

Smarter
technology
for all

Lenovo



The Business Case for Managed Services

Increase your productivity, collaboration,
and security with Lenovo Managed Services.



OVERVIEW

In today's modern business landscape, Small and Medium Sized Business (SMB) Owners and Decision Makers juggle a multitude of daily priorities and demands. And, regardless of size, whether they're a twenty-person shop or a five-hundred-person organization, they all rely on technology. Even the smallest business can have complex technology needs that are critical to the business.

Technology plays a key strategic role for SMBs, helping to streamline processes, improve employee efficiency and productivity, and facilitate seamless collaboration, all in a secure environment designed to protect both your business and customer data. However, the technology we use comes with its own set of challenges.

When technology is humming and software is functioning flawlessly, it's easy for your team to go about their daily operations, collaborating with ease, all in a secure environment. But, when apps need managing, resources run tight, or a malfunction surfaces, productivity—and work as a whole—can slow or even cease.

That's where Managed Services can help. In the past, SMBs had two options when it came to managing IT: hiring your own, internal team, or outsourcing your entire IT infrastructure to a third-party company. With Managed Services, SMBs no longer have to choose between these two options. Managed IT services offer SMBs the best of both worlds by forming a hybrid approach that utilizes internal IT staff while augmenting your IT team through third-party support.

Defined as specialized IT-related services and support delivered according to a clearly described service-level agreement over a fixed period of time for a low and predictable cost, Managed Services provide SMB technology decision makers with increased control through the ability to decide which services will be managed by an external IT partner and which will be kept in house.

This whitepaper will explore Managed Services, the value they can provide to SMBs, and how a trusted partner, like Lenovo, can provide small and medium businesses with increased productivity, seamless collaboration, and trusted security.



CLOUD MANAGEMENT MADE SIMPLE

Before we take a deeper look at how Managed Services can help SMBs, we have to start with what Managed Services help to manage—the Cloud. At its most simple, the Cloud refers to software and services that run on the Internet, opposed to on your local machines. But what constitutes cloud services? The Cloud is comprised of a wide range of services, some of which your business may already be using, including the likes of Microsoft365 and paid IT support services.



1 out of 4 SMB owners or managers saw faster growth using cloud tools than non-cloud using counterparts¹

At its core, cloud technology provides businesses of all sizes with the ability to offer users infinite resources that can be turned on and off as required. This stands in stark contrast to the traditional technology purchasing model, where a business must purchase a fixed asset that performs to a fixed capacity. This flexibility, the ability to use services as needed, and the opportunity to scale services alongside the business as it grows, are all huge benefits of the cloud, and one of many reasons why more and more SMBs are migrating their technology resources to cloud-based environments.

But having cloud resources means having to manage them, and just because the tool itself is outsourced, doesn't always mean the support and management are. By working with a Managed Solutions Provider (MSP), you can outsource your cloud management to a third party, giving your IT team extra support, and your business an easier and more streamlined way to manage digital resources, troubleshoot critical errors, monitor security, and keep track of billing.

¹ Deloitte and Google, "Small business, big technology. How the Cloud enables rapid growth in SMBs."

² ComScore and Microsoft. "Small/Medium Business (SMB) Cloud Study: Summary of U.S. Study Results."

A HISTORY OF INNOVATION

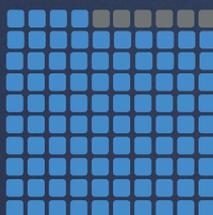
From engineering the first personal computer to leading the world as the number #1 PC provider, Lenovo has always been dedicated to helping lead the revolution in advanced technology. And that revolution goes far beyond devices by offering services designed to help move the world of business forward. Today's Small and Medium Businesses demand a dynamic and efficient IT infrastructure, and Lenovo Managed Services is here to help. That's why we've invested in creating solutions tailor-made for Small and Medium sized businesses, solutions customized with your specific needs in mind.

A trusted partner can deliver real, essential services that can reduce costs and improve performance, collaboration, and security, all while reducing the burden on IT staff.

Lenovo Managed Services was engineered to provide a set of real IT services designed to address real IT problems. Time-saving productivity services, services to streamline collaboration tools, and services built to monitor and prevent security threats in real-time. Lenovo Managed Services was designed to offer SMBs the benefits of having an MSP on their side, all backed by a storied history of global technology innovation. To put it in its simplest terms, Lenovo Managed Services was designed to help Small and Medium sized businesses make the most of your Microsoft tools by delivering real solutions for everyday challenges and technology needs. And, by working with a singular partner, you can streamline your IT vendors, your management, and your billing. We designed our solution to provide you with more of what you need and less of what you don't—more simplicity, more services, and more solutions, with fewer complications, security flaws, and downtime.



