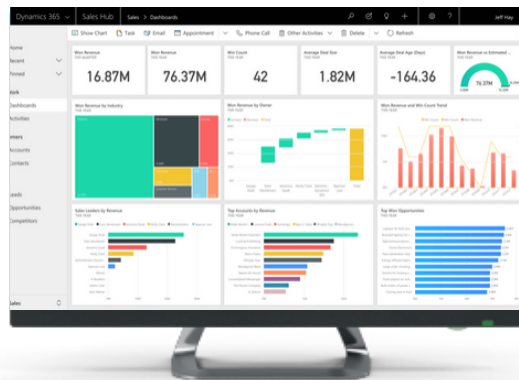
Get 360° business insight



Make data silos a thing of the past

- **Smash through data silos and focus firmly on the big picture**, using predictive insights to get a single, 360° business view
- Automated reporting and dynamic drill-downs help you **zero in on the information that really matters**
- Use data as a competitive business advantage – to **help you better understand your most profitable customers**

Grow your business



Find and close more deals. Faster than ever

- **Turn relationships into revenue** by fully aligning sales and marketing
- **Get real-time insight** to better understand customer needs, nurture more effectively - and win more business
- Use powerful AI and automation, and social data from LinkedIn, to **intelligently build a pipeline that is more likely to convert**

Automate to improve productivity



Get more done. More quickly

- Let your teams **take control of their workload and work smarter – not harder** by making disconnected systems history
- Get your business out of paper and spreadsheets and **give your teams the tools and capability to collaborate**
- All in a single solution that **integrates with best-in-class third party solutions** like Xero, Sage and many others

4 key reasons that Cloud-based apps are central to your business success

So what are the reasons that including Cloud-based apps in your IT strategy is so essential?

We think there are **4 key reasons** as follows:

- **Improving IT efficiency will only get you so far** - while looking at improving the way you manage your IT infrastructure is important it will only take you so far in terms impacting your underlying business. It's a consideration, but not the essential ingredient that is going to drive your growth
- **Cloud-based apps enable you to reinvent your business** - they enable you to take a "clean sheet of paper" approach to how IT can really improve business effectiveness. And because they remove much of the need to manage "on-premises" infrastructure, you avoid many of the legacy issues you might have experienced in the past
- **The cloud lets you scale in an incremental, cost-effective way** - when you hear of the potential upside of the Cloud you would be forgiven for thinking that it might be out of reach for you financially. But that simply isn't the case. The very nature and cost dynamic of the Cloud means that you can fully leverage Enterprise grade solution without Enterprise costs. Pay-as-you go. And at a pace to suit you.
- **It gets your business out of spreadsheets and paper, and gets your systems talking** - perhaps most importantly a Cloud based approach enables you to move away from the costly, time consuming and error prone model of multiple spreadsheets and silos of data that hold your business back on a daily basis.

Cloud integration gets different apps in different parts of the business - sales, marketing, finance, HR - all talking to each other and sharing the same data so you can make decisions accurately and quickly .



Here are just some of the business benefits you can expect by moving to the Cloud

Get back **33%** of each salesperson's time per week by **eliminating the need for time consuming data reconciliation and status meetings**

Source: Microsoft

59% of SMB using the Cloud report **significant productivity benefits** versus 30% for those not yet on the Cloud

Source: Techjury

94% of businesses report significant improvements in **online security** after moving their data to the cloud


Source: Salesforce

Small and medium businesses find it **40% more cost-effective** to employ third-party cloud platforms than maintaining an in-house system

Source: Multisoft

Avoid **tens of £1,000s of IT budget spend** by leveraging the pay as you go model for Cloud apps

Source: Microsoft

A group of four business professionals are gathered around a large table in a modern office. A woman with blonde hair is on the left, looking at a laptop. Next to her is a man with a beard and a blue striped shirt, also looking at the laptop. In the center, a man with short dark hair and a blue and white checkered shirt is looking at the laptop. On the right, a man with short brown hair and a blue button-down shirt is smiling and looking at the laptop. The table is covered with papers, a laptop, and some office supplies. Large windows in the background let in bright light.

"Managed IT Experts has managed to understand KDMs digital and IT needs and provide a service that I could not imagine was possible. "

