



Red River

**FROM HARD HATS TO HOSPITALS:
HOW MANAGED IT SERVICES
BENEFIT MULTIPLE INDUSTRIES**



If you're like many working professionals, when you think about what sort of business might need managed IT services, you probably think about organizations with a high amount of desk work. After all, when the majority of your employees are sitting in front of computers for most of the workday, it stands to reason that your organization might need someone to ensure all those computers — and the network they're attached to — is operating properly.

However, in truth, managed IT service providers can benefit companies in a surprising number of industries, including fields that many people might never have considered. In this ebook, we'll discuss how managed IT can be a great boon to organizations beyond standard corporate environments, in fields like healthcare, construction, and the nonprofit sector.



HOW MANAGED IT BENEFITS NEARLY ALL INDUSTRIES

The truth of the matter is that on a very basic level, the sort of services offered by an IT managed service provider (MSP) benefit any organization, no matter the size or field of work. Here are just some of the ways an MSP can help a business of any kind.

INCREASED EFFICIENCY AND PRODUCTIVITY

One of the many IT services an MSP can provide is an honest, unbiased assessment of your organization's IT fitness, identifying potential issues from unsecured networks and inefficient server architecture to out-of-date hardware. Ageing computer hardware can be a tremendous hit, not just to workers' productivity, but also to morale as employees grow frustrated with slow computer systems that make their work take longer to finish.

Not only can an MSP identify potential issues impacting the efficiency of your team's work, it can help you address them. MSPs often have good relationships with local suppliers and vendors, and may be able to help your organization acquire new computer hardware at a discount you might not have been able to find on your own.



AFFORDABLE, ON-DEMAND IT ASSISTANCE

Speaking of productivity issues, there are few things more disrupting for the modern workplace than widespread IT issues. From server outages and slowdowns to malware outbreaks, IT issues can paralyze an office if not handled in a swift, decisive manner.

This is true for all companies, but it's especially true for small and medium-sized organizations that may not have the resources or the manpower to have full-time IT staff who can tackle issues as soon as they arise. However, speed is often of the essence in fixing IT problems, particularly things like malware infections, and so these same organizations also can't afford to take extra time to find a freelance IT expert who may not even know their systems that well.

With managed IT services, you get the benefit of having an expert who knows your business and its IT well, on call around the clock — and you only have to pay for the services you actually use. It's a win-win scenario!



EXPERTISE AND OPTIMIZATION OF CLOUD SOLUTIONS

When it comes to modern workplace tools, there are few better than versatile, powerful cloud SaaS solutions. From productivity and project-management tools like Asana and Trello or collaboration tools like Microsoft Teams, or even entire cloud server environments like Amazon Web Systems or the Azure suite, the cloud is where modern offices of all stripes want to be.

If your business isn't already in the cloud or fully taking advantage of cloud-based SaaS solutions, an MSP can help. Your MSP can advise you as to which solutions might best fit your needs, and help you with the transition so that no valuable data gets lost in the shift.

Even if your business is already in the cloud, managed service providers can still help, through things like training, optimization and cost-cutting, and planning expansions.

From retail to accounting, an IT managed service provider can help a business in any industry. When it comes to specific benefits managed IT can bring to specific industries, however, let's start by looking at healthcare.



HEALTHCARE MANAGED IT SERVICES

Most people would consider healthcare a high-tech field, true, but if you asked, they'd probably be thinking of MRI machines rather than PCs. However, healthcare as an industry has plenty of IT needs where an MSP can step in to help.

HIPAA COMPLIANCE

If you go to the doctor's office for a visit these days, there's a good chance that your physician or assistant will be typing every note from the appointment into their computer system. This serves multiple purposes. Not only does this avoid the dreaded "doctor's handwriting" issue, it exists as a record for future visits, including situations where your doctor may not be available so another physician will have to fill in.

Depending on your doctor and their health network, it can also be a way for doctors to collaborate with each other and share information that could help advance medicine, or just better provide treatment for your issues — after all, no matter how highly educated, doctors can't know everything on their own!

This does mean, however, that a healthcare provider's server hosts gigabytes upon gigabytes of personally identifying patient data. Being in compliance with HIPAA and other patient privacy regulations is critical, and healthcare companies with out-of-date hardware can be at risk of violating that compliance.

Managed IT can offer things like top-of-the-line encryption for a healthcare organization's servers and email, as well as identifying potential trouble spots in outdated hardware and software that poses security threats. A managed service provider can also offer training to healthcare providers and administrators to avoid any data breaches caused by things like phishing attempts.

Doctors and healthcare professionals are typically focused more on the evolution of medicine than the evolution of cybersecurity, so it pays to have an expert partner that can help ensure privacy compliance.



TELEMEDICINE

One of the biggest modern revolutions in the field of healthcare IT is the rise of telemedicine, which enables healthcare providers to assess a patient remotely using things like video chat and the cloud. This is revolutionary at driving down healthcare costs and extending access to care to places like rural communities that may struggle with healthcare access. However, it also means that any healthcare provider who wishes to offer telemedicine services must have the IT infrastructure to support those services.

