

Forging a Sustainable and Thriving IT Infrastructure With Managed Services

Your Guide to Exceptional IT Operations



SPINNAKER[™]
SUPPORT





“I’m Dani, a recently elected IT Director, here to share details about my department’s managed services journey and why Spinnaker Support was the ideal partner to help us achieve our goals. As you’ll soon see, Spinnaker Support’s tailored approach and dedicated team empowered us not only to overcome our obstacles to digital transformation but also to transform our IT operations, giving us the time and space to focus on our innovation and growth. When I first reached out to Spinnaker for guidance, they validated my frustrations, then told me about other IT leaders who had struggled with the same challenges — and explained how managed services put their businesses back on the track to success.”

From economic fluctuations to supply chain challenges, the global market is grappling with unprecedented disruptions. For IT departments, such a volatile environment compounds existing obstacles, including staffing shortages, mounting threats to cybersecurity, and the accelerated pace of technological evolution.

If you feel like your company is falling behind in its digital transformation journey, you’re in good company. An astonishing 67% of senior technology leaders have cited an ongoing IT skills shortage as the main reason their companies have been lagging in their own evolution ([Tectrade](#) ) — an ongoing shortage that, according to [Gartner’s 2024 Market Research Report](#) , is causing significant business disruptions. As a result, organizations have been ramping up their search for solutions that optimize, streamline, and maintain operations, so that their IT teams can turn their focus to innovation.

This guide addresses the unique challenges IT leaders face and outlines how a trusted managed services provider (MSP) helps organizations, like yours, achieve business objectives at optimized costs.

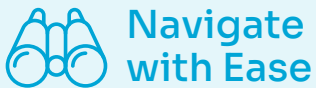


KEY TAKEAWAYS ADDRESSED IN THIS GUIDE:

- 1 The modern market puts more pressure than ever on IT leaders.** The stress of current market conditions and staff shortages demands a strategic response. Managed services provides not only immediate solutions but also long-term stability and foresight, essential for sustained growth.
- 2 Managed services creates sustainability and financial freedom.** The MSP's OpEx (operational expenditure) model offers predictable costs, making it easier to manage IT operations and giving you the freedom to scale with enhanced financial planning.
- 3 Managed services is only as effective as its provider.** To achieve the maximum benefits of managed services, it's critical to partner with a provider who's reliable and has an abundance of industry expertise.
- 4 The right managed services provider can unlock limitless growth potential.** Embracing managed services allows you to achieve operational efficiency, modernize your IT ecosystem, and ensure your organization is primed for sustainable growth.




Table of Contents



Discover More:

Click  to learn more about a topic.

Back to Start:

Tap  on the finger icon for the main menu.

Interactive links enrich your reading experience.

5	Chapter 1 The Challenge: Navigating Market Stresses and Talent Shortages
8	Chapter 2 The Opportunity: Managed Services as a Strategic Lever
10	Chapter 3 The Economic Impact of Managed Services
13	Chapter 4 Financial Strategies for IT Investment
15	Chapter 5 Adhering to Industry Best Practices and Standards
18	Chapter 6 Modernize Without Compartmentalizing



YOUR GUIDE TO EXCEPTIONAL IT OPERATIONS

Chapter 1

The Challenge: Navigating Market Stresses and Talent Shortages



Click to return to
Table of Contents



Dani's Perspective: “Over the last few years, my company has had a hard time staffing enough IT specialists to properly manage our tech stack. As an employer, we’ve been trying to stay competitive, but keeping our budgets aligned and grappling with everything else it takes to effectively operate an IT ecosystem seemed like an endless challenge.”

Today's IT leaders are navigating a perfect storm: tightening budgets, escalating demands for innovation, and widening gaps in specialized talent. The pressure to do more with less has never been greater, and the stakes for IT modernization and transformation initiatives are sky-high. These challenges aren't just operational hurdles; they are strategic impediments that can derail your organization's roadmap.

