

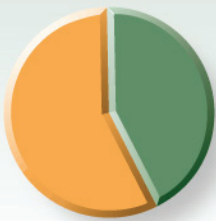


Why Third Party Maintenance is Right for You

70% of IT budgets are allocated to IT Maintenance.



Partnering with MSDI can help reduce your IT Maintenance costs 25%-40% allowing you to spend more on development and innovation.



■ IT Maintenance
■ IT Innovation & Other

Many IT teams are under pressure to find ways to cut costs while meeting the demands of the business. For IT departments one of the easiest areas but not necessarily the best place to cut costs is the maintenance contracts. Depending on your company size and industry, studies indicate that up to 70% of your IT budget is earmarked for by maintenance and support making it a large target for budget cuts. What most companies in this predicament don't know is that there is another option. Instead of cutting out maintenance/support contracts and leaving your business exposed, you may want to look at third party options. Third party maintenance companies offer cost effective maintenance and support agreements that save as much as 40% in ongoing maintenance costs while keeping service levels agreements (SLA's) the same, if not improving them.

Cost Savings

As mentioned above a large portion of IT spend is a result of ongoing IT maintenance. There are a variety of reasons as to why ongoing maintenance can be so expensive. For one, when a company makes an IT purchase from an original equipment manufacturer (OEM) the system typically comes standard with three years of maintenance and support.

What happens at the end of three years? You have one of two options to choose from:

- 1 You can re-up your contract with the OEM
- 2 You can upgrade your system

What a lot of companies don't know is that there is actually a third option:

- 3 Third party maintenance

With the first two options the ball is in the court of the OEM, they can either charge you an astronomical amount of money to maintain your system or present you with a new system that is just as expensive. This now puts you in a situation that might not be financially feasible leaving you to take the risk of just letting the maintenance contract expire and crossing your fingers that nothing goes wrong. What a lot of companies are not aware of is that they actually have another option, third party maintenance. Third party maintenance companies charge customers what they deserve to be charged to support and maintain their systems. Through the use of expert level engineers, third party maintenance companies keep service levels the same, if not improving them, while saving the customers up to 70% from the manufacturers costly and sales oriented fee. If you are in this scenario, or it may be coming soon, give third party maintenance a look.

Another factor in maintenance accounting for a large portion of IT spend is having multiple contracts from multiple OEMs. Due to the fact that an EMC engineer is not certified to maintain your HP equipment and vice-versa, you find yourself paying and managing two or more maintenance contracts in almost every scenario; not only can this be costly, but it can also be time consuming. By partnering with a third party maintenance company, such as MSDI, you are able to have all your systems on one contract allowing for a reduction in cost and time management.

The MSDI Difference

MSDI is a solutions consulting firm that helps organizations reduce IT costs. We fully immerse ourselves in your business, lending expertise in SAN and network consulting with specialties in data storage, virtualization, business continuity, disaster recovery and performance tuning. We'll help uncover untold savings by architecting for cost minimization and extending the life of legacy infrastructure. Most important, MSDI provides a single point of contact for support and accountability — everything you need from a single source.

Flexibility

Paying for only what you need is what we offer with our customizable maintenance contracts. With most OEMs, and even other third party maintenance companies, you have to pick a base contract that might not fit your needs, leaving you with costly fees to add on SLAs or upgrade certain items to get what you need. At MSDI we don't have a "premium, critical and mission critical" or a "bronze, silver and gold" package you are forced to pick from. With our truly customizable contracts you simply select the things you want and we build the contract to fit your needs. Our interactive maintenance contract builder (www.msdi.com/maintenance) allows you to choose from multiple coverage hour options, response times, training and more.

Engineers with knowledge across multiple OEMs

OEM engineers are experts with their products, not everyone else's, making it difficult to determine the issues in a data center that has equipment from multiple OEMs. With a third party maintenance company such as MSDI, our engineers are trained and certified across multiple OEMs allowing for one point of contact to diagnose and provide a solution for any issues. This completely avoids situations where you call HP to have them tell you there is a problem with your EMC array to find out that when you call EMC they tell you there is a problem with HP. You will no longer be stuck in the middle wasting time playing telephone tag with your OEMs. Instead you will simply call your dedicated account engineer and they will diagnose and provide a solution for you.

Low risk/High efficiency

Taking your contract to a third party vendor can feel a bit risky and stressful, but you can rest assured that you will receive equal, if not better service from a third party vendor. At MSDI our engineers are required to take the same tests and achieve the same certifications that the OEM engineers are required to have. Our engineers have expert level certifications that only hundreds of people in the world hold. MSDI supports Fortune 500 companies to small business with the same service. Your systems will be safe and secure with MSDI supporting them.

Reduce the number of maintenance contracts you manage

With the growth of your data center and different requirements you might find that you have equipment from multiple OEMs resulting in a web of maintenance contracts. In a single data center you might find equipment from EMC, HP, Hitachi and Brocade. In order to maintain and support all of these different brands most companies have to rely on purchasing and managing a contract from each vendor, driving up cost and complexity. Most third party maintenance companies have engineers that are certified and trained on multiple vendor's equipment allowing you to have all of your support and maintenance under one contract. Partnering with a third party maintenance company not only consolidates all of your contracts with one vendor, it allows for a reduction in cost and decreases the time you and your team spend managing these contracts and relationships. One last major benefit is that if something goes wrong in the data center one person can handle it all rather than playing a game of telephone tag and messenger between the OEMs.

How do you know if third party maintenance is for you? If you are looking to

- Reduce Costs
- Avoid any hidden fees
- Design a custom contract that you only pay for what you need
- Receive responsive, personalized service
- Not be pressured! We won't force you to add on options that you don't need. Our team may make suggestions but in the end it is your company and your decision.
- Avoid unnecessary upgrades and keep your costs down

Then you are looking for third-party maintenance!