Mark Jones, Director at KDM Shopfitting

Why leveraging the Cloud is a journey. Not a fixed-term project

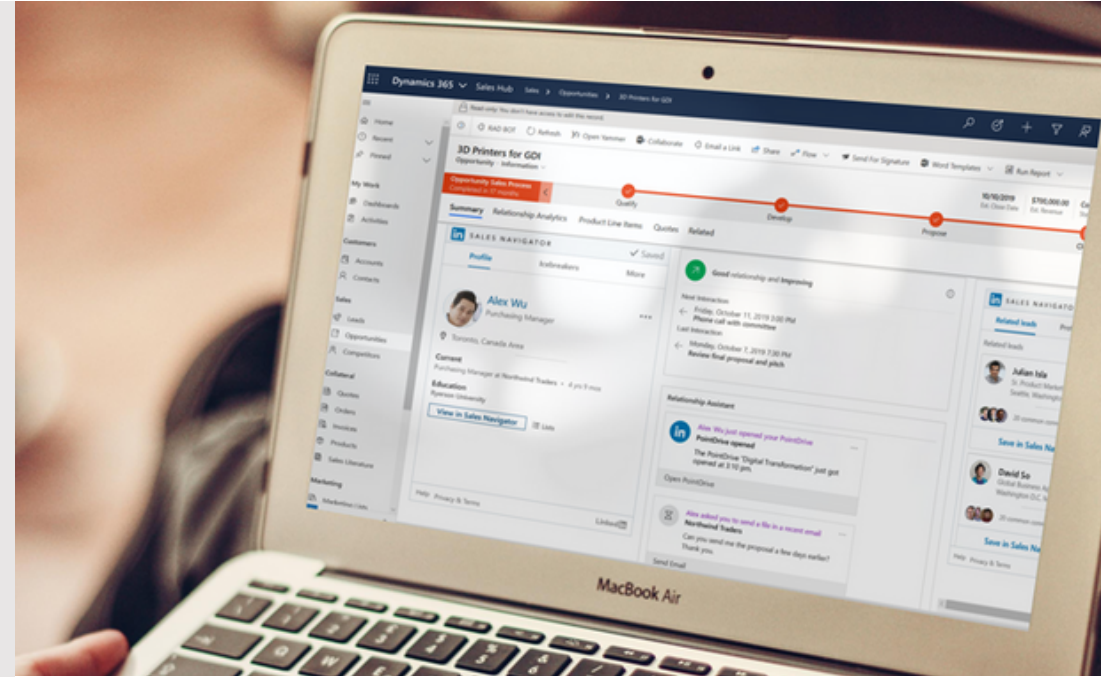
Business Example: Implementing Cloud-based CRM

Product focus - Microsoft Dynamics 365

Microsoft Dynamics 365 is a next generation CRM and ERM platform that is specifically designed to accelerate growth in SMBs.

When customers approach us to help them either get started with or improve their existing Dynamics 365 solution they typically have **a fixed cost, fixed time and heavily rigid project in mind**. That takes months to get off the ground and start delivering.

However, the **very nature of the Dynamics platform means it is possible to implement it in an entirely different way - as a flexible service**. Because the Cloud-based architecture removes the need for costly up-front infrastructure development it's possible to get your Dynamics project up and running right way. And build from there.



10 key reasons to take a flexible, ongoing approach to implementing Dynamics 365

- Get your Dynamics project **off and running quickly** without the restriction of fixed project requirements
- **Reduce the risk** of your implementation – flexible contracts enable you to scale up and down as required
- Take a flexible approach with **no additional charges for changes** as new requirements emerge
- **Leverage a lower cost of ownership model** that removes the typical "contingency margin" of fixed price projects
- **Remove the need for big initial capital outlays** and get ROI faster – with an incremental approach to automating your business
- **Dynamics 365 evolves daily** and you can enjoy the business benefit of them immediately as they are released
- **Reduce the need for training** as we work together, incrementally in a very close development process
- No hidden extras - **everything is built-in** from on-going business analysis to incremental implementation and ongoing advice on your roadmap
- Provides the opportunity to work in true partnership and **get your business to where it needs to be more quickly**
- **Feel the business benefit from Week 1**, without the need for extensive scoping and requirements definition

MICROSOFT DYNAMICS 365 - CASE STUDY

How Managed IT Experts helped Processplus leverage the business benefits of **Dynamics 365**

When Processplus first approached us they were keen initially to put in place a proactive approach to managing their IT - one which took account of the very specific ISO requirements in their industry.

However they were also keen to explore the business benefits of Cloud based business apps and Microsoft Dynamics 365 in particular. We sat down with them and created a cost-effective and incremental strategy that included:

- **Getting their existing IT infrastructure on a better footing** that included 24/7 monitoring and virtual IT support
- Carry out a **detailed audit of their business requirements** and creating the "base" for a successful move to the Cloud
- **A phased implementation of the Dynamics 365** which has been specifically designed to minimize disruption to the business and maximize the business upside for the customer.

[READ THE FULL CASE STUDY](#)



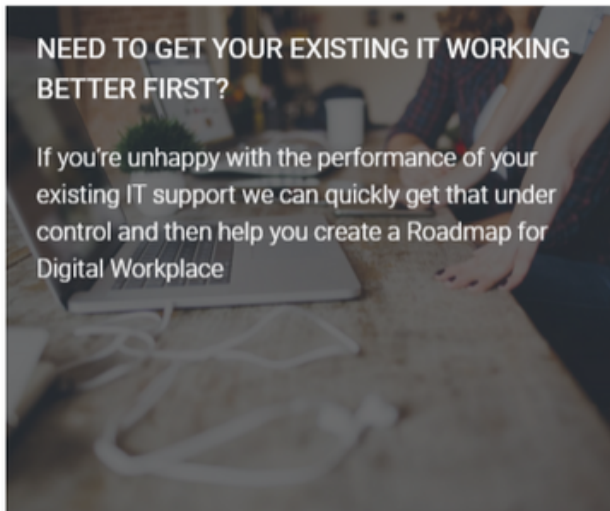
"We have engaged Managed IT Experts for support and development of our Microsoft Dynamics system.

They have an excellent knowledge of the product and its capabilities. "

Scott Sinclair, Managing Director

How can we help your business leverage the power of the Cloud?

That really depends on where you are starting from



Regardless of where you are in your IT journey, we can get you firmly on the road to leveraging the full value of the Cloud.

Managed IT Experts is a **Microsoft Silver Partner** with over 15 years experience of providing proactive IT and digital support to small and medium sized businesses.

Talk to us now. Call us on 01383 722 225 or email consultation@manageditexperts.co.uk



Silver
Microsoft Partner



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Business Centre. Dunfermline KY11 3BZ.