GRAPPLING WITH STAFFING SHORTAGES

While AI has made incredible advancements, your IT ecosystem still needs IT experts and specialists to function. Unfortunately, many in-house teams are so preoccupied with their day-to-day tasks that they lack the bandwidth to identify innovation opportunities or deploy new technologies — or else they simply lack the skillset necessary to support the deployment of new technologies and features.

According to IDC (International Data Corporation), a leading global provider of market intelligence and advisory services, 70% of CIOs struggle with staffing shortages that impact their organizations. This issue creates bottlenecks at critical junctures, leaving organizations without proactive monitoring, efficient ticket resolution, or anyone available to track down and fix known software bugs.



EFFECTIVE BUDGET ALLOCATION

Without budget predictability and clarity, the cost of running, maintaining, and fixing your IT infrastructure only adds to the existing pressure to maximize every dollar. And if there's one factor that can impact the overall efficacy of an IT stack, it's not having the appropriate resources to support your technology as it grows and evolves.

Unfortunately, many IT leaders must contend with poor visibility and unpredictability when it comes to the factors that drive staffing requirements and other support costs — such as licensing of support tools, which impedes an organization's financial planning capabilities and leads to inaccuracies in the budget-allocation process.

MAINTAINING AN INFRASTRUCTURE THAT SUPPORTS INNOVATION

Amid the haze of managing your IT infrastructure's health and active IT Asset Management (ITAM), in addition to supporting the teams that depend on functional IT processes to do their jobs, you're also responsible for looking ahead and leading your organization into the uncharted potential of technology. The pressure is on to make space to analyze data and market insights to better predict how new tech can promote long-term viability for your organization — all while identifying opportunities to further optimize every level of operations with your tech's current limitations.



Fundamental to business growth, innovation hinges on the amount of freedom IT leaders have to contemplate their businesses, imagine where their potential could lead them, and then pursue the avenues of possibility.

There are four crucial ways that Spinnaker Support's Managed Services supports innovation:

- **Elevated Service Levels:** Our team will manage and optimize your IT operations, using deep insight and expertise to transform your technology space, enabling your staff to refocus on tasks that drive your business forward.
- **Increased Value:** We provide predictable and scalable pricing for exceptional support.
- **Reduced risk:** We'll eliminate the threat of downtime through proactive risk monitoring and proper maintenance.
- **Enhanced Insights:** We'll identify opportunities for continuous improvement with full visibility into your assets, ticket performance, work distribution (requests/incidents), and system performance, as well as an in-depth technical view of your environment.

NAVIGATING INEFFICIENT PROCESSES

Technology continues to advance under the pretense of optimizing how organizations ideate, develop, execute, and iterate business processes. Unfortunately, the larger a tech stack becomes, the greater the chance of bottlenecks, performance and capacity management issues, and unplanned downtime.

Lost productivity from IT downtime is expensive, costing organizations a staggering minimum average of \$5,000 per minute, according to a [2022 survey by Information Technology Intelligence Consulting \(ITIC\)](#). However, almost half of those polled in the same survey estimated that downtime cost them from three to (almost) 10 times as much.

While these issues may seem like an unavoidable part of doing business in the modern digital world, a simple pivot in strategy can solve them and optimize costs.

