

Lose the “break-fix” mentality for future growth

If you are a SMB IT Service Provider or a IP Voice Service Provider and are not moving toward a Managed Services Provider business model, you are in trouble. If your business is built upon “reactive service” or “break-fix” model, you are in trouble.

In jeopardy are the Voice Service Providers transitioning to VoIP/IT services who are working under the illusion that by adding “MSP” to their webpage and referring to maintenance agreements as “Software Support” they are replacing their “break-fix” mentality.

For your firm to succeed, you must transition to an Annuity-Based, Proactive Managed IT Services model. Is it that simple? Not necessarily, but there are a wealth of resources available to direct you through the transition. For the IP Voice Services Providers the transition will be a bit more difficult because of the ingrained “break-fix” culture perpetuated by the nature of service to the legacy voice market. Not only must they embrace the new model, but they must become more IT centric. Again, there are resources to help in the transition, including vendors with virtual offerings.

As you develop this Annuity based plan and differentiate your firm from the competition be sure to consider Proactive 24x7 Remote Monitoring, Hosted VoIP, SIP Services, Cloud Apps, Co-Lo, Network Services, Virtualization, UC and OCS.

The transformation to an annuity-based business will bring exponential organic growth. Monthly billing and utilization numbers will ramp dramatically. You’ll be positioned to project revenue and set more accurate revenue goals. In addition, rather than fighting fires on a daily basis, you can actually schedule and allocate resources for projects more easily. Overall, you are adding value to your company and enhancing its long term viability.

Next step, “How do we sell it”??

CSM is a leader in critical event monitoring, device management, and pro-active network support.

24x7 - We’re here

CSM allows service providers to afford themselves all of the benefits of having a 24x7 operations center without the investment worry.

Quality Solutions

Our professionals can assist you in developing custom programs to provide monitoring, access and configuration services to your base.

Visible Value

Through our extensive selection of reports and dashboards, you can show value to your customers, while maintaining operational efficiencies.