



10 Reasons to Use an IT Services Broker

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10 Reasons to Use an IT Services Broker

If there were 34 hours in the day, an IT executive such as yourself would be saved. Between running your IT department, dealing with open issues, handling the system upgrade implementations, taking care of the day-to-day tasks, organizing and delegating, there's really very little time to do anything else.

Unfortunately, there's always more to do. You still need to continually vet the IT services marketplace as you grow and change your technology configurations to match your end user's expectations. You need to redline and negotiate contracts, ensure you are getting the true low market price for IT services, and meet deadlines that are usually too fast with budgets that are usually too small.

This can pose a big problem. On one side, you don't have the time to fulfill all your responsibilities to the best of your ability. On the other side, you don't have the time to pay the proper attention to contract negotiations, vendor analysis, comparison and selection, which can cause you to pay up to 300% more than you should for services that you may not even need.

Now those 34 hours are looking really nice right about now.

In this eBook,
we'll discuss the
top ten reasons
to use an IT
services broker.

If you find this scenario familiar, there's a very easy solution to your problem, using an IT services broker.

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1 TIME SAVING

You don't need 34 hours in day

Under normal circumstances, you would have to continually talk to sales representatives from each provider who only represent one option, and will only tout the products and services of their current employer. You would have to make follow-up calls to maintain the relationship, all the while double-checking everything they say to make sure the information is accurate.

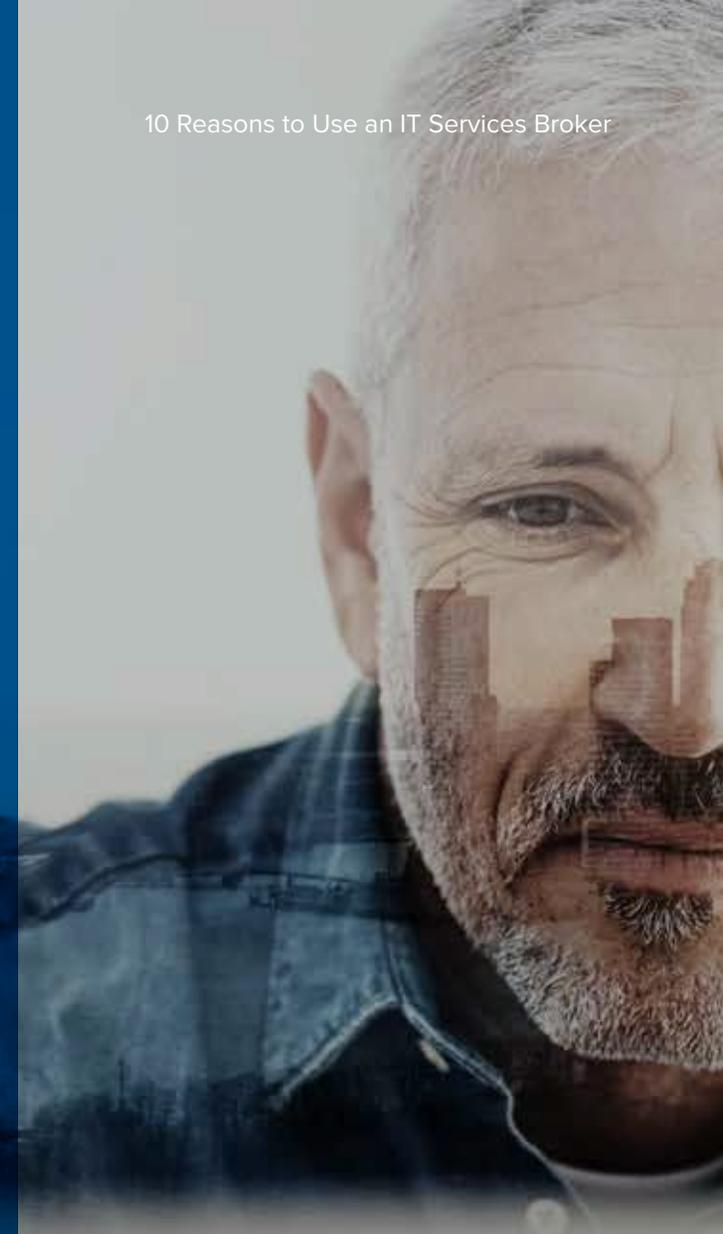
Brokers develop and maintain relationships with numerous service providers so you don't have to. They make all the calls, go to all the meetings, and perform all the fact-checks. With all this responsibility off your plate, you can spend more time focusing on your own customers and continuing to grow your company.