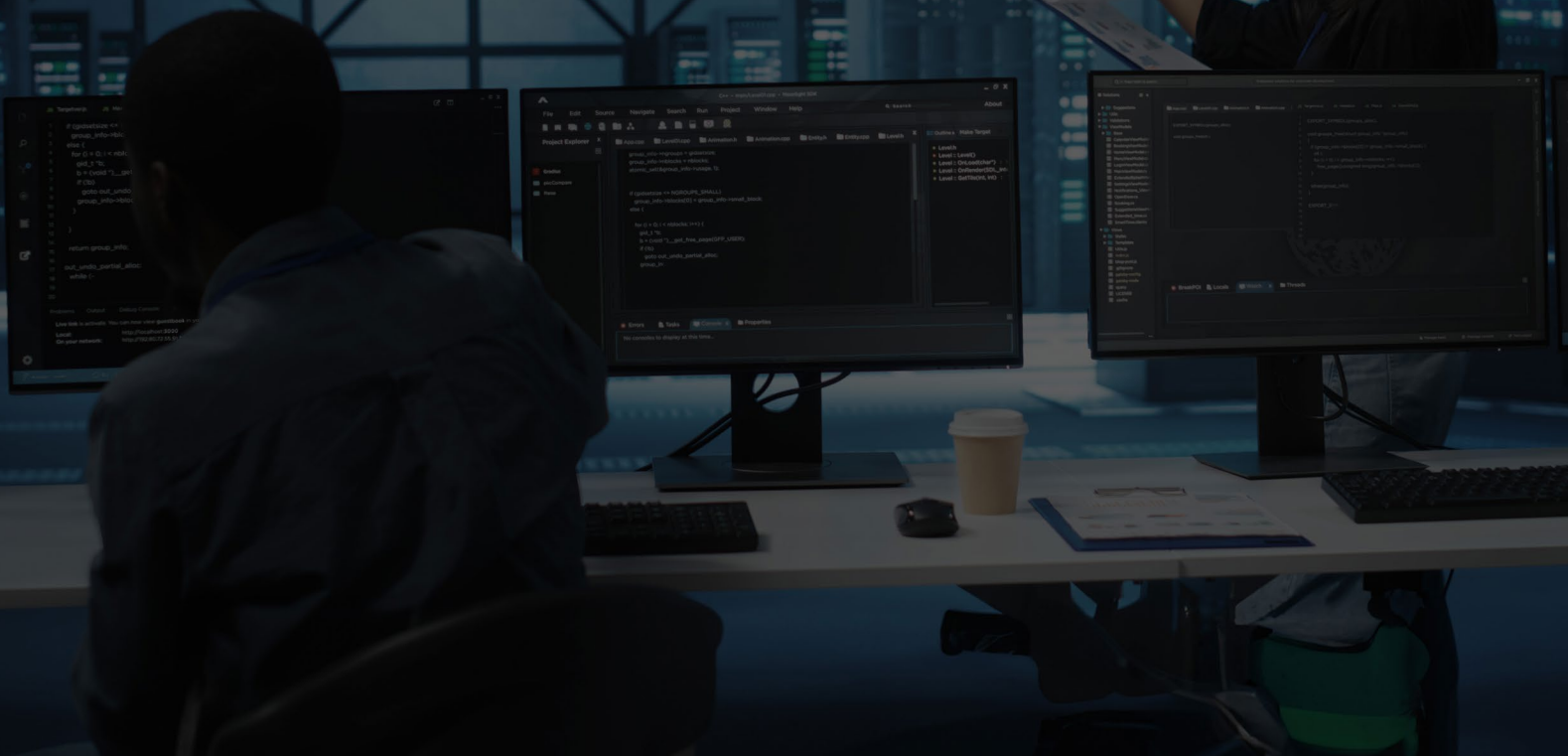
YOUR GUIDE TO EXCEPTIONAL IT OPERATIONS

Chapter 2

The Opportunity: Managed Services as a Strategic Lever



Click to return to
Table of Contents





Dani's Perspective: "I was new to my position and dedicated to finding a solid and sustainable strategy that would create more efficiency and transparency throughout our IT ecosystem. To thrive, I knew we needed to be proactive without further draining staffing resources or our budget. After consulting with industry peers and delving into research, I became more and more convinced that managed services would work for us."

Managed services is defined as the practice of outsourcing technical and application functions and processes performed to an MSP. Unlike traditional software support, managed services doesn't need an incident or a service ticket to proactively provide such processes as system and software updates, monitoring, and tuning. At Spinnaker Support, an external, integrated team of ITIL (IT Infrastructure Library) levels 2 and 3 engineers regularly perform these crucial services.

WHY IS MANAGED SERVICES CRUCIAL IN MODERN ON-PREMISE, CLOUD-BASED, AND HYBRID IT ENVIRONMENTS?

