

Co-Managed IT Playbook

How to Optimize Your IT With
Internal & External Resources



The Swenson Group
People · Passion · Purpose

Educational Ebook Series

Is Your Technology Falling Behind?

Managing the increasing complexity of IT networks, system requirements, industry regulations, cybersecurity, VoIP, cloud computing, application updates, software licenses, hardware replacements and more can be a big challenge for an in-house IT team.

Some businesses need additional IT assistance or staff to keep up but don't want, or need, to outsource their entire IT operations. That's where the Co-Managed IT model comes in.

Co-Managed Services is a popular IT model that brings together an experienced third-party provider to work with your internal IT team to offer support, knowledge, and expertise. With Co-Managed IT, you can pick and choose the resources you need to supplement, enhance, scale, and support your existing IT team when you need them.

A Co-Managed IT model looks different for every business. For example, some companies may rely on their in-house IT department for help desk support while depending on an external partner for large-scale strategies and security, or vice versa.



48% of CIOs say their IT departments are struggling or need support.

– Info-Tech Research Group



75% of IT executives cited talent availability as the main adoption risk factor for the majority of new technology initiatives.

– Gartner

Who Uses Co-Managed IT?

Co-Managed IT is the ideal solution for your business if you've identified one or more of the following indicators:



Internal Knowledge Gap

Your current IT talent isn't qualified to accomplish the task.

Staffing Issues

Recruiting, hiring, and retaining qualified IT talent is an ongoing challenge.

Budget & Time Constraints

You've been tasked to control IT spending or meet a tight deadline.

Operational & Security Issues

You've detected an inability to identify & respond to threats on system uptime.



Why Choose Co-Managed IT for your Business?

Co-Managed IT offers many of the same benefits of a complete Managed IT solution while allowing you to keep control of chosen tasks internally and your IT team focussed on their areas of expertise.



77% of SMBs anticipate outsourcing cyber security.

– Office Tech Insider



83% of SMBs lack the funds to deal with the repercussions of a cyber attack.

– InsuranceBee's Cyber Survey

Benefits of Co-Managed IT include:

Keeping Control of Your IT

Your IT team retains control of all administrative access. You can select the areas of operation you want to streamline with advice from a Co-Managed IT provider and direct the rest toward in-house staff.

Reduced Burden of Responsibility

Keeping your operations running smoothly and working faster with third-party help means there's less responsibility to manage on your own.

Staying on Top of Trends

Keep up with critical trends like security, new device management platforms, and technology advancements without adding the extra time and resources required to train your in-house staff to use them.

Support 24/7

You can offer around-the-clock support, including weekends and after-hours support. Sick or vacation time will always be covered too so you can take time off and know that the network and systems are still being supported!

Guaranteed Staffing

No need to spend time recruiting, hiring and onboarding new staff for a temporary or ongoing project. Co-Managed IT means instant implementation for new strategies or projects without the commitment involved with hiring or training a new employee.

Increased Morale

Foster a more positive experience among your IT team and your key users with additional talent, improved business insights, fresh strategies, quicker response times, and the ability to scale resources as needed to accomplish your business goals.



Choosing the Right Partner

Before you begin looking for a provider to help you manage your IT, it's important to take stock of your existing operations. Which services and skills do you already have? What resources do you need to reach your goals? What can you afford to spend?

Once you're ready to take the next step, consider the following attributes to make the right choice for your business.

Service Model Alignment

Different IT management companies have varied co-management models that may include different levels of resources, technology, or time commitments. Pay close attention to contract details, included services, and if their mission statement and objectives align with your business goals and values.

Co-Managed Experience

Be sure to ask for references, research reviews on the provider and ask for samples of previous projects. Ask about their experience in your industry, past strategies they've used, the scope of previous projects they have completed, as well as the technology, equipment, software, and resources they have experience with.



77% of employers report difficulties in hiring skilled professionals in high-demand sectors.

– Manpower Group research

Scalability, Flexibility & Responsiveness

Your in-house team needs to know that your external partner can adapt to new projects or issues as circumstances evolve and your business grows. Ask how your partner will manage updating trouble tickets and their escalation process.

Budget Alignment

The partner you choose should operate within your budget. Be upfront with what you can afford so they know which tools and resources they can use, and how often they may be expected to contribute to your operations.



In-House vs Co-Managed vs Managed IT

What's the Difference?

IN-HOUSE IT	CO-MANAGED IT	MANAGED IT
<p>100% of your IT resources are in-house</p> <p>Often skill set limitations</p> <p>Issues hiring & retaining IT talent</p> <p>Unpredictable IT spending</p>	<p>Shared responsibilities with in-house IT department</p> <p>Flexibility to meet changing needs</p> <p>Frees up current IT staff for innovation</p> <p>Expertise beyond in-house capabilities</p>	<p>Fully assumes role of your IT department</p> <p>Eliminates need to hire, train, and manage IT</p> <p>Predictable IT spend</p> <p>Scalable resources & expertise</p>

No matter which model you choose, partnering with an IT provider is a cost-effective way to gain a team of IT professionals to handle your IT needs or support your existing infrastructure.



Self-Assessment Questions

Find out if Co-Managed IT could help your business.

• • •

Are you finding it difficult to recruit and hire IT professionals?

• • • **02**

Have you identified knowledge gaps within your internal IT team?

• • • **03**

Is your cybersecurity / risk mitigation strategy incomplete?

• • • **04**

Do you have projects with specific timelines and budget?

• • • **05**

Are your IT people keeping up with key certifications?

Every IT department is overburdened these days and it only gets tougher managing increasingly complex needs with limited resources and so many competing priorities. If you're unsure if Co-Managed IT is right for your business, you may benefit from an assessment for further insight into your IT needs.



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About The Swenson Group

The Swenson Group is an award winning, privately owned Managed Service Provider that provides IT services, document management and office equipment at a low predictable monthly expense.

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