

The Ultimate Guide to Finding and Hiring a Superstar IT Provider for Your Business



PC SOLUTIONS

MANAGED IT SERVICES

Managed Service Provider
Clovis, CA

EBOOK

July 2022



Table of Contents

Chapter 1 / Introduction	3-4
Chapter 2 / Red Flags in the IT Industry	5-6
Chapter 3 / Choosing the Right IT Provider for Your Business	7-8
How to Interview an IT Provider	
The Proactive Approach	
Finding an IT Guy for Keeps	
Chapter 4 / Core Services Expected of an IT Provider	9-10
Chapter 5 / Monitor Business Performance	11-12
Quarterly Business Reviews	
Planning for Continued Growth	
Technology Business Consulting	
Chapter 6 / Communication	13-14
Phone Systems	
Chapter 7 / Finance Management	15-16
Business Budgeting	
Return on Investment	
Chapter 8 / Operations	17-18
Vendor Management	
Cloud Computing	
Chapter 9 / Security	19-20
Chapter 10 / Business Expansion	21-22
New Location	
New Employees	
New Equipment	
Chapter 11 / Conclusion	23

Chapter 1 / Introduction



Having the right technology is crucial to the success of any business. It is difficult, if not impossible, to operate a business successfully if you do not have access to the latest hi-tech tools and strategies that everyone else has. But then, what if you are not an IT expert? How can you keep up with these changes and keep your business

a strong contender in your industry? This piece of the puzzle is where Managed Service Providers come in.

There is absolutely nothing to worry about if you are not a technology expert. A lot of business owners are not tech-savvy at all. Many owners hardly know anything about IT. Yet some are still among the top businesses in their industry. The secret is to work closely with a competent IT provider that can take care of all your technology issues for your business. They will keep you updated with all the newest software and hardware and ensure that your business remains a competitive player as you move forward in this highly competitive digital era.

Let's say you know a thing or two about technology. Perhaps you even have a degree in Computer Science or took a couple of IT courses back in college. Do you still need to hire an IT provider for your company? Absolutely! Regardless of your level of technical proficiency and knowledge, you will gain untold benefits for your business if you have a dependable IT provider on your team.

It is critical to find the right IT solutions provider for your business, and that is what we will cover in this book. Let's begin by discussing the importance of technology for your business, regardless of which industry you are in. Then we will discuss the selection process, including the interview process and the red flags that you need to watch out for. This step is to help you avoid making the wrong choice.

We will also discuss the core business services that an IT solutions provider can offer you. You might be surprised by how these services can improve your operations and

Chapter 1 / Introduction

eventually generate more sales and revenue!

This book will not delve into the complexities of IT solutions and how to use them for your business. Instead, it will give you simple but effective guidelines on how to find a provider who can take care of all that for you. Why go through the trouble of navigating all the technical jargon when there are companies out there whose primary goal is to serve all your IT needs?

By the end of this book, you will know what to look for in an IT provider, and you can begin your search for that ultimate partner that will help take your business to new levels of success.

Book a Consultation >

Chapter 2 / Red Flags in the IT Industry



Before you begin searching for the best IT solutions provider for your business, realize that it will not be an easy process. There are dozens of things that could go wrong if you are lax in making your selection or are not fully informed about the IT industry.

With that said, there is no need to be apprehensive. All you have to do is get familiar with the top

red flags in the industry, so you will know if the provider you are considering is worth your while. Here are the most crucial red flags to watch out for.

Red Flag #1 - Getting Nickel and Dimed

This trap is the practice of charging unsuspecting businesses small amounts for services they do not need. Unfortunately, this is a practice that has become quite rampant in the IT industry. You can avoid this by being aware of the IT requirements of your business and making sure you don't pay extra for unnecessary services.

Red Flag #2 - Poor Communication

We expect IT professionals to keep their clients in the loop by giving constant updates and listening to what the client needs. If a potential IT provider does not meet this basic level of communication, there is no reason you should hire them as your Managed Service Provider.

Red Flag #3 - Inconsistent Business Reviews

Some say that reviews are not important because someone can easily fake them with digital magic. But you can gauge a company's performance by the consistency of the reviews that their past clients have left for them. We're not saying that a couple of bad reviews should immediately dissuade you from hiring a suitable provider. But if their performance reviews are all over the place

Chapter 2 / Red Flags in the IT Industry

and do not show any consistency, it can reflect their unreliability.



Red Flag #4 - Slow Response

Businesses cannot afford to have extensive downtime. An IT provider that takes forever to respond can cost you considerable income and even cause you to lose customers. Some IT providers think it's okay to make clients wait, and that is never okay. Choose a provider that will give you the quality IT solutions you need within your deadline.



