



A Savvy Business Owner's Guide

Outsourced IT: The Smart Solution



DIY John and his IT woes

Once upon a time, in the world of startups and SMEs, lived a gutsy business owner named John. John was a go-getter, a genuine do-it-yourself enthusiast, and a firm believer in the might of self-reliance. From creating marketing campaigns to fixing the office coffee machine, John was the man for the job when he initially kicked off his business, and IT was no exception.

Armed with his trusty laptop and an optimistic spirit, he assumed the role of the IT champion, thinking, *“Why fork out money when I can handle it myself?”* It seemed noble, but little did John know, his journey into the realm of DIY IT was about to take a challenging turn.

In the early days, John’s IT exploits were somewhat manageable. With a single computer, a basic website, and a handful of email accounts, he thought, *“This is a walk in the park.”* However, as the business expanded, so did the challenges. More employees joined, demanding computers, email access, and file storage. The once cosy home office transformed into a space station control room, complete with flashing lights, tangled cords, and a never-ending stream of IT headaches.

The dilemma hit John hard. His self-proclaimed title of “IT Hero” came with a hefty price tag – not just in terms of money, but in time and sanity. Here’s the harsh reality he faced:

Time Drain: John found himself dedicating more time to IT problems than to the core of his business. Hours turned into days, and days into weeks, as he grappled with the endless barrage of tech troubles.

Lack of Expertise: While John was a savvy entrepreneur, he wasn’t an IT expert. Complex IT issues left him feeling like a fish out of water, leading to more confusion and frustration.

Data Dilemmas: With business growth, sensitive customer data multiplied. John’s DIY security measures felt like flimsy paper walls in a hurricane, leaving his data vulnerable to cyber threats.

Employee Frustration: Employees grew tired of constant tech glitches, affecting productivity. John’s mission to keep everyone happy was falling apart.

Missed Opportunities: Most importantly, John realised his time spent grappling with IT issues could have been better used elsewhere, missing opportunities to innovate and expand his business.

The moral of the story is not unique. Many business owners, in their quest to save money and maintain control, find themselves in the same DIY IT trap. The allure of being the IT hero can be strong, but it often comes at a high cost.

In this guide, we’ll delve deeper into the reasons why opting for outsourced IT is the ultimate solution for savvy business owners like you. We’ll explore how it can rescue you from the time-consuming quagmire of DIY IT, enhance your business’s security, empower your employees, and allow you to focus on what truly matters – growing your business and achieving your dreams.

So, if you’ve ever felt like John in the midst of his IT maze, stick around. The adventure is just beginning...

The Outsourced IT Advantage

As John's journey through the convoluted web of DIY IT struggles continued, he couldn't shake the feeling that there must be a better way. Enter the real hero of our story: Outsourced IT. But what are the benefits of outsourcing your business IT?

Expertise on Demand

Imagine having a team of seasoned IT experts at your beck and call. With outsourced IT, you gain access to professionals who live and breathe technology, armed with cybersecurity tools and expertise.

Focus on What Matters Most

Outsourced IT frees up precious time for you to concentrate on the core aspects of your business, like devising innovative marketing strategies and nurturing relationships with customers and partners.

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Robust Security Measures

Outsourced IT providers are equipped with the latest cybersecurity tools and strategies to shield your digital fortress from attacks, providing peace of mind.

Scalability and Flexibility

Outsourced IT is built with scalability in mind, adapting to your business's evolving needs without overpaying for services.

Employee Empowerment

By resolving technical issues promptly, outsourced IT enhances employee efficiency and job satisfaction, creating a workplace where skills and creativity can shine.



The Cost-Effective Magic of Outsourced IT

While John valiantly tried to save a few pounds by managing everything himself, he soon realised the road to financial happiness was paved with unexpected expenses, wasted time, and missed opportunities.

Here's why outsourcing your IT needs can be a smart financial move for your business...

Predictable Budgeting

Outsourcing your IT usually means a fixed fee, allowing you to budget with confidence and avoid surprise bills.

Elimination of Hidden Costs

Outsourced IT prevents hidden costs like downtime, data recovery, and employee productivity loss by providing proactive solutions.

Scalable Solutions

Outsourced IT adapts to your business's size and goals, offering a cost-effective solution at every stage of your journey.

Reduced Labour Costs

Outsourced IT minimises labour costs by bringing in a dedicated team of experts, freeing up valuable time for you and your employees.

Access to Advanced Technology

Outsourced IT invests in state-of-the-art technology, ensuring your business benefits from the latest tools without the hefty price tag.



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Protecting Your Business

The importance of robust cybersecurity cannot be overstated. Here's how outsourcing your IT can protect your business...

The Cybersecurity Battlefield

Outsourced IT support providers specialise in cybersecurity, deploying tools and strategies to defend your business from threats.

Continuous Monitoring and Protection

Outsourced IT provides 24/7 monitoring, swiftly detecting and neutralising suspicious activity to pre-emptively thwart cyberattacks.

Data Encryption and Privacy

Outsourced IT employs robust data encryption techniques to shield your information from cybercriminals.

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Disaster Recovery and Business Continuity

Comprehensive solutions ensure your business is prepared for unexpected events, minimising downtime and financial loss.

Employee Training and Awareness

Outsourced IT offers training programs to educate your staff about the latest cybersecurity threats and best practices.

Compliance and Regulations

Outsourced IT providers navigate compliance standards, protecting you from legal and financial consequences.



Empowering Your Employees

Your employees are the heart and soul of your business. Outsourcing your IT needs can empower them, enhancing their productivity and creating a workplace where technology is an asset not a chore.

A Tech-Enabled Workforce:

IT support providers ensure your technology ecosystem operates seamlessly, providing the latest tools for efficient work.

Prompt Tech Support:

Outsourced IT ensures prompt tech support, minimising downtime and ensuring technology doesn't hinder productivity.

Enhanced Collaboration:

Setting up and managing collaboration tools makes teamwork seamless, with features like document sharing, video conferencing, and real-time messaging.

Security Awareness and Training:

Outsourced IT offers security awareness training to create an additional layer of defence against cyberattacks.

Mobility and Flexibility:

Outsourced IT enables your employees to work from anywhere, securely accessing company resources and data.

Boosting Morale and Job Satisfaction:

A well-functioning IT environment contributes to higher morale and job satisfaction, reducing turnover and increasing loyalty.



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We hope you've found this guide useful.

We hope this guide has made you realise what you could be missing out on if you're currently trying to take care of your business IT by yourself. Outsourced IT can be the path to achieving a well-rounded, efficient, and secure IT environment that encourages your business to thrive.

Somerbys IT specialise in providing tailored outsourced IT solutions to suit your unique business needs and goals.

**We can be your IT Heros.
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