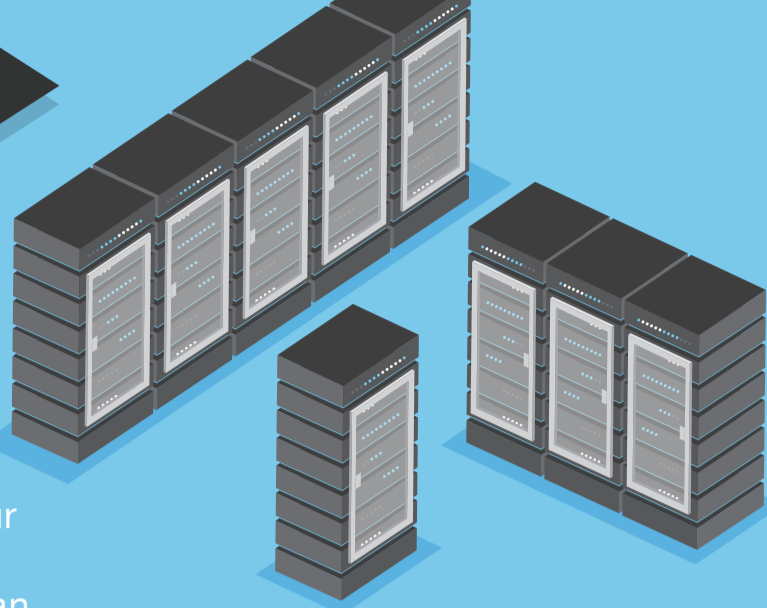


# FOUR REASONS YOU CAN'T LIVE WITHOUT MANAGED SUPPORT

With more than two-thirds of companies partnering with managed service providers in some capacity<sup>(2)</sup>, the managed services market is projected to be worth \$193.34 billion by 2019.<sup>(1)</sup> This trend certainly applies in the cloud hosting space, where IT organizations are looking for providers with an extensive portfolio of managed service and support offerings.

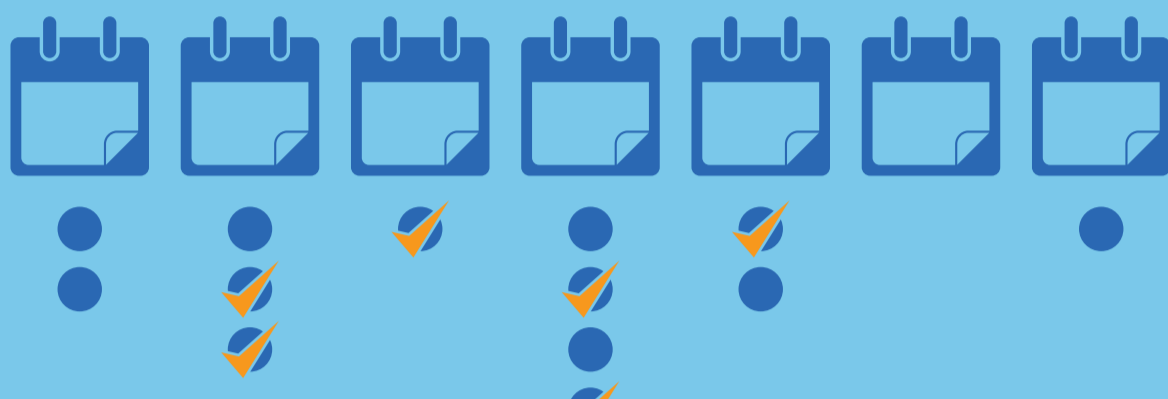
## Reason No.1 ENVIRONMENT OPTIMIZATION



It's important to tailor your IT environment for your specific needs, because an inefficient, non-optimized environment can cost your company money in the long run.



A top-tier cloud hosting provider will work with you to understand your unique requirements and goals, then collaboratively design the best solution.