MSPs play a critical role in helping organizations achieve their IT and business objectives by providing:

- Predictable and scalable monthly costs
- Expertise via augmenting your staff to enhance operational efficiency
- Operational-expense reductions via optimized IT systems
- More transparency into costs and efficiency for easier and more effective financial planning
- Greater freedom to focus on strategic planning and initiatives, once routine IT management is offloaded to managed services experts

While managed services is capable of offering numerous transformative advantages, it must be noted that its degree of impact is only as effective as the quality of the MSP providing them. For this reason, it's critical to partner with a trusted provider, like Spinnaker Support, to achieve managed services' full range of benefits.



YOUR GUIDE TO EXCEPTIONAL IT OPERATIONS

Chapter 3

The Economic Impact of Managed Services



Click to return to
Table of Contents



Dani's Perspective: “Over the last few years, my company has had a hard time staffing enough IT specialists to properly manage our tech stack. As an employer, we’ve been trying to stay competitive, but keeping our budgets aligned and grappling with everything else it takes to effectively operate an IT ecosystem seemed like an endless challenge.”

Managed services offsets costs while increasing value and ROI. Its ability to enhance efficiency and maintain or improve current operational processes makes it essential for creating stability in unpredictable economic conditions. The following benefits make managed services indispensable.

ITS COST OFFSET CREATES MORE FINANCIAL FREEDOM


MSPs offer more financial flexibility, giving you the necessary resources for future growth, instead of forcing you to budget around current inefficiencies, unused tech, and staffing challenges.

- **Strategic Optimization:** Choosing the right managed service provider can help you align your IT strategy with critical business goals, maintain operational resilience, and leverage expertise to create innovation and efficiency.
- **OpEx Sustainability and Predictability:** Managed Services provides predictable and scalable monthly costs, offsets operational expenses, and ensures financial stability.
- **Reduced TCO:** Managed services reduces the need for large capital investments in IT infrastructure by providing expert tools and skilled personnel at a predictable monthly cost.
- **Cost Avoidance:** Addressing hidden inefficiencies in your systems that could lead to overtaxing and unnecessary capacity expansion helps you avoid additional costs for remediation.

ACCESS TO TOP-TIER SPECIALISTS (WITHOUT THE HIRING COSTS)

Determining the best IT hiring strategy can be expensive and time-consuming. Working with recruiters, hiring directly, choosing between contracted employees (versus in-house), onboarding, and training — not to mention all the effort you spend on retaining the new hires. There's a lot to consider.

Fortunately, a quality MSP offers a cost-efficient outsourcing model with a broad base of specialized talent, leveraged when and where needed, enabling you to improve the level of support for your environment without relying on dedicated in-house staff.

Managed services add flexibility to your IT ecosystem so that you can pivot and adapt to tech and market trends, giving yourself a major competitive edge — especially when the [2023 Gartner report](#)  revealed that “81% of large enterprise (LE) CIOs planned to increase their IT headcount.”



MORE OPTIMIZED WORKFLOWS

Spinnaker Support's managed services provide 24/7 support and proactive monitoring that reduce the risk of downtime, create more bandwidth for your internal teams, and identify opportunities to increase infrastructure efficiency.

- **Proactive Management and Maintenance:** We take a proactive approach to managing IT environments, focusing on the prevention of issues before they escalate into serious problems.
- **Modernize and Innovate IT Environment:** With more budget and bandwidth, Managed Services creates a solid foundation for innovation. By reallocating savings from costly fixed IT expenditures and operational tasks that you delegate to us, your team can focus their efforts on initiatives that drive business growth and more effective digital transformation.

HARNESSING FINANCIAL FREEDOM WITH SPINNAKER SUPPORT

A leading global retailer partnered with Spinnaker Support to manage their Oracle and SAP environments, with the goal of reducing operational costs and allocating more focus to strategic digital transformation initiatives.

