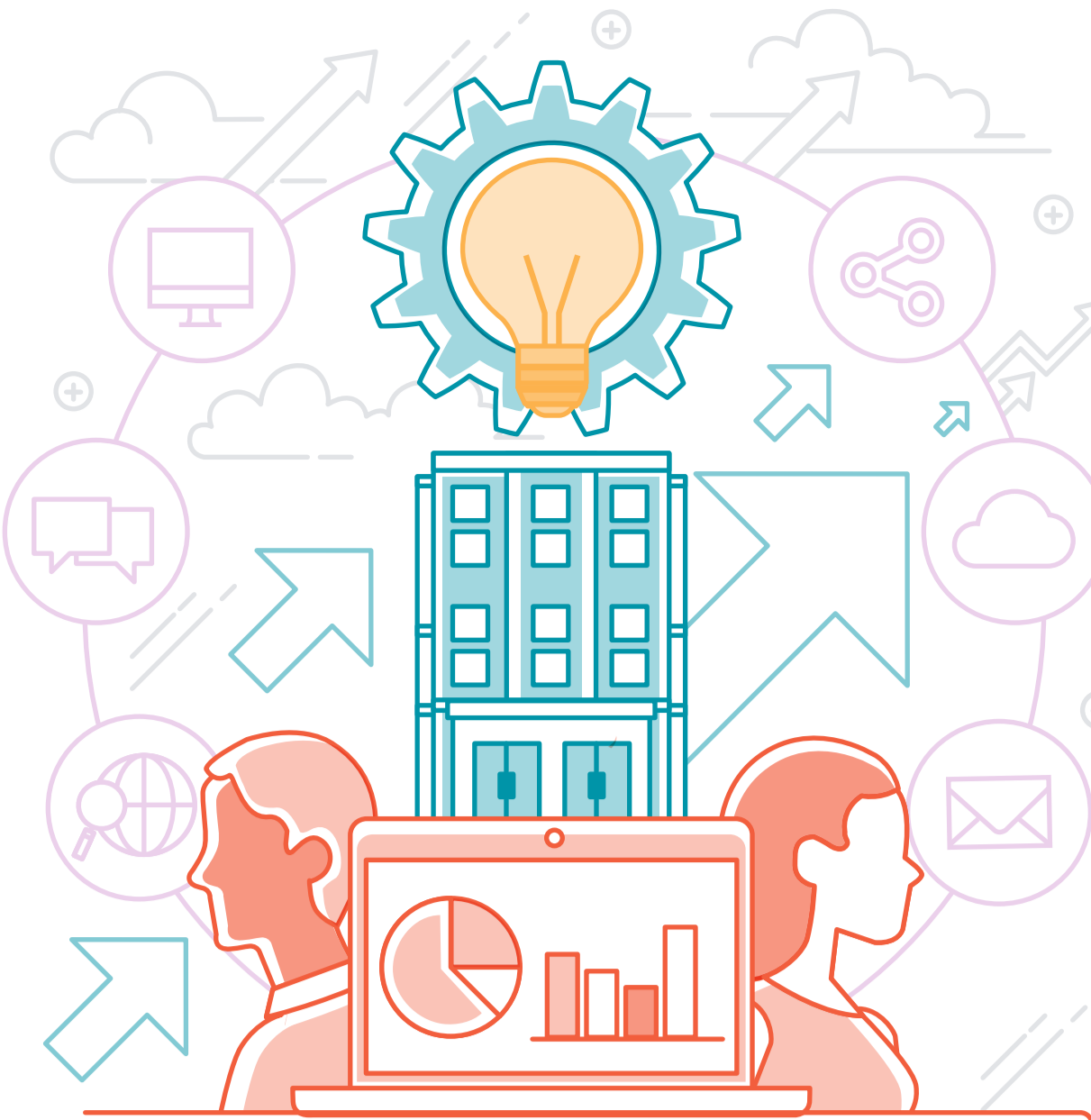


# IT Trends

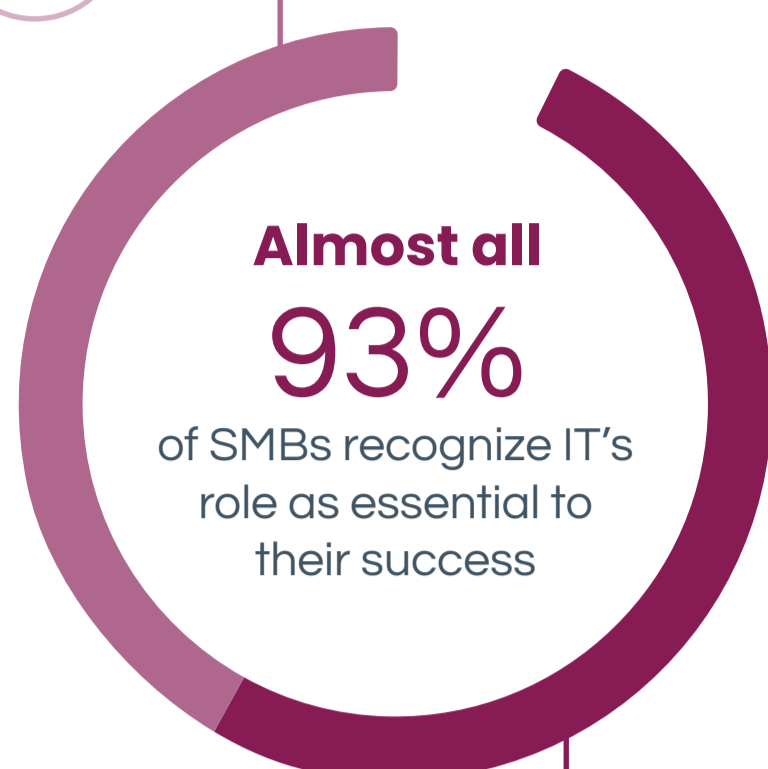
## For Small and Midsize Businesses (SMBs)

The smart use of Information technology (IT) increases the competitiveness of small and midsize organizations. However, increasing IT complexity and a shortage of qualified professionals creates significant challenges.



### IT is Business-Critical

**42%** report it is vital for business strategy



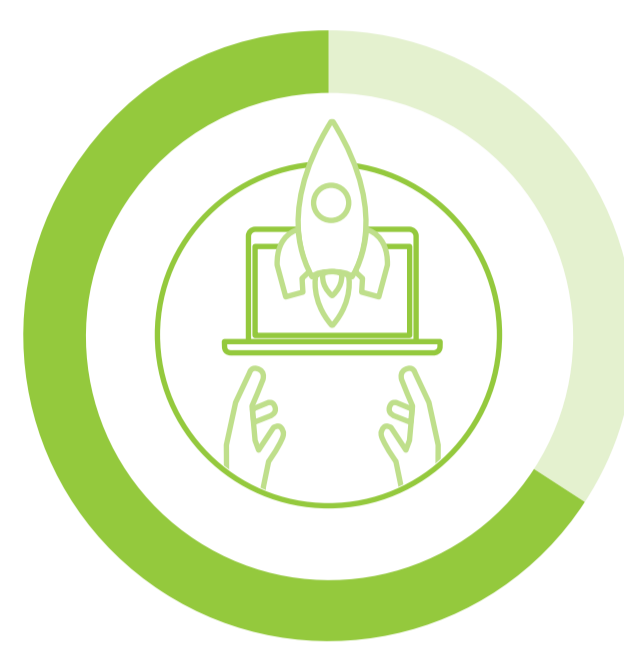
**51%** report it is critical for operations



**Businesses rely on — and must protect — huge amounts of data** including confidential customer information, intellectual property, trade secrets and internal operational data.



of senior executives would rather lose half their next year's revenue growth than half their data!



Despite IT's indispensable role, of SMBs believe their IT capabilities are NOT keeping up with their growing technology needs.