Once up and running, the provider will handle day to day operations, patching and maintenance – allowing the customer to focus on running their core business.

## Reason No.2 SUPPORT WHEN YOU NEED IT

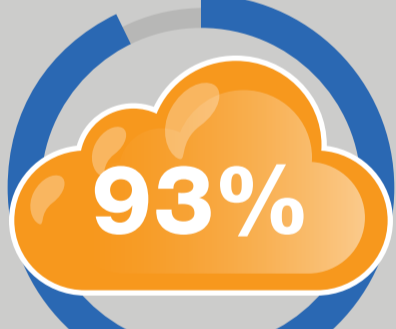


**Unplanned outages cost up to \$300,000 per hour, or \$5,600 per minute.<sup>(3)</sup>** In the event that you do experience unplanned downtime, getting back up and running quickly is critical.

**Managed service providers offer advanced infrastructure monitoring** and a team of engineers and support personnel dedicated to proactively identifying potential issues and addressing them.



## Reason No.3 IT ASSESSMENT & MIGRATION SUPPORT



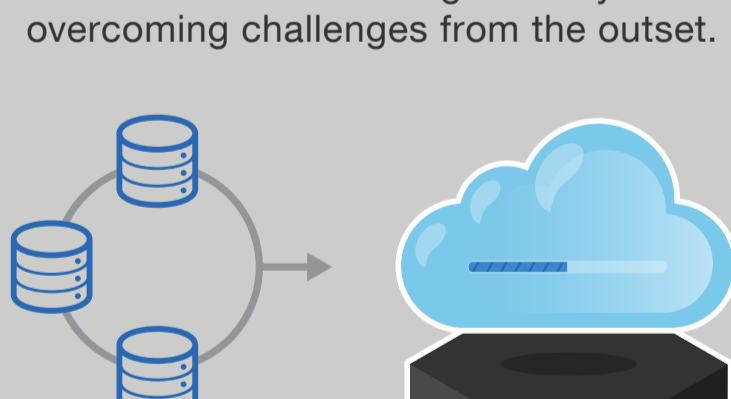
**of enterprises** are using cloud services for at least one function.<sup>(5)</sup>



**of small businesses** are expected to operate completely in the cloud<sup>(4)</sup> by 2020.

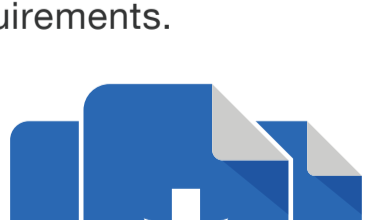
**Migrating applications to the cloud is a complex undertaking that requires a high degree of technical expertise.**

A structured IT assessment can help you navigate the complicated waters of a cloud migration by identifying and overcoming challenges from the outset.



## Reason No.4 APPLICATION LEVEL SUPPORT

**Applications like Magento and WordPress** are fairly easy to use, but only if you correctly installed them for the specific customers' requirements.



**Security is critical as well.** You must patch and maintain the application or you could run into trouble.



**Partnering with a service provider** with the expertise to support the entire stack (hardware and application layer) is essential to a smooth-running environment.

**GET IN TOUCH WITH HOSTWAY TODAY** to learn more about their broad portfolio of managed service and support offerings.

**HOSTWAY**

1. <http://www.marketsandmarkets.com/PressReleases/managed-services.asp>  
 2. <http://www.cio.com/article/2930498/it-strategy/why-businesses-are-turning-to-managed-it-services.html>  
 3. <http://blogs.gartner.com/andrew-iemer/2014/07/16/the-cost-of-downtime/>  
 4. <http://www.forbes.com/sites/louiscolombus/2015/05/04/roundup-of-small-medium-business-cloud-computing-forts-casts-and-market-estimates-2015/#60c7fa641646>  
 5. <http://www.businesscloudnews.com/2016/03/11/93-of-enterprise-now-using-cloud-services-survey/>  
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