IMPROVING IT PRODUCTIVITY: Integrating and enabling the corporate workspace

- 20% of time is spent on new initiatives.
- 80% repetitive functions setup, configuration & support.

IT is seen as a source of innovation and management expects IT to deliver competitive advantage, but Midmarket firms have limited IT staff resources.

Globally, average No. of IT Staff within Midmarket firms

<table>
<thead>
<tr>
<th>100-249 Employees</th>
<th>250-499 Employees</th>
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<tbody>
<tr>
<td>5.6 Employees</td>
<td>9.7 Employees</td>
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Midmarket businesses rely heavily on IT services for both ongoing service delivery and as a source of new activity. Data demonstrates, a hiccup in IT service delivery could have a dramatic impact on the financial success of a midmarket business.

What does one midmarket IT staff member support?

- 23 PCs
- 13 Laptops
- 10 Printers
- 7 Mobiles
- 5 Servers

IT delivers enormous organizational productivity, efficiency, reach and related advantages. But these benefits are not always easily accessible to midmarket firms with limited resources. The complexity associated with advanced technology discourages firms from investing in new technologies.

61% of midmarket firms admit to ignoring technologies even though they may be vital to the business.

Midmarket firms have become more dependent on technology, but technology is evolving so fast and in such uncertain ways that it is getting to measure IT efficiency & productivity, leaving little time for innovation & transformative initiatives.

62% of midmarket firms are missing an opportunity to improve customer service.

72% of midmarket firms have become more dependent on technology than the last 10 years.

54% of midmarket firms are more dependent on technology than the last 10 years.

To improve IT efficiency and productivity, many midmarket firms are making investments of external services - IT services delivered by suppliers, rather than internal staff.

Supplier delivered services positively impact both the quality and economics associated with repetitive IT tasks.

Reasons for using external services

1. Technical Support for all hardware and software with a single point of contact.
2. Disposal or movement of equipment.
3. IT project management and return of services and software applications.
4. Preventative health checks and periodic assessments of network uptime and security technologies to identify potential issues.
5. Assessment and preparation services to amplify the addition of new technologies or applications.
6. Distributed multi vendor network to remotely monitor performance and correct potential problems.
7. Controllable alert services of any issue in network.

Source: Techable global survey of 2019 midmarket 1,400 IT/A/EAP businesses