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Outsourcing IT

A Valuable Proposition

by David B. Rounds

Market change and business growth are the key value drivers in information technology IT outsourcing. As IT market conditions

change and a company grows, management's attention is driven by progress, rather than process. For that reason, many businesses choose to outsource these process demands based on a variety of factors. Whether you are a larger company with an internal IT staff or a small growing company, outsourcing IT demands produces many long-term benefits that allow firms to direct their energies more efficiently.

Selecting an IT Company

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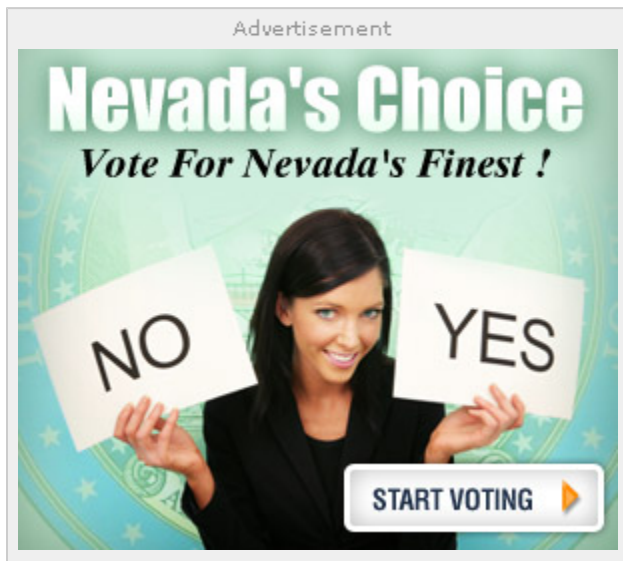
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Every system is designed through a plan with a strategy; the selection of an IT company is no different. The business must make a choice by conducting a search. In that search, the business is looking for an IT firm that will deliver a clear strategy for handling the IT for the business. This must be verified not only in certifications that are held by the firm, but also through their business references. In selecting an IT professional, make sure you review the criteria key to that selection.



Pay If Needed

Employees are the most costly component of any operation. Hiring and training staff for short-term or marginal projects is an unneeded expense. Outsourcing can save money and time on a variety of

projects, ranging from large tasks such as network reengineering to smaller ones like routine maintenance support. The greater experience and expertise available through outsourcing IT offers every business a valuable

asset only as the need arises, versus hiring a new and costly staff member.

Outsourcing Enhances Business Focus

Virtually every business has limited resources. Outsourcing allows an organization to direct its resources toward activities where they are best utilized, adding greater value to resulting products and services. Employees can focus their energies externally on customers, while a company's internal IT needs are addressed by an outside firm.

Expertise for Less

Often, outsourcing will offer access to a higher level of experience than what a company may be able to afford through a full-time employee.

Rather than placing responsibility on an IT staff member who is not trained to deal with certain IT demands, an outside agency employs engineers with specialized training to deal accordingly with a company's unique demands.

Contracting an IT company saves the headaches and hassles of day-to-day interruptions and inefficiencies.

Value of Partnerships

IT companies form affiliations with major technology vendors, such as Microsoft, Cisco and Symantec, and remain up to date on market trends. By developing these relationships, an IT firm is usually the first to know of new products and services, allowing networks, systems and solutions to be uniquely matched to a company's needs.

Reduce IT Risk

Every business investment contains some risk. Market conditions change rapidly, especially the technology sector. IT firms are better equipped to avoid this specific risk. By outsourcing to a firm that is extremely active in the technology sector, a technology strategy is implemented, negating many of the risks of suspect installations, while identifying and responding to problems quickly.

Businesses that outsource IT needs, in part or fully, receive a value greater than just that of a given technology.

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