

# Using Technology to Simplify AND Save Money.



a whitepaper from DynaSis

## ITility Utopia from DynaSis Takes Hassle Out of Managing Computer Networks

Information technology forms the basis of today's business world. Where would your company be without easy and timely access to e-mail, sales information, presentations, contact lists and other vital data that are critical to your success?

But at the same time, unless your business is developing software, the IT function is not your core competency. How much time do you or a tech person spend backing up files, rebooting crashed servers, installing or upgrading software and hardware, running virus scans and performing other mundane tasks? Your time and the time of your employees is better spent creating new products or services, identifying prospects, providing superior customer service and leveraging your competitive advantage – not worrying whether the firewall is working correctly.

That's why the ITility Utopia service from DynaSis makes so much sense for small and medium-sized businesses (SMBs). This managed service allows everyone to access files, e-mail, applications and internal data from anywhere there's an Internet connection. The software you use in your business will be up to date and performing in optimal conditions with high availability, disaster recovery and free upgrades built in. And since DynaSis manages the entire network 24/7, you are assured that your data will be available whenever you need it.

Let's take a closer look at the IT challenges that face 21st century SMBs and why a managed solution such as DynaSis ITility Utopia can ease your mind and let you concentrate on what's important for the success of your business.

## Strong Business IT Function Important

Although nearly every business relies on technology, it is a cost center for most SMBs. According to an Accenture I.T. Spending Survey, 80 cents of each IT dollar is spent on sustaining and running the existing IT network. The other 20 cents is spent on developing new capabilities to help the business run smoothly or create value through the organization. The optimal ratio is to spend slightly more than half of each IT dollar on operations and the rest on creating value.

But even at the 80-cent rate, many SMBs simply can't keep up with current best practices, much less business continuity or disaster recovery planning. Total cost of ownership of computer networks is high to begin with and expensive on an ongoing basis.

Maintenance is a critical consideration, requiring constant vigilance to prevent mission-critical systems from going down. But if you're operating your own network, optimal ratios on IT spending go out the window when a server unexpectedly quits or a computer virus infiltrates your system. Who cares about new software that could help your business operate more efficiently when employees can't respond to customer requests because the e-mail server is on the fritz?

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A managed solution can take the headache out of running an IT department. In exchange for a set monthly fee or per-user fee, a managed services contract from a reputable provider will outline service levels, up times and maintenance agreements. Depending on the provider, your solution also should offer anti-virus and anti-spam solutions, automatic backups, managed security and firewall, constant monitoring and a myriad of help desk options, including e-mail and phone. Leading managed services providers are going beyond these minimum requirements to offer an operating platform that can be accessed from anywhere there's an Internet connection. Called Software as a Service (SaaS), this represents the next generation of managed services.

## Software as a Service: Think Google on Steroids

If you've ever used the Google search engine or Google apps (and who hasn't?), you've experienced Software as a Service (SaaS). You always get the latest version because the upgrades and modifications to the product take place without input from the user.

SaaS is a low-cost way for companies to license just the software they need without enabling all devices. That way, the CFO and finance department, for example, can have access to financial reporting and analytical software that the rest of the company may not need. And since the license and applications are held in a central location, staff members can access that data from wherever they are.

Virtually all software can operate in a Software-as-a-Service environment. Imagine not having to upgrade and replace servers and network devices, not to mention upgrading Microsoft licensing or fighting the latest computer virus. The SaaS model allows for the consolidation of all IT functions and can save a company up to 50% of IT operating costs, according to Citrix.com. Since the software is centrally located, upgrades do not have to take place at each computer, which saves a considerable amount of time and manpower.

### The SaaS model can save a company up to 50% of IT operating costs

With the SaaS model, any device that can access an Internet connection can be the portal to securely access your applications and business data. Coworkers can collaborate from wherever they are, accessing, modifying and sharing data in real time.

And like Google, SaaS models can be configured to meet a user's individual needs based on the software that your company uses, such as Microsoft e-mail and Microsoft Office applications, in addition to specialized applications that you use or want to use in your business.

#### You Can Do More with Less

E-mail, backups, storage and security of data are not core competencies of most companies. By freeing your business from the hassle associated with maintaining, storing and securing data, IT decision makers can focus their efforts on bringing more value to the organization and helping it run more efficiently.

Maybe business intelligence, analytics or data mining would be useful to examine the competition, identify new markets or home in on key customers. But if you are spending 80% of your time keeping the computers and servers updated and running, how much time is left to explore these advanced options?



#### IT Business Technologies that...

Don't Offer Competitive Advantage	Offer Competitive Advantage
Internet	Data Warehousing
Email	Data Mining
Applications	Business Intelligence
Backups	Financial Systems
Storage	Content Management
Security	Workflow Automation
PCs and Desktops	CRM/ERP

Other technologies that can offer a competitive advantage include information technology service management, data warehousing, data mining, business intelligence, financial systems, content management, customer relationship management, enterprise resource planning and workflow automation.