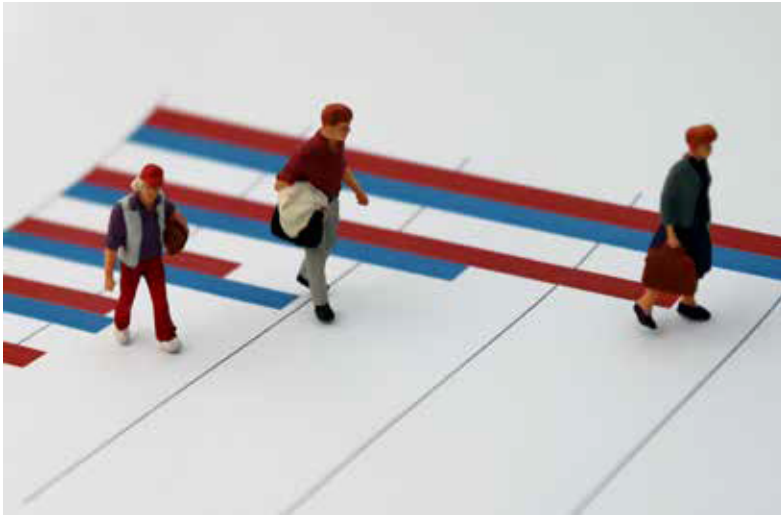
Red Flag #5 - Lack of Attention to Cybersecurity Insurance

As businesses get more digitized, cyber attacks are becoming increasingly serious. Because of this, any IT provider that knows what they are doing should make it a priority to help their clients with cybersecurity insurance, from the application process to getting adequate coverage.

There are a few other things to look for when searching for a reliable IT solutions provider. However, these Five signs are the most important by far, so you should check for them during your selection process.

Book a Consultation >

Chapter 3 / Choosing the Right IT Provider for Your Business



Considering the importance of IT in running a business, you need to have a competent IT provider who can give you the technology solutions that your business needs. The next question is, where can you find such a provider?

Different Ways to Get IT Support

There are a few ways you can have your business fitted with

the most suitable IT solutions for all your different operations.

Hiring a Permanent IT Guy

Some companies choose to have an in-house IT professional as part of their regular payroll to handle all technology issues for their business. This fix might work for some, but a problem with this method is that you pay that employee regularly, even on the days when you don't have any IT issues. Also, if your IT guy cannot take care of the problem at hand, you will still have to hire someone else, which will cost you extra.

Break-Fix System

To avoid the waste of payroll resources, many business owners only hire an IT professional as needed. This short-term fix is more economical, but what if your system fails during peak business hours and you can't find anyone to hire for help? This mistake would be very costly, not to mention stressful.

Managed Service Providers

Many business owners agree that working with a managed service provider, or MSP, is the most practical solution to your IT needs. With an MSP, you have access to a broad range of services at a very affordable cost, and they are usually available 24/7.

Interviewing a Potential IT Provider

The interview process is when you can determine the viability of a potential provider

Chapter 3 / Choosing the Right IT Provider for Your Business

for your business. As much as possible, you should conduct the interview yourself instead of delegating the task to one of your managers or department heads. The IT provider will be responsible for a significant portion of your business operations, so you should get to know your candidates before hiring anyone.

Ask them what they can do for your business through administrative procedures, network upkeep, disaster recovery, security, technical support, and cybersecurity insurance. If they have specific services that are highly relevant to your business operations, ask them to give you a few examples.

Of course, you should also try to get a vibe of how well they will perform the non-technical aspects like communication, commitment, diligence, and everything else important to you.

Proactive Approach

There are two ways to address IT issues in the workplace. You can either be proactive or reactive. Most people, even some IT professionals, take the reactive approach. This approach means they only act on an issue when it becomes problematic. The proactive approach means that you can prepare for the problem before it manifests itself by having an efficient solution in place to fix it.

No matter what kind of IT support you choose, make sure that they use a proactive approach to problem-solving. This plan ensures that your business doesn't get left behind in the technology race.

No Need to Keep Firing Your IT Guys

It is common to hear about companies frequently getting rid of their IT guy and trying to hire a new and better one. This process has become quite the norm, but you don't have to go down this path. It disrupts your business when you have to keep working with a new person every so often. It can also be costly and troublesome.

When you hire an MSP instead of an individual, and are vigilant and meticulous in your selection, it is possible to find that perfect IT support for your business.

