

5 WAYS RETAILERS WIN WITH MANAGED SERVICES PARTNERS



Retailers are not supposed to be IT experts. But, we're all becoming dependent on digital services, so it can become a weak spot in the business. How do you close this gap? Many do not have on-premise subject matter experts to make it happen. Outsourcing to a managed service provider (MSP) is a smart solution. We've identified five big wins for retailers when choosing an MSP to oversee the transformation to a Next Gen Network.

- 1 Better meet the needs of employees and customers**
Managed service providers leverage people, processes, and systems to become essentially an extension of the staff, being called into service as needed. The MSP provides expertise with strategic planning, design, implementation, management, monitoring, and maintenance of the technology solution and tools and overall project management.
- 2 Stay up to date with security, enhancements, updates, and fixes**
With their agility, expertise and commitment to staying at the forefront of omni-channel evolution, managed service providers are vital for retailers. They help build and deliver adaptable, resilient and integrated customer experience tools, business process systems and effective security solutions in an increasingly complex and ever evolving digital and physical world.
- 3 Keep up with regulatory and compliance requirements**
Managed services providers play a critical role in ensuring compliance with data collection and protection standards, network and security standards to enable and protect the retailers mission.
- 4 Focus on core business and strategy**
Retailers who know that their network and security is being safeguarded and their operations managed can focus on what matters the most – their customers.
- 5 Gain a strategic partner**
With managed service providers as strategic partners, organizations can safeguard the continuity of their operations, gain a competitive edge, and maintain the trust and loyalty of their customers at a time when digital and physical assets are essential to modern retailers. If your retail business needs to overcome IT challenges to perform at its best, talk with GTT to discuss how we can support you as a managed service provider.