2 MONEY SAVING

Don't waste money on unnecessary expenses

When we talk about money, there are two aspects to discuss. The first is the actual amount paid per month. While provider representatives may try to convince you to purchase extra services, brokers ensure that you're only paying for what you need. They also make sure that you're paying the right price for these services by benchmarking them against current market pricing.

The second aspect encompasses uptime, performance and flexibility. Paying a low price isn't a good thing if it's accompanied by downtime and inefficiency. Brokers will help get you the lowest price available for the quality of services you require.



3 CLIENT ADVOCACY

A broker's primary responsibility is to support, inform, and be an advocate for your company

Leveraging a broker's expertise as an advocate offers a distinct advantage. Not only will you stay one step ahead of the competition, you'll also ensure that you're getting the right quality service at the best price.

There is also the fundamental advantage of working with a broker on an ongoing basis. Beyond understanding your company's current needs, working with a broker makes strategic and action planning easier; and moving in your chosen direction can begin much sooner.

4 EXPERIENCE

A world of industry knowledge and expertise at your disposal

As an IT executive, you probably know the big service providers, the tools and the equipment. But the industry is in flux, and other players are constantly arriving on the scene with improved services and better gear.

Brokers dedicate all of their time and effort to understanding the IT industry and building relationships with service providers. They are industry experts whose mission is to employ their market intelligence and expertise to provide you with the solutions that best satisfy your business requirements.

5 SCALABILITY

Grow your company and everything along with it

Saving time and money only tells part of the story. Having scalable systems in place will facilitate your company's growth. Undoubtedly, your IT needs will change and you may find that yesterday's solutions don't match up with today's problems.

Working with a broker will allow you to stay nimble and continue to adjust your IT solutions as your business needs change. They will introduce you to those service providers that are in tune with the demands of your business and can meet those demands with the right service level at the right price.

6 CANDID CONVERSATIONS

Unbiased advice to keep your needs a priority

Objective brokers gain no benefit from convincing you to purchase a solution or choose a provider that may not suit you. Their interests are aligned with yours in that they want you to meet your performance, flexibility and business objectives with those providers that are best positioned to do so.

However, some brokers hold quotas with certain service providers, which could cause them to lean toward recommending those providers. Make sure you ask your broker if they have any quotas to maintain before engaging with them. If so, then be sure you understand the nature of the relationship prior to proceeding.



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7 INDUSTRY CONTACTS

Maintaining relationships = keeping up with industry updates

Brokers foster strong relationships with industry leaders, which allow them to stay on top of new trends, the latest releases, newest applications, and low benchmark pricing. They continuously collect this information and pass it along to you.

These relationships also allow brokers to directly contact those responsible for special pricing, unique solutions, and expedited turnaround. Brokers literally bridge the gap between you and the executives from their provider partners – helping ensure compatibility and deployment of optimal solutions.

8 WIN–WIN

Everybody's happy

Not only does the broker model benefit you, it benefits the providers too. Brokers offer market intelligence and recommendations; they ensure the provider has the right solution for you, and the provider only pays the broker a commission once you sign a contract for the brokered services.

9 THE LONG HAUL

Long term relationships have the most fruitful results

Service provider sales representatives typically change from one provider to the next every six months —one year. This means that they have a very short learning period after which they have to start over and do it again. The sales representative you worked with at one service provider may not be around when you need to renew or modify your services.

Maintaining long relationships with both providers and clients allows brokers to continually learn about the ever-changing service provision and client requirement landscapes. Brokers can always offer pertinent expertise that reflects the ebbs and flows of both the technology industry and your business objectives.

You will never find yourself explaining your situation over and over again. Your broker will just get it and will always be able to recommend the ideal solution.

10 IT'S THE FUTURE

More and more people are opting for the broker model

Considering your daily responsibilities, it can be difficult to sort through all of the clutter to find the best solutions at the best price. Not only do brokers help you find high quality providers and services at the lowest cost, they also offer continuing support to improve your bottom line, stay on top of the marketplace, and deliver the uptime, performance and flexibility you need.

Real results and experience shows that the broker model is proving to be the most efficient method of acquiring complex IT services.





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