Book a Consultation >

Chapter 4 / Core Services Expected of an IT Provider



Top-quality IT providers can handle the technical tasks for your business. They will create IT solutions to make your business operations faster, more efficient, and more profitable. They can also take care of all your software and hardware updates so that you and your employees can focus on actually running the business.

Monitoring Business Performance

Many companies rely heavily on the services of an IT provider to ensure that they align their business performance with corporate goals and meet the requirements of their clients. This step is especially true for businesses that comprise several departments or branches and have many clients.

Take Quarterly Business Reviews, or QBRs, for instance. You can rely on your IT provider for these crucial evaluations that will give you an impartial and accurate assessment of your business's performance during the last three months. They can also help you craft a well-structured and customized business plan to ensure continued growth and success.

Communication

Ensuring clear, accurate, and constant communication within the different divisions of your company and with external entities is perfectly possible with the state-of-the-art technology that you can access through your IT provider. From phone systems to high-speed internet networks, these are services you can choose from a reputable IT provider.

Finance Management

Naturally, earning profits is one of the primary objectives of any business. To maximize your revenue and manage your finances more efficiently, you will find

Chapter 4 / Core Services Expected of an IT Provider

several IT tools that are helpful to you. Of course, your IT provider can give you access to these tools and technology. Whether you need help managing your budget or creating strategies to increase your return on investment, IT providers are a valuable resource to you.

Operations

Even in areas of your business that do not appear to be directly reliant on technology, an IT provider can offer many viable solutions to improve the state of your operating environment. For example, if your business has several outlets or spans multiple locations, coordination between these locations is helpful to ensure the smooth flow of your operations. The same is true if you work with several vendors. An IT company can give you several solutions to keep things simple.

Security

Every day, your business exposes itself to many security threats, both online and offline. You feel safe because you use your security software to guard your data. However, nothing beats professional security systems and strategies installed by a trustworthy and vigilant IT provider.

In the following chapters of this e-book, we will talk about these IT services in greater detail.

[Book a Consultation >](#)

Chapter 5 / Monitoring Business Performance



When a business does well, it doesn't mean that it will do well all the time. You have achieved one of your short-term goals and did so magnificently. You can take some time to celebrate your success but what you should never do is rest on your laurels. The ultimate success of your business depends on continuous work and the maintenance of

excellent performance at all times.

A good IT provider has an arsenal of monitoring solutions to keep your business on the path to success. Here are some business procedures that you should ask your provider about.

Quarterly Business Reviews

The QBR is a thorough assessment that an IT company delivers of how your business has performed in the previous three months. These reviews are based on your business goals for that quarter. A QBR can include many reports, but the standard formats should include:

- A review of the goals you have achieved for the quarter
- A detailed evaluation of the various elements of your business, such as hardware, security, inventory, cloud services, and others
- A list of the areas in which your business has excelled
- A presentation of the strategic challenges that need improvement for subsequent periods

A well-prepared and accurately analyzed QBR is a precious business tool that can lead to the long-term success of your business.

Chapter 5 / Monitoring Business Performance

Business Planning for Continued Growth

Technology plays a crucial role when planning your business strategies for growth and development. In your search for the right IT provider, consider their technical know-how and ability to apply these technologies for business growth.

Running your business is easier when you work with an IT provider that knows how to correlate business with technology through strategic planning.

- Protection from software licensing liabilities
- Set up a budget in sync with your resources and sales objectives
- Efficient change management
- Staying updated with infrastructure developments
- Monitoring the performance of your business at all stages of growth is crucial

Technology Business Consulting

To maintain excellent business performance, you need to stay on top of technology and one step ahead of the competition. The technology business consulting services offered by MSPs will be helpful to you. This benefit is especially true if you are not that technologically proficient, which is the case for most business owners.

By consulting with your IT provider regarding the technology needs of your business, you can keep your company up-to-date. Not only that; technology business consulting can also give your business these advantages:

- Cost-effective full-service technology solution
- Systems updated with the latest technology
- Automation of most business processes
- Close monitoring of your business performance

Book a Consultation >

Chapter 6 / Communication



Since the earliest days of doing business, proper communication has always been an indispensable element in ensuring that the business thrives. Even your basic buying and selling requires accurate communication to close transactions that will be satisfactory for everyone involved.

We have a wide range of modern technological solutions to take business communication to a whole new level. We've come a long way from the primitive days of communication when all we had was postal mail and landlines.

The innovative communication technology available makes it easier for your business to flourish. However, you first need to partner with the right IT provider to link you up with all the communication tools and strategies you require for your venture.