82% of **SMBs** reported **reduced costs** as a result of utilizing a singular cloud tech provider²



94% of **SMBs** report security benefits when moving to the Cloud managed by an MSP²



56% of **SMBs** list **increased efficiency and productivity** as the number one reason to work with an Managed Service Provider³

² ComScore and Microsoft. "Small/Medium Business (SMB) Cloud Study: Summary of U.S. Study Results."

³ SecurityRI. "Managed IT Services + Your Business = Success, Peace of Mind, Security, Cost Savings, and Compliance."

REAL SERVICES FOR REAL IT PROBLEMS

So, what is Lenovo Managed Services (LMS) designed to do? LMS was designed to help you, your IT department, and your entire team address day-to-day and business critical challenges by offering real services that solve for the IT challenges SMBs commonly face.

SOLVING FOR THE CHALLENGES THAT KEEP YOU UP AT NIGHT

Perfecting Productivity:

Each year, SMBs experience nearly 545 hours of lost staff productivity due to IT outages, with employees spending nearly 30 minutes a week troubleshooting PC issues.⁴ Productivity and employee engagement are essential for any business. And PC, software, and app downtime don't only bog down IT teams with service tickets, they take your most important people away from their most important tasks. With a Managed Services Provider you can free up your IT team by outsourcing the support for your Microsoft 365 cloud-based apps, while also knowing that your MSP services team is monitoring your device fleet to help avoid downtime and to quickly resolve issues when they arise. But your IT team won't be the only one to reap the reward. By avoiding critical hardware and software issues, your entire team can stay focused on their tasks, instead of having to pivot to handle technology disruptions.



⁴ Small Biz Trends. "The Cost of a Tech Fail for Small Business."

THE BUSINESS CASE FOR MANAGED SERVICES

Working Better Together

A core component of any successful business? Collaboration. Without communication, both teams and businesses simply fall apart. And in today's business world, with remote workers, telecommuting, and a global economy, collaboration has to be able to happen anytime, anywhere. In fact, Deloitte found that collaboration is worth an annual \$46 billion based on the time it saves, the quality improvements it makes to work, and how it minimizes distractions. No wonder 75% of managers and employees say that collaboration is critical to their organization's business success.⁵ Working with an MSP can help to improve your organization's communication by effectively managing your business's collaboration tools. By utilizing a cloud collaboration system, such as Microsoft Teams, employees can communicate in a secure, consolidated environment. And, by having an MSP to manage, monitor, and integrate these systems and platforms, your entire organization can stay connected day or night.

Securing Your Business & Your Data

Security is a critical component of any business. And SMBs know this better than most, with nearly half of all cyberattacks targeted at SMBs, leaving 88% of SMB decision makers feeling vulnerable.⁶ By working with an MSP your business is protected at all hours. With an MSP, instead of having to wait for business hours to address critical concerns, your business and your data receives around the clock security. With real-time protection, resolution, and information and data loss prevention, you can focus on transforming your business, instead of worrying about a breach. Plus, with the ability to remotely manage your entire device fleet, an MSP can pro-actively monitor security situations, instead of only responding once a critical security event arises.

Built to Fit Your Business

Of course, every business is different, with different needs and different challenges. That's why Lenovo's Managed Services offering was designed with two varying levels of service, allowing you to choose the level of management your business needs.

Lenovo



⁵ Deloitte. "Deloitte Access Economics, The Collaborative Economy."
⁶ Small Biz Trends. "Small Business Cyber Attack Statistics."

MAXIMIZING YOUR RESOURCES

For many Small Businesses, a one-man IT team or a business owner pulling double duty is often the norm. And that means managing multiple users, Microsoft 365 accounts, and various other IT needs that can stretch the IT support you do have increasingly thin. Plus, balancing the demands of a business's IT needs leaves little room for large infrastructure changes, or the ability to support a business as it grows, bringing on additional IT demands. By working with an MSP, like Lenovo Managed Services, SMBs can expand their IT team, gaining much needed support, increasing their own, and their entire team's productivity, collaboration, and security. By offloading the troubleshooting, onboarding, and day-to-day app management, we can help your team stay focused, while collaborating in a secure and seamless environment.

Microsoft, Managed

CSP Managed Services from Lenovo is an ideal service for businesses who need support when it comes to managing their suite of Microsoft 365 tools. With CSP Managed Services, you can rest assured, knowing that when something breaks, we'll be here to fix it. Instead of depending solely on internal IT, or reaching out to a third-party when something breaks, with CSP Managed Services, we'll work to keep you and your apps up and running twenty-four hours a day, three-hundred-and-sixty-five days a year—because our team doesn't do downtime.