An IT MSP can help a practice offer telemedicine services by assessing and upgrading its network if necessary, helping the adoption and deployment of video conferencing solutions and any required hardware, and ensuring that the connection is secure to prevent violations in privacy laws. In this way, an MSP can facilitate the adoption of one of the fastest-growing services in the healthcare sector, allowing the healthcare provider to better serve its patients.

DATA SERVICES

Storing MRI results and digitized x-ray images adds up to quite a bit of data, and any large healthcare provider is going to need a plan for how to safely store said data. Due to HIPAA concerns, one of the most common modern solutions for storing large volumes of data – cloud storage – is not always feasible. Storing patient data in the cloud does not violate HIPAA on its own, but it is a complicated issue, and one where HIPAA compliance can ultimately be in the hands of someone else, i.e., the cloud services provider.

For healthcare providers wishing to maintain ownership of the data using on-premises servers, an IT MSP can help set up secure, encrypted servers capable of holding large amounts of data. For those wishing to use the cloud, an MSP can help find one suitable for HIPAA-compliant data and ultimately help deploy the solution and transfer all data from its prior location.

Ultimately, managed IT will help healthcare providers offer better service to their patients while minimizing the risk of devastating security breaches.



CONSTRUCTION MANAGED IT SERVICES

Historically speaking, construction isn't what many people would think of as a "high tech" industry. After all, architects traditionally built physical models, and backhoes didn't need much debugging. But while wrecking balls might not carry microchips inside of them (yet, at least), there are plenty of ways in which a managed IT service provider can help a construction company excel.

DATA STORAGE, SIMULATIONS, AND MODELING

Similar to healthcare companies, organizations in the construction industry can generate enormous amounts of data. Construction companies are increasingly using 3D models for their project, both in advance of the project to show stakeholders what the finished product will look like – similar to how an architect would make a model in years past – as well as taking 3D scans during construction to ensure that the real building is closely hewing to the plans. Many top-end construction companies also run simulations on things like how a skyscraper might react in high winds, for example.

For construction companies, running these simulations and creating these models takes a good amount of computing power, to say nothing of the storage needed after the fact. While cloud-based solutions can do an excellent job at crunching data, that data must be secured and authenticated.

An IT managed service provider can help a construction company manage this data in a secure fashion; some of the more specialized MSPs may even be able to help run these simulations or build these models in the first place. This data is key, as it helps construction businesses keep their clients informed, estimate costs, and determine timeline lengths.



INTERNET OF THINGS MANAGEMENT

Modern construction equipment is no longer purely analog machinery; many have computers built in to improve safety and efficiency. From GIS-powered surveys or cranes that can alert operators when a load may be too heavy, to sensors looking for risks like excess vibrations, the construction site of today is embedded in the Internet of Things.

Even beyond the IoT involved with a construction site, many modern buildings are being designed with the IoT in mind, with things like smart lighting and heating. As a result, construction companies now also need expertise in these systems. Rather than hiring an expert in IoT smart lighting, you can contract one as part of your managed services.

CLOUD PRODUCT MANAGEMENT AND PRODUCTIVITY SOLUTIONS

Construction, at its core, is like any business when it comes to the need for efficient, time-sensitive project management. A skilled managed service provider can help a construction company adopt and deploy things like the Office 365 suite and Microsoft Teams to help with coordinating work and timelines.



NONPROFIT MANAGED IT SERVICES

Of the three industries we've covered today in detail, nonprofits are perhaps most like the typical office environment that most people think of when they think of a business that could use the help of an MSP. As a result, the typical benefits of managed IT that we've discussed apply to a nonprofit business, but there are some additional ones that nonprofits in particular will appreciate.

IT ON A BUDGET

Many nonprofits don't have the financial resources of their for-profit peers, meaning that it can be difficult to hire full-time IT professionals. As previously mentioned, managed IT tends to be more affordable and cost-effective than an in-house IT team, offering the benefits of expert IT service to a nonprofit organization that needs to pinch pennies.

IMPROVING HUMAN CAPITAL

Unlike companies in many other industries, nonprofits frequently rely on volunteers to do much of the work that needs to be done. Since volunteers are rarely full-time and often rotate in and out of the organization, leveraging cloud services for things like scheduling and increased productivity can help minimize disruption.

An IT services provider can also review technical processes that may be taking longer than is ideal and suggest ways they can be improved, whether with new technology or new procedures.

Given that nonprofits can be particularly stressful situations, removing frustration and stress caused by poor technology will help your staff beyond just improving the productivity of their work.



PROTECT SENSITIVE DONOR INFORMATION

Since nonprofits typically rely on donations to keep the lights on, and are increasingly accepting donations online, this means they need solutions to protect the data they're acquiring. Since nonprofits typically don't have the time or energy to dedicate to improving their IT security, this is a perfect area where managed IT providers can step in to help safeguard the data being collected.

Nonprofits, construction companies, and healthcare providers are just some of the many industries where managed IT services can be incredibly helpful. If you're interested in how managed IT can benefit your company, [contact Red River today](#) for a free consultation.



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