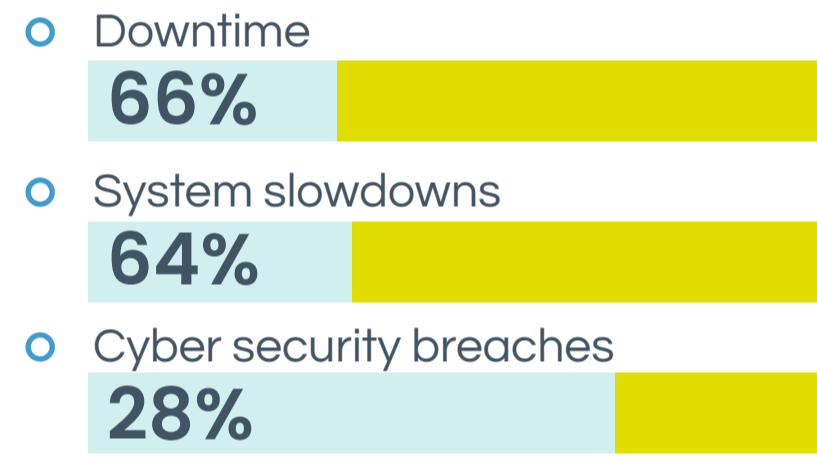
### IT is a Complex, 24/7 Challenge



of companies have faced IT problems that took three or more days to resolve.

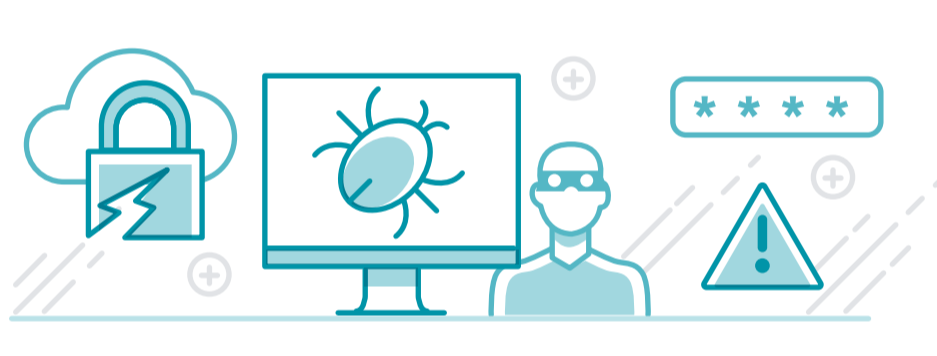
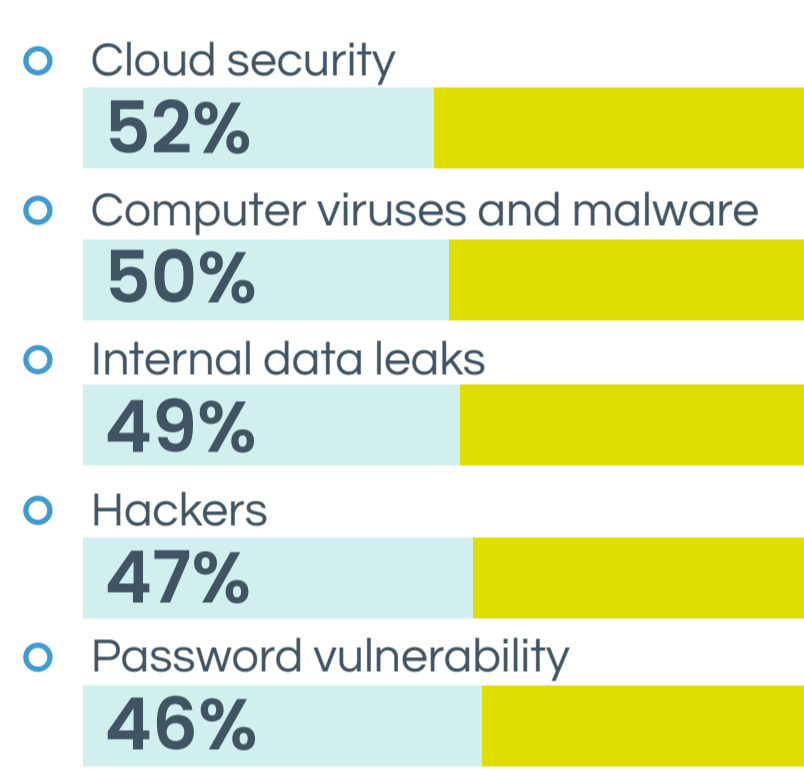
**Almost half 46%**

**Major disruptions organizations have experienced in the past 12 months include:**



**Business grinds to a halt when IT fails.** But system downtime, performance issues and security breaches happen all too often.