A managed services IT model can reduce the cost of maintaining computer systems and software, allowing a company to focus on what's really important. And should a disaster strike your place of business, you won't have to worry about business interruption because your data is stored and can be accessed at any time from an off-site location.

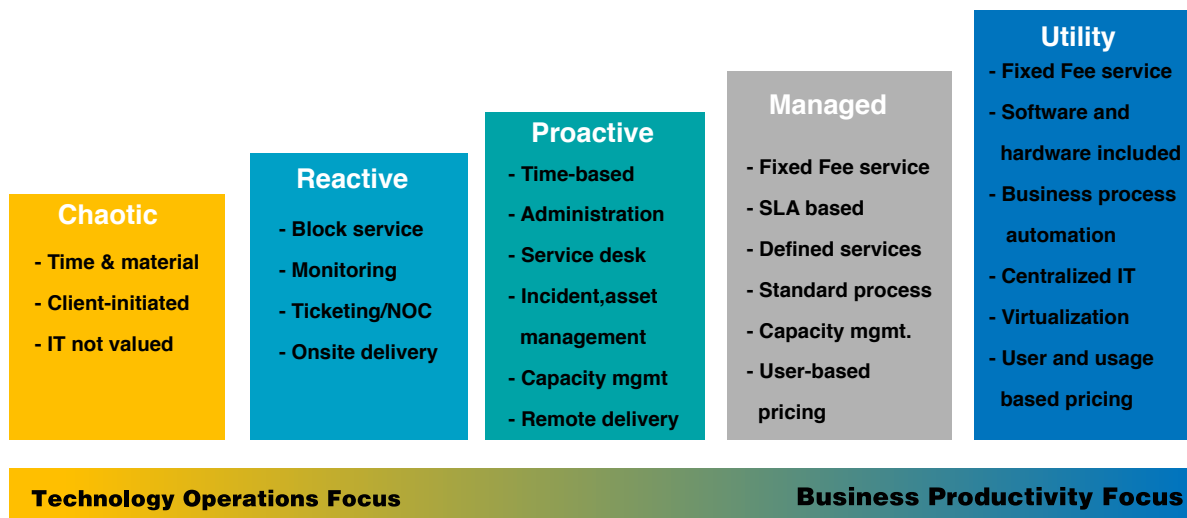
### Is Your IT Function Where It Needs to Be?

A process maturity study from Gartner, the world's leading information technology research and advisory company, notes five levels of IT services maturity, where Level 0 is a chaotic IT function and Level 4 shows companies where the IT function makes business better.

So how does your business rank on this scale? If you wait to react to IT issues and the performance of your network goes up and down, then your company is at Level 0. As companies progress from Level 0 to Level 4, IT objectives become linked to business metrics, instead of being a cost of doing business. IT focuses on providing business advantage, and data mining is used to create new opportunities to improve the business.

Especially in the SMB space, company owners and managers are so focused on the next deadline, the next product or the next customer that IT staff or an IT provider doesn't have time to put the proper reporting, monitoring and security measures in place to ensure that computer systems get backed up on a regular basis, much less take a longer view of how IT can transform the business.

A managed services solution can make that transition possible, severing the nuts-and-bolts IT infrastructure from the creative thinking around technology that can help improve and grow your business.



Gartner Maturity Model

### Managed Service Model Fits Your Objectives, and Your Budget

Software as a Service represents the next generation of computing, allowing the centralized collection and use of data by everyone in the enterprise, regardless of physical location. The applications that you already use can be migrated to the SaaS model, creating a powerful combination of tools that you can call up securely on any computing device in any place there's an Internet connection.

By taking the day-to-day care and feeding of computers, servers, applications, backups, virus protection and security out of the hands of an IT person or staff, your SMB can focus on what's important – taking your business to the next level. IT staff time is better spent exploring new ways for technology to improve efficiency rather than the mundane tasks associated with computer network maintenance.

A managed service such as ITility Utopia from DynaSis offers a fixed price per user for monthly service, including 24/7/365 support, up times of 99.999% via virtualization, speedy resolution of any service issues (if any exist) and unlimited onsite support should that ever be required. And should a natural disaster, fire or some other calamity strike your business, you'll rest easier knowing that your critical data and applications are safe and fully functioning through a world class data center and IT infrastructure.

Your business likely isn't IT, and the technical functions of your business aren't your core competencies. But they are critical to your success. ITility Utopia from DynaSis can keep those functions operating at peak efficiency while you invest your time enhancing the value of your business.

DynaSis is an Atlanta based managed IT services firm in operation since 1992. DynaSis offers managed IT service plans, professional network equipment installation and managed hosting services. For more information on ITility Utopia, please visit [www.dynasis.com/itility](http://www.dynasis.com/itility). To view case studies on ITility Utopia visit [www.dynasis.com/case\\_studies](http://www.dynasis.com/case_studies).