Business Phone Systems

With smartphones and mobile data and their prevalent use for business, some business owners think it unnecessary to install a business phone system in the workplace. So when looking for an IT provider, many of them don't even think of asking about the different phone systems available currently. This thought is, of course, a grave mistake.

There are several reasons why having a proper business phone system is very important. Of course, it comes with the basic features of a standard phone that will let everyone in your workplace communicate with each other and with external entities. But other than that, here are some other reasons you should ask your IT provider for a business phone system.

Integration of Multiple Phone Functions

Call functions like forwarding, call logging, and call screening are no longer new to phone communication. People have been using these functions for decades. But

Chapter 6 / Communication

modern business phone systems come with features that can enhance your business performance, like integrating with digital tools such as Microsoft Outlook or Google Apps.

Cost Efficiency

It is surprising for many business owners to find out that a complete business phone system costs far less than they expected. If you ask your IT provider, they can likely offer you a cost-efficient package for their phone systems that includes everything, from installation to maintenance and repairs.

Scalability

The business phone systems that a professional provider can set up for you are scalable. They can grow as your business grows. They can also be downsized if you no longer require some units or features.

How an IT Provider Improves Your Communication System

Other than making your business communication fast, easy, and simple, your provider can also include several other benefits for your business and your employees as well. For example, they can assure privacy in the workplace even while you are using the communication lines all day. With a secure system in place, you can separate business communication from personal communication.

Business data is also much more secure with a professional phone system. With the separation of personal calls from business correspondence, it is easier to keep your business data protected from prying eyes.

One obvious benefit of having a professional phone system is that you are more accessible to your clients and business partners. If they have concerns or inquiries about your products or services, they can call you anytime, even on your days off or in the middle of the night. There's no more waiting for regular business hours. Then you can get back to them when you get back to the office. This way, you reduce the risk of losing clients and potential sales just because they can't get a hold of you.

Book a Consultation >

Chapter 7 / Finance Management



The methods for managing the financial aspect of your business have evolved a lot over the years. There used to be a time when someone completed most tasks manually, but these days, IT solutions for financial management are plentiful. When looking for an IT provider, look at the financial-related services they will offer you. These will be

very helpful in running your business and even increasing your profits.

Business Budgeting

When preparing the budget for your business, there are multiple factors that you have to take into consideration. Of course, you want to keep the expenditures down to what is necessary for the business. No business owner wants to spend extra on unnecessary costs, but unfortunately, this is very common. What's worse is that the business owner usually doesn't even know about it.

A good IT provider can give you innovative solutions as protection from incurring these needless expenses. For example, we can offer you a nifty tool called the "business hidden expense calculator." It is a simple tool that can analyze your spending and pinpoint the areas where you are paying for extra charges that you don't use.

Even if you have a tight budget and think you are already economical with your expenses, it may surprise you at the number of hidden costs some vendors will charge you. These hidden expenses appear mostly in loan interests, employee benefits, legal fees, and taxes.

By choosing an IT provider who can address these issues, you can save a lot of money for your business and redirect your funds towards more viable investments.

Chapter 7 / Finance Management

Return on Investment

Another crucial area where an IT provider could assist with financial management is keeping track of your business ROI. Maintaining a good ROI shows positive business performance. In addition, it can also improve your total cost of ownership for your various assets and provides more access to relevant resources for your business. A good business ROI also translates to better job security for your employees. It also gives you a competitive advantage over your competitors.

The right MSP will help you create workable strategies for the continued improvement of your return on investment. They can offer creative solutions for using technology to further your ROI and keep you on the path toward financial growth.

Book a Consultation >

Chapter 8 / Operations



Maintaining a well-organized, efficient, and productive operating environment is one of the main requirements for any business to succeed. It provides a sense of structure and keeps you on track toward achieving your corporate goals.

A lot of business owners underestimate the challenges involved in regular business

operations. They assume that if everyone does their part, everything will flow smoothly. This idea makes sense, but then what if something goes wrong? Whose responsibility will it be to fix up the mess? Everyone has their particular job to take care of, and no one is assigned to maintain the overall operating environment. That is another job that an IT provider can do, and the best ones can do it very well.

Coordination Between Multiple Locations

If your business involves multiple locations, like branch offices and retail outlets, you need an automated system that efficiently coordinates the operations between these locations. This system is one of the IT solutions that a reliable provider can easily create for you.

Adequate Bandwidth

The smooth flow of business operations relies on having adequate bandwidth that can handle heavy loads at world-class speeds. With all the technology available today, delays and downtime should be a thing of the past. You should pick an IT solutions provider with extensive access to this kind of technology to help you recover quickly should your system experience any problems.