Within the first year of their partnership, the retailer achieved:

- Increased freedom for internal IT resources to focus on innovation and strategic projects.
- 50% improvement in issue resolution times.
- Significant improvements in system performance and stability.

This partnership not only delivered immediate financial and operational benefits but also empowered the retailer to accelerate its digital transformation journey.

YOUR GUIDE TO EXCEPTIONAL IT OPERATIONS

Chapter 4

Financial Strategies for IT Investment



Click to return to
Table of Contents





Dani's Perspective: “Mapping and streamlining our IT infrastructure was an ongoing challenge. Our organization wanted a clear and cost-effective route to digital transformation. After some deliberating between pricing models, we concluded that MSP OpEx was the best way to optimize our IT spending.”

In the rapid shift to cloud computing, it's more challenging (and more vital) than ever to accurately determine whether a CapEx (capital expenditure) or OpEx pricing model best fits your organization.

Initially, CapEx may seem like the more cost-effective, long-term solution. However, being that CapEx solutions require a massive upfront investment, and technology's evolution grows faster by the day, the risk of hardware or software depreciation (or obsolescence) should be considered.

Alternatively, managed services supports both cloud- and on-premise solutions, using an OpEx model that only requires you to pay for what you use while also offering more cost-effective scaling. Typically, using an MSP generates additional savings by reducing more traditional operational expenses, like salaries, professional development, and utilities (via outsourcing to a pool of highly specialized experts on an as-needed basis).

WHY OPEX MAKES MORE SENSE IN A MORE COMPOSABLE, FAST-PACED MARKET

- OpEx models let you pay only for what you use and avoid depreciating assets. They offer a lower risk of poor ROI because you aren't forced to make massive upfront investments in technology or hardware that may become obsolete later.
- As opposed to CapEx, OpEx models let you deduct operational expenditures from taxes in the same year you incurred them.
- OpEx models are more predictable regarding costs, making long-term financial planning easier because you have a clear picture of current expenses and the added financial flexibility to adapt to new trends in the economy, market, and (of course) technology.



THE FORWARD-THINKING LEADER'S GUIDE

Chapter 5


Adhering to Industry Best Practices and Standards




Click to return to
Table of Contents



Dani's Perspective: “Aside from operational efficiency and cost optimization, adhering to evolving compliance regulations was more difficult without a solid managed services strategy. Spinnaker Support’s ITIL and ISO certifications went a long way in securing trust with the rest of the leadership team when I proposed the implementation of an MSP.”

Spinnaker Support’s use of the ITIL Service Management methodology ensures superior IT service management. Our experts use ITIL’s structured yet adaptable set of guidelines to help organizations align IT services with their specific business objectives, [mitigate risks](#)  drastically, and create space for innovation.

Learn more about the lifecycle of ITIL benefits and best practices by reading this article on the [Spinnaker Support website](#). 

THE BENEFITS OF SPINNAKER SUPPORT’S ITIL MODEL DELIVER QUALITY SERVICE WITH CONTINUOUS IMPROVEMENT

- **Customized services:** We tailor our IT services to meet your unique needs and strategic goals.
- **Specialized Knowledge:** Our team of seasoned engineers applies ITIL best practices to efficiently manage and optimize IT services.
- **Proactive Support:** We emphasize proactive problem management, reducing the occurrence of incidents and improving service reliability.
- **Continuous Improvement:** We regularly review and improve our processes to ensure we’re delivering the best possible service.



HOW OUR ISO PROCESSES SUPPORT YOUR ORGANIZATION

- **Our ISO 27001 Certifications Mean Enhanced Protection for Your Business:** Our ISO 27001 data security certification mandates that we apply a systematic approach to managing sensitive company information and reinforces our commitment to respecting intellectual property rights for our customers and competitors.
- **Enhanced Security and Compliance:** As experts in complex security requirements, we're committed to helping your organization adhere to compliance regulations. This proactive protection reduces the risk of security breaches and compliance issues.
- **Skilled Professionals:** We employ various skilled professionals with comprehensive expertise in various technological domains. This intimate knowledge is crucial for managing complex IT environments and ensuring you continuously benefit from the latest technological advancements, without needing to engage in continuous staff training.
- **Exceptional and Consistent Service Quality:** Our commitment to ISO 9001 standards guarantees superior, high-quality processes throughout our enterprise via optimal internal management and increased efficiency through constant measuring and monitoring.

