

# Your Business' Step-by-Step Blueprint for Better IT

Better IT is something that **all businesses** should aspire to, even if they only view IT as an unnecessary cost. Whether your organization is in the finance space, you provide medical services, or you operate in any of the myriad of other sectors out there, **IT is critical** and can make, or break, your business.

Just consider the many compelling reasons to ensure your organization has the best IT practices in place:

- Reduces significant and expensive risk
- Protects against downtime – which can be costly, to the tune of **\$9,000** per minute
- Ensures optimal availability and efficiency for employees using systems and tools
- Protects precious and irreplaceable data, and protects your reputation in the process
- Enables maximum flexibility to meet changing organizational needs

Fortunately, we have you covered with our **step-by-step blueprint** for better IT.



# Your Business' Step-by-Step Blueprint for Better IT

## Step 1: Find Your IT Gaps

As a business leader, you know that having a strong IT infrastructure is essential to success. But where do you start? By conducting a gap analysis.

This will help you identify areas where your current IT setup falls short, and it will also give you a roadmap for improvement.

To get started, gather data from all of your IT systems and compare it to **your business goals**.

This will help you to identify areas where your IT infrastructure isn't supporting your business objectives. Once you've identified your organizational IT gaps, you can start working on a plan to close them.



## Step 2: Mind Your Security Stack

A security stack refers to the multiple cybersecurity tools that an organization should have in place to combat cybersecurity threats. There are 5 key tools to be mindful of:

### 1. Software

Make sure that your software is:

- Up to date
- Under support agreements
- The latest patches are installed.

Outdated software as the root cause of issues is more common than you might think.

### 2. Admin Controls

These should be limited, if not completely eliminated, from the end users.

### 3. Antivirus

Should be both signature-based as well as behavior-based. Furthermore, it should have endpoint detection and response to alert a live team in the event of an issue.

### 4. Backups

Should be both on-premise and replicated off-site. Backups should be tested regularly to validate that the backup data is good – this validation process is critical.

### 5. Spam Filtering

We recommend spam filtering in addition to Office 365, it provides an extra layer of security to ensure that there is a third-party spam filter.

# Step 3: Understand That Better IT Is an Investment and Not an Expense

Just like CPAs know accounting, mechanics know cars, and lawyers know their way around a courtroom, managed services providers (MSPs) know IT.

IT support is an investment, not an expense. When you outsource your IT support, you are investing in the future of your company. By partnering with a trusted and experienced MSP, you can free up your own resources to focus on other areas of your business. In addition, you can be confident that your IT systems will be well-maintained and updated.

And because your IT support partner will have a vested interest in ensuring your continued success, you can be assured that they will always be available to help you resolve any issues that may arise.



# Step 4: Take the Final Step in Ensuring Better IT

Which brings us to the final step: making that investment in the future of your company.

For over 2 decades, Tech Squared has been in the business of uncomplicating our clients' business technology so they can focus on their core growth and goals instead. We are in the business of growth, not stagnation.

Our proven 3-step process ensures that everyone grows together.

## #1 – Implementation of Standardized Processes

Our team of experts works behind the scenes, managing the policies, best practices, and standards that keep your business running like the well-oiled machine that it is.

## #2 – Strategic Business Infrastructure Planning

Planning for the future is key to the success of any business; the approach to technology should be no different.

## #3 – Network Alignment of Standardized Processes

Regularly scheduled evaluations prove the effectiveness of our solutions, ensure they continue to work as intended, and give insights for future planning.

# A Case Study: The Optometrist Office

Consider the case of an **optometrist client**, one that has been with us for **over a decade**. When we first started working with them, they had 5 locations, and they were rebooting their server twice per day. This created an upwards of **an hour of downtime** twice per day, every day, for every location.

We joined the team, and things really turned around. Their growth has been tremendous in the past several years – they have gone through **3 rounds of expansion**, and are currently in the process of **adding more doctors and exam rooms to all their locations**.

Needless to say, they have come a long way from having 2 hours' worth of daily outages. Nowadays, even a 60-second lag is unheard of.

The difference to their business and their bottom line has been **truly phenomenal**.



Want to see what truly phenomenal IT  
can look like for your business?

Connect with Aaron Peters  
at Tech Squared today.

## Aaron Peters

Tech Squared, Inc.  
solutions@techsquared.com  
Office – 629.910.9100  
Direct – 629.910.9009  
www.calendly.com/ampeters  
www.linkedin.com/in/ampeterstechsquared  
www.techsquared.com/