THE CSP MANAGED SOLUTIONS OFFERING



License Management

- Add or remove users
- Assign user accounts to available licenses



Microsoft Tenant Onboarding

- Automated or assisted on microsoft.com domain assignment
- Help customers add their own domain via the Microsoft Online Portal



Issue Resolution

- 24x7 Level 1 support via Phone / Email / Chat
- Priority resolution for email access, Teams, OneDrive, and other applications



Microsoft Cloud Migration

- Configure Exchange Online and migrate customer mailbox
- Migrate customer files and folders to OneDrive or SharePoint



Application Configuration

- Configure Outlook Email client for users
- Configure Teams application for chat & calling features



AN EXTRA LEVEL OF SUPPORT

The scale of a business doesn't always determine the level of support it necessitates. While some organizations may only need help managing their cloud-based tools, others simply need more. Take, for example, a Medium Sized Business, where IT is typically staffed with one IT provider for every twenty-five employees.⁷ With vast amounts of users, that means vast amounts of Microsoft 365 accounts, permissions, and devices—all of which need management. A robust MSP partner can provide even more layers of management, going beyond support for cloud tools, and offering a full scope of endpoint management, security management, and hardware break-fix support, all critical components that affect an organization's productivity, collaboration ability, and security.

From Endpoint to Endpoint

While our CSP Managed Services will help keep your Microsoft 365 apps running smoothly and your IT team free to focus on the bigger picture, Endpoint Managed Services offers your business even more. With Endpoint Managed Services, you'll experience even deeper levels of hands on management with insurance from business-critical issues, not to mention predictable spending and lower IT costs through the use of a singular monthly bill for items ranging from device hardware to data backup and security tools. Endpoint Managed Services also provides you with a Customer Success Manager, your go-to resource for answers to questions you need most, from hosting monthly reviews on the state of your IT fleet to proactively resolving IT issues that could slow you down.

THE ENDPOINT MANAGED SOLUTIONS OFFERING



All CSP Managed Services

- Our full suite of CSP management tools



Software Management

- Software distribution and controls across all devices managed in the fleet



Asset Management

- Add / remove users or devices
- Track assets by user types and location
- Remote wipe and restore devices



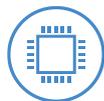
Customer Success Manager

- Monthly customer business review engagement
- Help customers with advice / training on security prevention and productivity improvement



Endpoint 360° Dashboard

- Device fleet status and policy compliance
- Security and data compliance notifications
- Productivity & security scores
- Incident and service request status



Hardware Break-Fix Support

- Premier Support and Accidental Damage Protection for all new Lenovo Think brand PCs
- Lenovo Think brand PCs already in customer fleet will be upgraded to Premier Support levels



Endpoint and Security Management

- Endpoint management, threat protection, and information protection
- OS and application patch management
- 24x7 real-time threat protection & resolution

⁷ Workforce.com, "Ratio of IT Staff to Employees."



MANAGED SOLUTIONS BUILT TO FIT YOUR NEEDS

Whether you're a business of one, twenty, two hundred, or one thousand, Lenovo Managed Services has an offering built to fit your business, your needs, and your budget. With LMS, we'll help you make the most of Microsoft 365 by adding layers of service and support, while helping you keep track of your entire device fleet, security needs, hardware support, and software management.

	CSP Managed Services	Endpoint Managed Services
Microsoft Tenant Onboarding	•	•
Application Configuration	•	•
Microsoft Cloud Migration	•	•
License Management	•	•
Issue Resolution	•	•
Endpoint & Security Management		•
Hardware Break-Fix Support		•
Software Management		•
Asset Management		•
Endpoint 360° Dashboard		•
Customer Success Manager Engagement		•

THE POWER OF A PARTNERSHIP

Your business is your top priority. It's ours, too. With Lenovo Managed Services you get the productivity power of Microsoft 365 and the experience and education of Lenovo's world-renowned technology team, working for you. This way, we can manage your everyday and business-critical needs, so you can focus on the bigger picture.

Smarter
technology
for all

Lenovo



READY TO TAKE CONTROL OF THE CLOUD?

Increased productivity, improved collaboration, and enhanced security—real value, and real services, delivered in real time. This is what Lenovo Managed Services is here to provide. So, if you're ready to experience a new level of management, contact your Lenovo sales rep, talk to your favorite reseller or **visit us at www.lenovo.com/managed-services**.

WWServices-ManagedSvcsWhitepaper10p-06302020-LZ

Products and offers subject to availability. Lenovo reserves the right to alter product offerings and specifications, at any time, without notice. Lenovo makes every effort to ensure accuracy of all information but is not liable or responsible for any editorial, photographic or typographic errors. Images are for illustration purposes only. For full Lenovo product, service and warranty specifications, visit www.lenovo.com. Lenovo and the Lenovo logo are trademarks or registered trademarks of Lenovo. Other company, product and service names may be trademarks or service marks of others. © **Lenovo 2020. All rights reserved**