

7 WAYS TO IDENTIFY A BAD IT TEAM

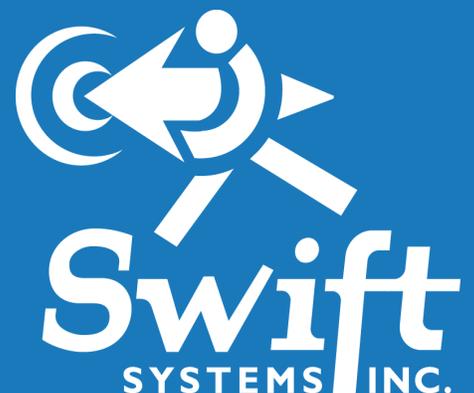


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7 WAYS TO IDENTIFY A BAD IT TEAM

It's too easy to settle for subpar IT.

Partly, that's because of what's expected from IT as an industry. In the professional world, certain services carry certain reputations. Dentistry is frightening. Marketing is dishonest. And nobody likes used car sales.

The IT field carries a (somewhat-fairly-earned) reputation for being frustratingly complicated and inconsistent.

To most people, IT is shrouded behind a veil of jargon and technical mystery. Systems are expected to break; downtime is expected to happen; fixes are expected to take time and money.

Put simply, businesses expect to deal with IT frustration.

At Swift, we don't believe it should be that way.

Your IT shouldn't frustrate you.
The reality is that you deserve a team you can trust
and systems you can count on.

If your team is providing you with anything less,
it may be time to switch. A good IT team can provide
your business with a strategic foundation for growth.
A bad IT team represents the risk of your systems and
your business grinding to a screeching halt.

Don't settle for subpar IT.

*Here are seven ways to
identify a bad IT team.*



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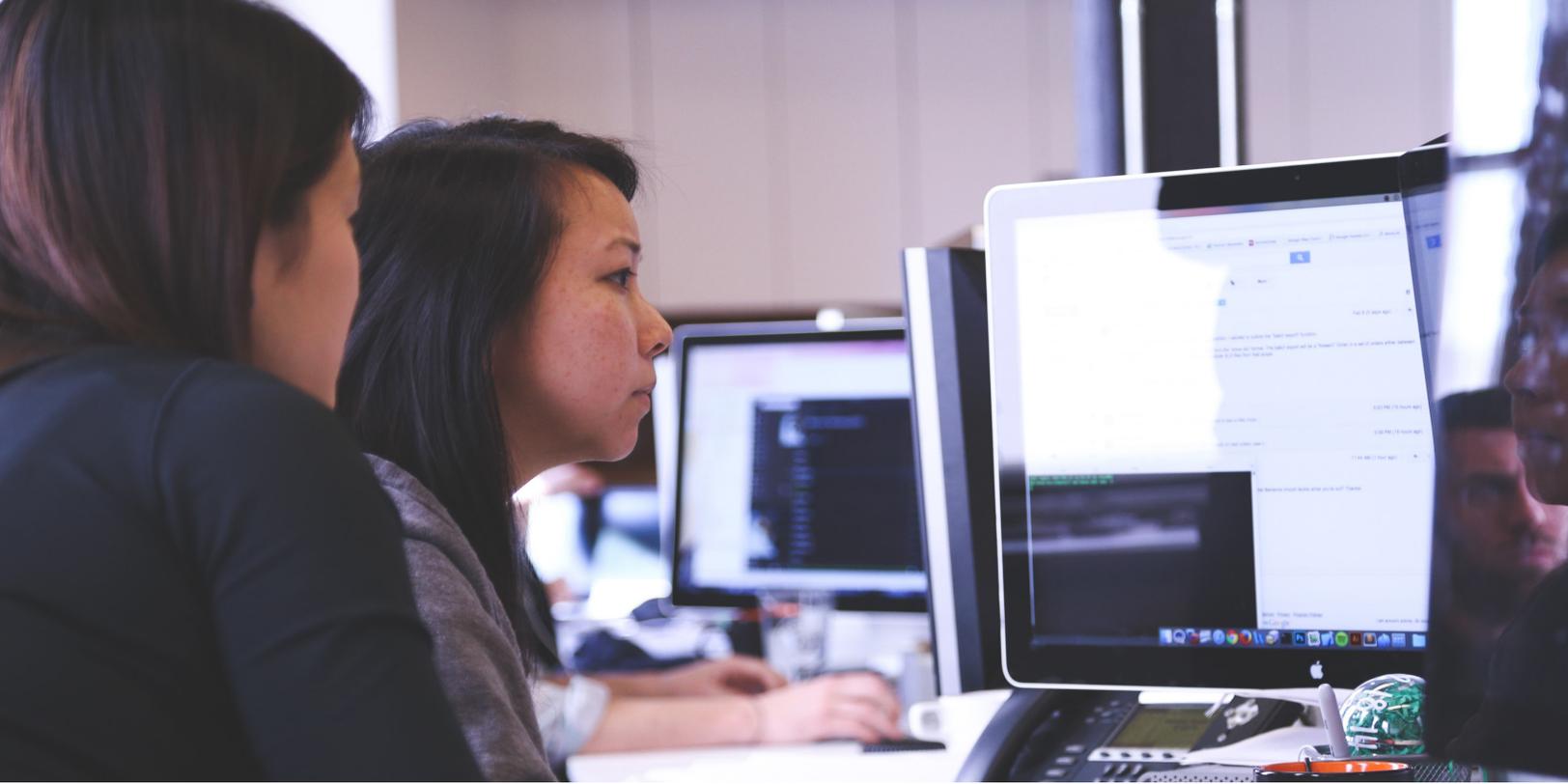
YOU DON'T KNOW THE NAME OF YOUR TECH