THE FORWARD-THINKING LEADER'S GUIDE

Chapter 6

Modernize Without Compartmentalizing



Click to return to
Table of Contents



Dani's Perspective: “Since integrating Spinnaker Support, our department’s efficiency has been at an all-time high. It feels like no matter what challenges we face — from staffing shortages to system complexity — our infrastructure is better prepared to deal with them. Plus, we now have a proactive strategy that creates opportunities (and the confidence) to innovate. Our processes are finally solid, and our costs are finally predictable.”

IT leaders are at a crossroads, needing to both drive efficiency and foster innovation. Managed services (specifically a partnership with Spinnaker Support) offers a more sustainable path forward.

By operationalizing efficiency with Spinnaker Support, you can offset costs, access critical talent, and ensure your IT ecosystem is not only modernized but also aligned with your roadmap.

- **Responsive support:** Rely on high-quality services from a team of experts 24/7/365.
- **Seasoned Specialists:** Gain access to a global team of levels 2 and 3 engineers, averaging 20+ years’ experience, and possessing expert skills and tools.
- **Increased Value:** Pay for only the services you use, repurposing your staff for more strategic tasks, while eliminating the process for hiring, training, and retaining superfluous staff.
- **Predictable monthly costs:** Manage your budget more easily and plan for innovation with a scalable monthly price and predictable spend.

SPINNAKER SUPPORT'S HOLISTIC APPROACH TO IT MANAGEMENT HELPS YOU BECOME MORE RESILIENT

Managed services streamline your journey to digital transformation. At Spinnaker Support, we encourage IT leaders to view managed services not as an operational necessity, but as a strategic enabler. In doing so, you can:

- Unlock financial freedom
- Empower your team
- Position your brand for sustained success in a rapidly evolving market



As your strategic managed services partner, we'll help you navigate economic challenges, optimize financial strategies, adhere to regulations, and ensure your IT ecosystem is robust, secure, and primed for growth.

FINAL TAKEAWAYS:

- **Spinnaker Support's OpEx model gives you the cost predictability** necessary for managing IT operations, scaling services more freely, reallocating more savings, and reducing your dependence on large IT investments.
- **Spinnaker Support's services bolster your existing security policies and ensure your IT operations comply** with industry standards and regulatory requirements, putting you in control of your cybersecurity posture.
- **Spinnaker Support's ITIL-aligned 24/7/365 operating model treats resolution with a sense of urgency**, so that your IT strategy continues to evolve on a strong foundation.
- **Spinnaker Support's ISO certifications guarantee consistently high-quality service and support** throughout the lifetime and scale of your IT infrastructure.
- **Embracing managed services enables you to operationalize efficiency**, modernize your IT ecosystem, and ensure your organization is primed for sustainable growth.

SOURCES

1. [Gartner – Forecast Analysis: IT Spending, Worldwide](#)
2. [Information Technology Intelligence Consulting \(ITIC\) – Server and Application Reliability by the Numbers](#)
3. [International Data Corporation \(IDC\) – IDC FutureScape: Worldwide IT Industry 2021 Predictions](#)
4. [Tectrade – The IT Skills Gap Is Only Getting Wider in 2024](#)

Ready to learn more about Spinnaker Support services? If so, get in touch with your local sales representative or contact us at spinnakersupport.com.

ABOUT US

Today's leaders navigate an increasingly uncertain and ever-changing world. They can't be restricted by ineffective and overly complicated software systems while their organizations advance. Spinnaker optimizes software ecosystems with services designed for sustainable transformation that maximize software investments and free up the capital and resources leaders need to confidently navigate the future.



SPINNAKER[™]
SUPPORT

Visit us at spinnakersupport.com