# GAICHU

## MANAGED IT SERVICES TO DRIVE GREATER VALUE

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# Executive Summary

Technology is a force sweeping across all industries and changing them for the better. The incorporation of technology in business activities and operations is a major trend in the 21st century, increasing the demand for IT skills worldwide. Managed IT services is a modern and sustainable alternative to in-house IT services that offers greater value and has a global scope, among other benefits. Choosing the right managed service provider (MSP) is the final step to a business's success.

# Introduction

The advent and advancement of technology have been very beneficial in worldwide growth. Without a doubt, technology has made life more bearable and livable through the actualization of concepts that were initially deemed far-fetched. Things like long-distance communication and space exploration are some of the conspicuous perks of the evolution and application of technology.

One unbeatable characteristic of technology better brought out by the COVID-19 global pandemic is resilience (Nah & Siau, 2020). The pandemic exposed weak organizational structures, those which were not well anchored on technology. Technology is not a savior in this 21st century, but rather a necessity for any business or organization. With the onslaught of COVID-19, stringent measures were applied to curb its spread and did not consider human interaction as a good social habit anymore. Schools, companies, organizations, and businesses were all barred from allowing close human contact. This resulted in the suspension of all in-person activities, including learning and workplace interactions, bringing about a surge in the need for the mighty powers of technology. Virtual meetings, remote working, remote learning, and the shift to online orders and deliveries become the only viable options. Also, businesses and organizations were caught up in a rush to implement agile strategies and approaches (Craven et al., 2010) and effect holistic digitalization.

Organizational digitalization and full utilization of technology require the intervention of IT experts and professionals, who possess in-depth technical know-how and experience that are much needed for organizations to keep up with the pace of technological evolution. This is where managed IT services come into play— Managed IT Services provide organizations with robust and apt solutions to their technological needs, when considering the fact that there is a global upsurge in the demands of IT services.

# Problem Statement

A lot has changed during the centuries as to how technology is currently being used. Discernible changes have been fueled by the demand for more comfort, convenience, and the expansion of the available possibilities. **Businesses and organizations are great consumers of technology, looking at the current trends, made more noticeable by the COVID-19 global pandemic (Seetharaman, 2020).** Digitalization and the switch to technological models and approaches have become a goal for any business or organization, whether big or small. One such trend is the increase for the demand for cloud-based services. IT services are consequential to business operations because they bring about stability and growth (Linton & Solomon, 2017). For instance, cloud computing helps businesses deal with scalability, management of business/customer relations, backup and recovery of essential business data and records, and big data analytics. However, as much as IT services are a necessity for any business in the 21st century, businesses encounter barriers in their attempt to stay up-to-date with technology and IT services.

First of all, IT services are costly, and the cost comprises the finances used to secure IT experts employed to work exclusively within the organization. These experts oversee all IT developments within the organization, and they are entitled to monthly payments by the business. **According to The Branch Group (2020), on average, an IT expert's income ranges from $40,000 to $60,000 per year.** More experienced IT technicians can earn from $46,000 to $65,000 per year. A business can seek the services of more than one IT expert, depending on its size. In light of this, a small business will find the cost of having an in-house IT expert quite unrealistic. The same applies to big businesses. Although they can manage the costs, it can be overwhelming, especially when the IT department is big and fully staffed.

Secondly, technology is advancing rapidly, and businesses have to do whatever it takes to keep up-to-date or risk being thrown out of the market. This has led to an increase in demand for IT experts and skills globally. The puzzle is that there is a monstrous demand for IT services worldwide and IT professionals are struggling to meet this demand; IT experts and IT skills are limited. Statistically, filling in the place of an IT professional takes a business longer than necessary, which greatly impacts productivity and the workflow within the business. **More than 60% of employers or businesses looking to recruit an IT expert or technician fail to do so within 12 weeks (Ivanova, 2019).** This insinuates that a business looking to establish its own IT department will have to wait longer before filling it with the required qualified personnel. The same applies to the business wishing to replace a vacant post of an IT expert or technician. As it stands, this is not a short-term inconvenience. Researchers prognosticate that the condition with the shortage of IT experts and IT skills is likely to persist or become more serious. In about less than ten years, there will be an estimated shortage of more than 4 million IT experts and professionals worldwide (McLaren, 2018); an uninteresting revelation to businesses because a business cannot run optimally without IT services. Not only will there be a shortage of IT experts and IT skills, but it will also not be easily accessible to those that are available globally. This is a big inconvenience, meaning that a business will miss out on critical IT services or acquire them at an increased cost.

# Managed IT Services

It is clear that IT services are key in any business environment. As many businesses are sprouting up, their need for IT services is ongoing. The ever-increasing demand has made the number of IT professionals shrink, a trend that is worrisome to businesses. Additionally, these experts are not easily acquired or retained. One constant is that businesses will always require IT services and technicians. However, these IT experts and skills are in short supply, making it costly to acquire them.