You may think that if you don't know the name of your IT person, that's a good thing. After all, it means there haven't been many emergencies, right?

Ideally. More likely, though, if you don't know the name of your IT person, it's because they haven't been "your" IT person consistently. Instead of assigning businesses with a dedicated technician, many IT providers send in whoever's available when issues arise. You may never get the same person twice, which means that nobody will ever build familiarity with your networks (or you), and issues will take longer to solve.

Additionally, the only way to mitigate emergencies is through proactive upkeep of systems. So, ***if you haven't seen your IT person in a while, that means they haven't been checking in on your systems*** – which means there's a good chance you'll see them soon when the emergency does happen.

If you don't know the name of your IT person, that's a problem.



THEY DON'T RESPOND AS QUICKLY AS YOU'D LIKE

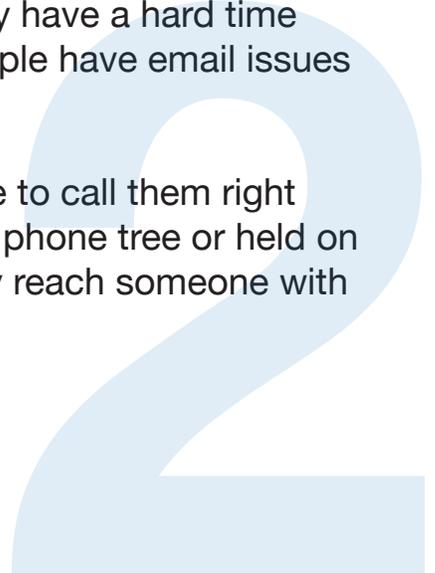
Response time is a fairly straightforward measurement of IT team quality. When an issue happens, how quickly does your IT team respond?

Many low-cost IT solutions aren't equipped to respond to issues quickly.

If you're relying on an internal IT employee, they may already be on-premise when issues happen – but they may have a hard time finding bandwidth to fix everything. If three people have email issues at once, what's an internal IT employee to do?

If you're relying on a helpdesk, you may be able to call them right away – but you may also be bounced around a phone tree or held on hold for longer than you'd like before you finally reach someone with the knowledge to help.

You deserve an IT team that can respond quickly when you need them to. Anything else is bad IT.



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YOU DON'T TRUST THEM TO FIX THE ISSUE

The ability to respond is one thing.
The quality of the response is another entirely.

Bad IT teams offer help that doesn't really help.

For instance, they may send a tech to the site who spends a few hours looking at the problem, only to determine that they'll need to call back for more help. Or, they may fix the symptoms of your IT issue, but fail to dig deep enough to address the root causes – meaning it'll happen again.

Do you trust your IT team to fix any issues?

