

A COST WORTH COUNTING

From two-person startups, to enterprises with hundreds of employees, cost counts to businesses of all sizes. Yet many fail to take stock of the total cost of ownership when it comes to their productivity suites.



With the myriad of productivity software options out there, along with the equally alarming number of billing models, businesses may just pick a direction and charge ahead without considering where the real costs come in. And they do sneak in at every possible angle, from features, fixes and security updates, to time spent managing and onboarding new employees to licencing compliance and number of users.

What's the real cost?

A commissioned *Forrester study*, interviewed three companies and six organisations in various locations around the world, resulting in a composite workforce of 5000 employees. Based on this undertaking, Forrester estimates that implementing Microsoft 365 over a three year period saved \$13.1 million in these businesses. This is across help desk calls and provisioning resources, and includes reducing unused licences, infrastructure and management costs.

While this might be an extreme case, that's a lot of dollars saved per annum.

Add to this an increase in productivity of 3 hours per employee per week over three years, and you've got a convincing argument to consider implementing Microsoft 365 via a dedicated business partner.

It's easy to see why *80% of Fortune 500 companies* make use of Microsoft 365 for their daily operations and productivity. It saves money, increases output and ensures collaboration. Plus, there's an offering for every sized business.

See how Microsoft 365 stacks up

Get our guide to see how Microsoft 365 stacks up here.

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The partner difference

Clearly, Microsoft 365 is one of the most ubiquitous productivity suites worldwide, but the way it's executed matters. Many businesses still prefer an off-the-shelf product, possibly because cloud implementation is lagging across spheres of industry, with *74% of companies* failing to hire cloud expertise.

It's no longer a question of "if" a business should be using the cloud. In our pandemic-affected world, the cloud is the only solution that allows businesses to continue functioning normally. As *Gartner* predicts,

even in a post-pandemic world, almost half a business's workforce will still operate remotely, making the cloud a must-have investment.

Cloud is not just the future, but the necessary present, making a cloud partner all the more critical in staying competitive and profitable. Teaming up with a business partner that specialises in the cloud not only allows a business to have an "in house" cloud expert, but also assists in maximising the cost saving benefits of Microsoft 365.

Partnering for productivity

A business partner that specialises in the cloud can assist in so much more than just shouldering the burden of cost of support and services. Insider knowledge means that they can help your business manage users and licences to reduce any wasted shelfware within the business, enhancing workflow and unlocking productivity within the Microsoft 365 suite.

Unlocking this productivity is one of the key time-and-money saving features of the

Microsoft 365 offering. A partner can assist in maximising app use within the business, ensuring teams are appropriately using the right tools for their divisions, whether that's Excel or Exchange, Teams, SharePoint or Power BI. According to a second *Forrester report*, streamlining business processes, along with improved communication and increased teamwork saved 12 500 hours per year (over three years and across 5000 workers) in distribution activity.

Having a partner can also assist a business in navigating more complex layers of the productivity suite. Power BI is well, a powerful tool in the arsenal of any business that needs to make apps, but with limited in-house coding ability. A partner can help a business in implementing these apps for maximum productivity.

Alongside app implementation, integration with existing systems can be critical to the successful deployment of Microsoft 365 within a business context, yet few businesses have the time or inclination to do so.

A partner can happily manage this load, integrating Microsoft 365 applications with HR and billing software that are already used inside the business.

Indeed, Teams, which is the *fastest growing Microsoft application* in the history of the company, has saved *104 minutes each week* per employee through effective meetings, sharing and collaboration processes. With a partner assisting your business in maximising these apps, hours, minutes and moments saved can all contribute towards increasing revenue streams.

Partnering for IT support

The benefit of having local, on-the-ground support for the rare occasion when things do go wrong cannot be understated. Removing the burden of sitting on endless international support calls allows the in-house IT team to continue with the essential everyday functions of keeping the business up and running.

Another load that a partner can assist in managing is that of licencing. Using the flexibility of the cloud, your partner can assist in the provision and scaling of user licences up and down as required. Ensuring that software licences are up-to-date, and that a business is compliant is also a critical part of cost saving for every size enterprise.

Billing support as a result of both licencing compliance and cloud services is another add-on that a offers. Instead of unpredictable software costs per month, procuring Microsoft 365 through a partner means a business receives a regular, predictable billing cycle.

A partner can offer a company licencing support, technical support and billing or subscription support, while fielding all the regular IT calls that come in. This holistic approach goes beyond the cost of acquisition and can significantly reduce a business's total cost of ownership when it comes to managing IT services.

Partnering for profitability

Ultimately, considering purchasing your Microsoft 365 assets through a partner that specialises in the cloud can provide a massive benefit to your company at no additional cost.



A partner provides these wrap-around Microsoft 365 services that allow not only an increase in daily productivity, as we've discussed, but also assists in the streamlining of IT processes.

Giving your business the best opportunities to maximise growth and profit might mean

considering a move to a cloud service provider, especially when contemplating all of the benefits having someone in your corner brings.

If you'd like to find out more about how to get the perfect partner for your business, get in touch with Tarsus On Demand today.

Make the switch today

If you're interested in getting a partner that can help you with your Microsoft 365 needs, please get in touch with us.