Managed IT services is an affordable and excellent alternative to employing full-time employees. Instead of having permanent engineers, IT services can be provided by a third party (Venkatesh & Singhal, 2017). Essentially, managed IT services include outsourcing services to a third-party IT services provider, known as Managed Service Provider, MSP. By utilizing a MSP, businesses will not have to hire their own staff; these responsibilities are outsourced. Managed services range from simple tasks such as device maintenance to more complex tasks that require a full IT team (Reimers, 2006).

## Examples of Managed IT Services

### IMAC

IMAC stands for install, move, add, change. These managed services entail:

**Install:** installing system structures and frameworks at places of work, first-time installation and introduction of both the hardware and software components within the workplace.

**Move:** the workstation is shifted to a completely new location altogether. It also implies replacing the workstation system, the change of the workstation's end-user, or the relocation of data centers.

**Add:** installation of additional components to the existing hardware or software.

**Change:** includes processes pertaining to or adjusting the current hardware or software settings and configurations, updating the existing software, or uninstalling unneeded components of the existing software.

## Third-party maintenance

The company in charge of the maintenance is not the original equipment manufacturer (OEM). The range of services provided under this category of managed services, includes virtual technical support, restoration or replacement of data center components, server, network, or storage, appropriate equipment maintenance, on-site technical engineering support, remote monitoring, and assistance relating to routine operations.

## Resource allocation

The alignment of resources within the business's strategic goals. These services are offered by specialized engineers and include end-user, network, and data center support. The business is provided with additional and relevant expertise to optimize productivity and improve the workflow.

## Deployments by a single partner

Deployments are the process of availing various systems, hardware components, and devices in the workplace. Deployments include installing computers, servers, software, or network devices within the workplace. These services are provided globally by a single partner.

## Asset disposal and destruction

The destruction and effective disposal of business assets is thein line with Waste Electrical and Electronic Equipment (WEEE) regulations, which seek to minimize landfill disposals resulting from IT practices (Kumbakara, 2008).

## Retail support

These technical services are offered to businesses to ensure continuity of operations and minimize losses arising from interruption of operations. They include retail software installation, ecommerce, integration, hardware solutions, and other services.

## Service-level agreement (SLA) resources

Provision of useful and much-needed resources to the business on a contract that outlines the specific resources or services provided and the standards they are expected to meet.

## Wireless Survey Services

These services are aimed at enhancing the potential of wireless communications within the business, including health check wireless surveys, post-installation wireless surveys, outdoor wireless surveys, new network health surveys, and predictive wireless surveys.

## Audio-visual technology

Deployment and installation of audio-visual devices and equipment in the work environment are aspects of AV technology, which include audio, AV infrastructure, video, and networking.

## Data Center relocation

The careful migration of data center equipment from one location to another, including the remounting of equipment in a new location or workstation. The process has to be carried out carefully to protect delicate equipment and devices.

# Benefits of Managed IT Services

Managed service providers' teams comprise of local engineers who have an understanding of a business's needs and what the best solution is. The engineers are proven and certified, qualified and experienced.

## White label services

Also known as private label, white label is one of the notable benefits of using managed services. White labeling services are sold by a business to their customers as their own, and not MSPs'. Here, MSP's provide solutions and services to businesses, selling to customers with the business's branding. This way, the trust and loyalty earned are for the business, not the MSP.

## A boost to the migration to the circular economy model efforts

MSP's have adopted new offerings to businesses that are environmentally friendly and are aware of the negative effects IT operations and services can have on the environment, such as excessive carbon emissions. By utilizing circular economic approaches in their service delivery, MSP's help businesses gain greater value because the eco-friendly strategies are sustainable, effective, and futuristic.

## Up to date technology

MSP's provide businesses with the latest trends and IT solutions because they have experts that are exceptionally knowledgeable in the field and are on the lookout for the latest developments in the IT sector. They possess the necessary tools and skills that help them deliver valuable services to the business.

## Choosing the Right Managed Service Provider (MSP)

As much as managed services are a gem to businesses, ultimate care and caution have to be executed when choosing the right MSP to partner with. Considerations have to be made prior to making a final decision, as the chosen MSP has to check all the boxes of being a, dependable partner capable of meeting the business's needs and expectations (Shwartz, 2007). The most important factors to consider when filtering MSPs include the following:

### International appeal and presence

A good MSP should have a global reach, and the ability to service clients all around the world. A global presence indicates merit and commitment, an understanding of the global trends in the IT world and can help businesses try out new ideas that are already working in different countries with high viability. Businesses can take part in globalization easily without the fear of looking for a different MSP in the foreign country.