Or do you cross your fingers when it's time to call them?

THEY DON'T ADAPT TO THE NEEDS OF YOUR BUSINESS

Does your IT team adapt to your needs?
Or do they make your business adapt to theirs?

We like to use the analogy of fast food versus high quality fare here.

Low-quality IT solutions simply entail setting up a list of hardware and software components. Often, to make it easier for lower-level techs, it's the same package every time, repeated for different clients again and again. It's cost effective, and it makes training techs easier, too. In culinary terms, it's a McDonald's cheeseburger.

But the reality is that ...

***THE SAME PACKAGE OF IT SOLUTIONS
DOESN'T WORK FOR EVERY SITUATION.***

And, to be honest, many low-quality IT teams don't have the expertise to select the right ingredients – so the resulting solution is more like an imitation of a McDonald's cheeseburger than the real thing, delivered every time regardless of whether it suits your business' tastes.

If you want more than fast food IT, you need a provider who can do more than just follow an IT recipe. You need a chef who can tailor solutions to your unique business needs.

You need someone who has the expertise to recommend the system components that will work best in your unique situation.



THEY DON'T SEEM TO HAVE STRATEGY

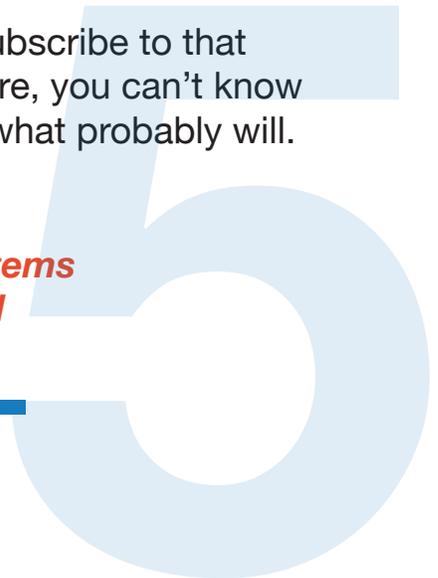
Does your IT team have a strategy? Or are they just reacting, unable to do preemptive planning because they're stuck playing whack-a-mole as issues pop up?

One of the myths around IT (and part of what's responsible for negative perceptions of the industry) is that it's primarily a reactionary discipline. Issues can't be planned for; they can only be managed. After all, who knows what will happen tomorrow?

That's not an accurate approach to IT, and if you subscribe to that model, you're doing your business a disservice. Sure, you can't know what will happen tomorrow – but you can plan for what probably will.

The reality is that good IT teams are able to plan for the future and implement strategic systems to both minimize the risk of potential issues and optimize your business for growth.

IT should be primarily strategic, not reactionary.



6 THEY AREN'T ON TOP OF CYBER SECURITY TRENDS

Can your IT team speak knowledgably about cybersecurity trends? Are they on the cutting-edge ransomware and malware issues? Is your data safe?

If your team has fallen into reactionary mode, the chances are that they're not taking steps to stay on top of the latest cybersecurity trends.

That's not good – the stats around cybercrime paint a foreboding picture.



YOU DON'T TRUST YOUR IT

Finally: Do you trust your IT?

This is as simple as it gets. There are no caveats. The answer to this question is the bottom line in determining whether your IT team is serving your business well.

Do you trust them to take care of issues quickly and well?
Do you trust them to strategically plan the systems necessary for your business to grow?

Do you trust your IT?

If you're not sure, there's a good chance your IT team isn't serving you well.



STOP SETTling FOR SUBPAR IT

IT frustration should not be the norm.
Dependable, consistent, optimized systems should.
Your business deserves IT you can count on.

We've seen firsthand the damage that low-cost, poorly-suited IT solutions can wreak on businesses. That's why we've developed our managed IT service. Our proven process offers IT support at a fixed monthly price. This eliminates fluctuating costs, reduces downtime, and allows IT teams to shift the focus from fighting fires to preventing them altogether.

Put simply, it means leaving behind bad IT and choosing IT you can trust – IT that will allow your business to reach its full potential.

Ready to take the first step?

To learn how better IT can benefit your business, get in touch with us [online](#) or at 301.682.5100.

***If you've been settling for subpar IT,
it's time to switch to Swift.***