**What Cyber Security issues are keeping SMBs up at night?**



### IT Success Depends on a Highly Skilled Team

Minimizing downtime and keeping up with the speed of technology requires a strong team, but attracting and retaining skilled IT professionals is a widespread challenge.



of SMBs report difficulty retaining IT staff



have difficulty recruiting and hiring IT staff



don't have enough time for strategic IT focus due to battling day-to-day issues



**52%** And more than half of SMBs report that their staff lacks the right skills to support emerging technologies.

### SMBs Have Options to Close These Gaps

Organizations have **three options** for building IT teams that can overcome complexity and deliver reliable and secure computing

- Build and maintain their own IT teams
- Augment internal IT teams with managed IT providers
- Outsource all their IT management

**SMBs are increasingly turning to outsourcing IT as a solution.**

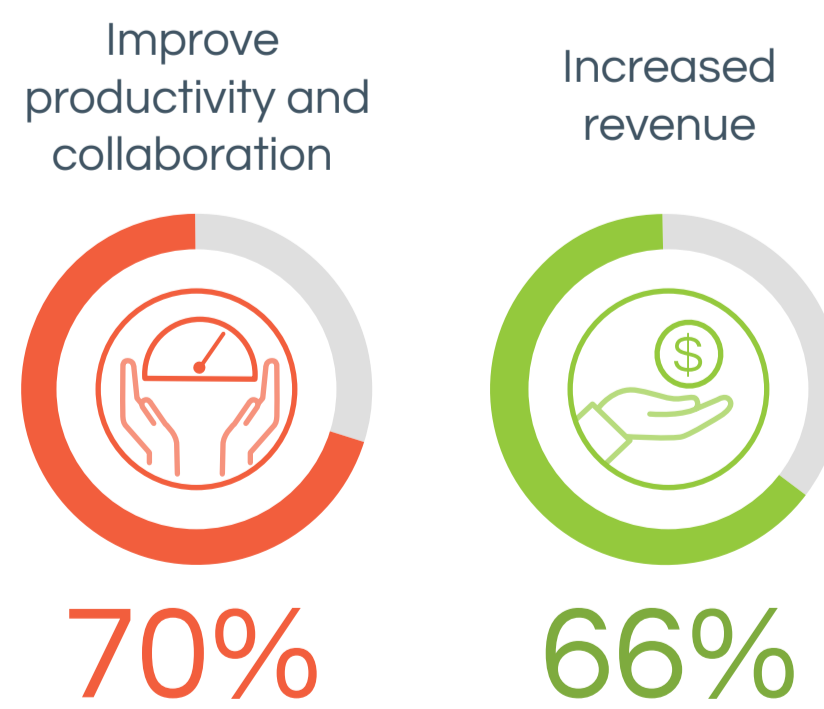


of SMBs are already outsourcing or planning to do so.

**Top benefits of having more comprehensive IT capabilities:**

- Improved data security **58%**
- Lower operational costs **52%**
- Enhanced productivity and collaboration **52%**
- Reduced downtime **57%**
- Better-quality customer experiences **52%**

**SMB IT leaders see broader benefits to more comprehensive capabilities:**



IT powers virtually every modern organization. Enormous benefits are realized by SMBs that overcome the challenges of managing IT complexity. More and more organizations are conquering these challenges by partnering with managed IT service providers.

To learn more, read the



**full study >**

[go.logically.com/it-benchmark-study](http://go.logically.com/it-benchmark-study)



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