### Support team capabilities

An MSP must deliver high-quality results and positively impact the goals and objectives of a business. The technical support team of an MSP should be highly competent, as gauged against the engineer's capability matrix, in these five key aspects: technical skills, delivery, feedback, communication, and collaboration, leadership aspects, and strategic impact.

### Industry experience and expertise

An MSP should have extensive knowledge about the business's field and have a good reputation from its previous operations. It should also be well versed with the regulations and requirements of the industry. The success rate of past projects undertaken should be looked at.

### Availability and consistency

An MSP should be available for its clients on a 365/24/7 basis. This, coupled with consistency, characterizes a commendable MSP.

### Futuristic and technological reasoning

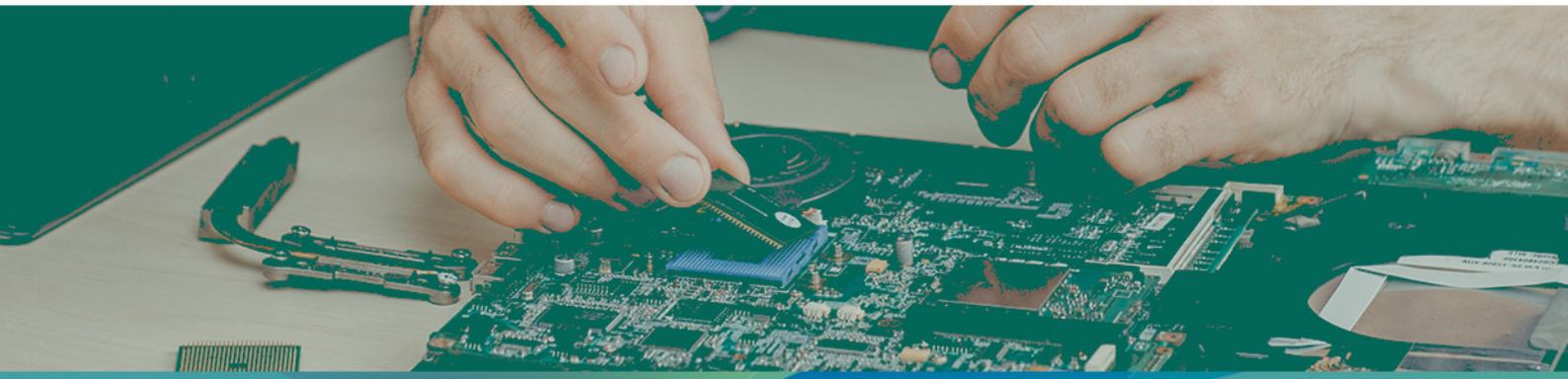
A good MSP should be well versed in technology trends and its way of thinking and approaching issues, and client needs should be innovative and purely technological.

### Accommodative and collaborative aspect

An ideal MSP should collaborate with other vendors and service providers to provide a business with robust solutions to its needs and should easily support multi-vendor environments to allow a business to get maximum value by using two or more vendors simultaneously in terms of product or device usage.

# Conclusion

Markets and industries are constantly changing. To cope with this, businesses should learn to be agile and flexible. In this digital era, technology is a fundamental aspect of business operations, making them adaptive and relevant. As a result, IT services are the most sought-after services in the market. Businesses ranging from small to large having realized that it is, almost impossible, to survive without them. As the demand keeps growing, the supply of IT specialists and the availability of IT skills remains low. For this reason, businesses have to think outside the box and shift to managed services, which are affordable, efficient, and more convenient than having a full in-house IT team. Mlitz (2020) notes that the managed services market is likely to hit a whopping over $300 billion in a few years.



# Introducing Gaichu

Gaichu is a leading managed service provider, with clear reputation in the industry with a flawless track record. Founded in 2020, Gaichu offers outstanding services to clients across the globe with a highly specialized and accomplished team of more than 1200+ IT engineers. Gaichu has been delivering IT solutions to customers with over 40 years of combined experience.

## Principles of Gaichu as a premier MSP

- Emphasis on the right cultural values that include effective communication and transparency.
- Customer-centered; focused on improving customer experience consistently through efficient service delivery.
- Building loyalty, establishing deep and lasting relationships with our clients through effective service delivery.
- We are agile and flexible in providing valuable services.

## Why choose Gaichu

- Gaichu offers managed IT services that are customized to meet the needs of our clients globally.
- Gaichu has over 1200+ IT certified engineers and experienced technicians globally.
- Gaichu offers 24/7 customer support services.
- Gaichu is fast, reliable, and consistent in all its service delivery endeavors.
- Gaichu offers English and local languages support for effective communication that is necessary for effective service delivery.
- Gaichu supports original equipment manufacturer (OEM) services.
- Gaichu offers flexible and friendly SLA options and terms.
- Gaichu gives access to L1, L2, and L3 engineers and consultants.
- Gaichu offers competitive pricing, making managed IT services affordable to clients globally.

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