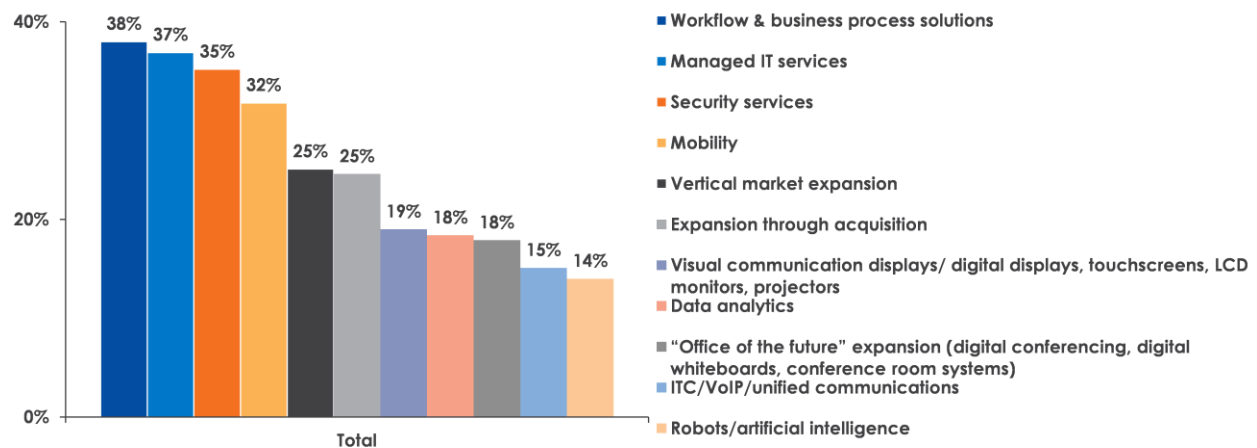# Managed IT Services for Data Backup and Recovery a Hot Opportunity

Managed IT services is a hot opportunity for businesses; this includes services for data backup and recovery. Companies are increasingly seeing the value of outsourcing key IT tasks, including benefits around cost savings and expert advice. This blog post will dig deeper into this trend, particularly from a data backup and recovery perspective.

The managed IT opportunity

Growth in managed IT services is reflected in the top areas of investment cited by office equipment vendors. In a 2017 Keypoint Intelligence-InfoTrends survey, 37% of U.S. vendors surveyed viewed managed IT services as a top area for revenue growth in the next three years—making it the number two most promising opportunity.

Other than print, which of these areas do you see providing the greatest opportunity for revenue growth for your business in the next three years?

N = 179 independent office equipment vendors in the United States

Source: United States Office Channels Survey (Keypoint Intelligence-InfoTrends, 2017)

Increased need for managed IT backup and recovery

The digitization of business operations has resulted in a dramatic increase in the amount of data generated by companies. In many instance, this data is critical to the success of the business; as such, it must be protected in the event of a disaster or another interruption.

The growing need for *managed* backup and recovery is fueled by the increasing complexity of data protection and security. Managed services providers specializing in security, backup, and recovery are up to speed on the latest technologies as well as best practices in this arena; they apply this knowledge to their managed services engagements.

Increased preference for managed IT backup and recovery

Organizations are also becoming more interested in other benefits of managed data backup and recovery services. For instance, these services do not require an upfront investment in technology like servers and networks.

Instead, companies can access these capabilities through the managed services provider—typically as part of a monthly or yearly service subscription. They can end or change the components of this subscription as need be—affording great flexibility to their clients.

Many companies also like the fact that outsourcing managed backup and recovery gives them more time to devote to other important IT tasks, including help desk, new employee onboarding, and report generation and analysis.

Conclusion

Managed IT services in areas like data backup and recovery are growing in popularity as organizations require more capability and expertise for their data protection efforts. Furthermore, many companies are coming to prefer the subscription payment models and time savings that are associated with managed IT engagements.