Vendor Management

When you work with multiple vendors, keeping track of all transactions manually is tedious and prone to error. Many IT providers offer excellent vendor management

Chapter 8 / Operations

solutions that you can use to make the task a lot easier and faster.

Even in areas where your business operations have nothing to do directly with technology, an IT provider can craft innovative solutions to make your work easier. Ask your prospective providers about such services because they will be a plus for them when you make your selection.

Cloud Computing

One of the most popular ways to improve your operating environment is to migrate many procedures onto the cloud. Cloud-based services can save companies a massive amount of money and resources while creating a more centralized system ideal for large or multi-location businesses.

Book a Consultation >

Chapter 9 / Security



Security is, without doubt, one of the most important areas that businesses should address today. Online threats are now very rampant. They come from all directions, sometimes from sources that you least expect. The best way to keep your business, your employees, and yourself highly protected is to choose an IT provider that can

give you the most advanced security solutions available.

Multiple Lines of Defense

Installing an antivirus program is easy, and it is something that anyone can do. But while it gives you some protection from basic threats, it is but a sliver of defense compared to what you can get from the full-scale security solutions that a professional IT provider can set up for your network. These innovative systems can give you multiple lines of defense and protect you from all angles for better security.

Employee Protection

It is not just your business that is protected by a trusted corporate security solution. Your employees as individuals also enjoy a high level of protection every time they use the company's network. From viruses that try to make their way in through email attachments to more aggressive threats, like identity theft, a highly defensive security solution keeps all these kinds of online threats at bay.

Increased Productivity

Without having to worry about security breaches and all kinds of cybercrimes looming around the corner, you and your employees can focus on the task at hand, which is running the core processes of the business. This security equates to increased productivity and less wastage of resources.

Chapter 9 / Security

A fully competent IT solutions provider can give you the assurance that you can only get from knowing that you have a dependable and steadfast security solution protecting your business.

Book a Consultation >

Chapter 10 / Business Expansion



Let us now talk about the point where you plan to expand your business. Perhaps you are still in the early stages, but there will be a time when you have saturated your market and will look for ways to branch out and further increase your revenue. This growth is a crucial period where you will benefit from some efficient and strategic IT solutions.

New Location

Opening a new outlet or branch is both exciting and challenging. This move will make your business more accessible to new potential customers and improve your inventory turnover. You will also have to find local suppliers and engage in new marketing strategies to attract the local market.

New Employees

Hiring new people into your company can be a meticulous process, which is only fitting if you want to get the most suitable people for your open positions. However, you also don't want to spend an unnecessarily long time in the hiring process when you can complete it with some creative IT solutions.

New Equipment

Business equipment doesn't need to get old or damaged before you have it replaced. As your business grows, you will need more advanced hardware to keep up with the changing demands of your market. It's no secret that purchasing such equipment can be heavy on the budget. But if you work with an IT provider, they can help you acquire the latest hardware models without breaking the bank. They will also automatically upgrade your equipment if you wish, so that you won't need to be bothered every time a new model comes out.

Chapter 10 / Business Expansion

Having the latest technology puts your business at a great advantage because it will reduce downtime, improve security, and enhance overall performance, among many other benefits. From purchasing new POS machines to maintaining your company servers, an IT provider should be able to take care of all this.

If you feel that business expansion is the way to go, but you are hesitant because of all the changes it entails, you can put your worries to rest if you have a trustworthy IT provider on your team.

Book a Consultation >

Chapter 11 / Conclusion



If you have never worked with an IT solutions provider before, the topics we discussed in this book will hopefully have opened your eyes to the many benefits that you can enjoy if you hire one for your business. Perhaps you were one of the many business owners who used to think that hiring an IT provider was a waste of precious resources. With our

discussions, we hope to have changed your mind.

We have listed many kinds of services that an IT solutions provider can do for your business, but there are also many others that we have not mentioned. Many MSPs will provide customized IT solutions to even the most specific and unique issues you might have in your business.

We recommend you hunt for that superstar provider as soon as possible. The tips that we have mentioned will help, so follow them! You will spend some time and money, but we guarantee that this will be one of the most worthwhile investments you will ever make.

[Book a Consultation >](#)

The Ultimate Guide to Finding and Hiring a Superstar IT Solutions Provider for Your Business



PC SOLUTIONS
MANAGED IT SERVICES

[Book a Consultation and Get Free Resources >](#)

Managed Service Provider | Clovis, CA | Call: (559) 825-3200