



Whitepaper

The Future is Personal

The Rise of Personalised Cloud and Managed Services

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Introduction

In the complex and rapidly evolving realm of IT, Cloud and Managed Service Providers (MSPs) often tout the technical advantages of their offerings. As the commoditisation of Cloud and other IT technologies increases, these functional benefits are starting to lose their allure. Today's informed and discerning customers seek more than just top-tier technology; they crave empathy, understanding, and solutions tailored to their unique tech challenges. They want personalised services that are right for them, their business, their future, and their people.

The MSP landscape is transforming, and the battle lines are being redrawn. It is no longer about who has the best technology or the lowest prices. Instead, the winners will be those who provide a truly personal approach, offering personalised solutions that secure customers' futures with a highly personalised customer experience.

IT Trends Show Need for a Personalised Approach

Several emerging trends underscore the need for personalisation. The proliferation of hybrid and multi-cloud environments is shifting the emphasis away from generic, one-size-fits-all solutions. Businesses are demanding services that accommodate their unique combination of public, private, and hybrid cloud elements.

Moreover, businesses are moving towards Industry 4.0, where digitalisation, data analytics, and interconnectivity are increasingly important. Tailored solutions that consider the specific needs and future aspirations of an enterprise will be instrumental in enabling businesses to fully harness these technologies. Some of key trends in personalised IT include:

1. Rise of Hybrid and Multi-cloud Environments

Gartner predicts that by 2025, 85% of enterprises will be operating in a hybrid cloud environment. Businesses are demanding services that accommodate their unique combination of public, private, and hybrid cloud elements. The demand is for personalised services that harmoniously integrate multiple cloud platforms while ensuring optimal performance, security, and cost-efficiency.

1. Increased focus on Industry 4.0

The Fourth Industrial Revolution, or Industry 4.0, emphasizes digitalisation, data analytics, and interconnectivity. According to McKinsey, companies that successfully implement Industry 4.0 could boost their annual revenues by 2.5-3.0%. Personalised IT services, which consider the specific needs, operational processes, and future goals of a business, are key to maximising these technologies' benefits.

2. Surge in Cybersecurity Threats

According to a report by Cybersecurity Ventures, the cost of cybercrime globally is expected to hit \$10.5 trillion annually by 2025. This alarming statistic highlights the need for tailored security solutions that consider a business's unique threat landscape and cyber risk profile.

3. Increasing Importance of Data Privacy Regulations

With the enforcement of regulations like the GDPR and CCPA, businesses must adhere to increasingly stringent data privacy rules. A PwC survey found that 92% of U.S. companies consider compliance with GDPR a top priority. Personalised managed services can help businesses navigate this complex regulatory landscape, providing solutions that ensure compliance while maximising operational efficiency.

4. Growing Demand for Agility

In a survey by Deloitte, 91% of C-suite executives say that agility is critical to business success. In a rapidly changing business environment, MSPs that offer personalised services enable businesses to respond more quickly and effectively to new opportunities and threats.

5. The Rise of Remote Work

In the wake of the COVID-19 pandemic, remote work has become a new normal. According to a study by Upwork, 26.7% of the American workforce will still be working remotely through 2021, and 36.2 million Americans will be remote by 2025. This shift necessitates personalised IT services that support remote work scenarios, addressing unique challenges such as secure remote access, collaboration tools, and network connectivity.

Benefits and Imperative for Personalised IT

The evolution of the digital landscape is unequivocally driving the need for personalisation in Cloud and Managed IT Services. The shifts in technological innovation, cybersecurity threats, regulatory compliances, work dynamics, and business needs have underscored the importance of a highly customised, business-specific approach to IT services.

- **Business-Specific Needs and Goals:** Every business is unique, having its own set of goals, strategies, operational processes, and challenges. A 'one size fits all' approach to IT services is no longer viable in a world of increasing technological complexity and rapid change. Businesses need IT partners who not only understand their unique needs and objectives but also co-create strategies and solutions to align technology with business goals.
- **Adapting to a Changing Technological Landscape:** With the acceleration of digital transformation across industries, businesses need to keep pace with the rapidly evolving technological landscape. Personalised IT services enable businesses to effectively leverage new technologies, including AI, IoT, big data, and machine learning. By customising these technologies to a business's specific needs, MSPs can help drive innovation, efficiency, and competitive advantage.
- **Managing Complex Regulatory Compliance:** In the face of increasing regulatory scrutiny, businesses need tailored solutions that ensure compliance without compromising operational efficiency. Personalised IT services can help businesses navigate this complex landscape, providing solutions that are tailored to their specific industry, jurisdiction, and operational context.
- **Enhancing Cybersecurity Posture:** In an era of escalating cybersecurity threats, businesses need personalised security solutions that address their unique risk profiles and threat landscapes. By customising security strategies and solutions to a business's specific needs, MSPs can help enhance their cybersecurity posture and resilience.
- **Supporting Remote Work and Workforce Mobility:** The rise of remote work and workforce mobility presents unique challenges for businesses, including secure remote access, collaboration, and network connectivity. Personalised IT services can help businesses address these challenges, providing tailored solutions that support remote work scenarios and enhance productivity.

The Framework for Personalisation

The future of human-centric and customer-aligned MSPs is rooted in a framework that prioritises personalisation. It includes cloud personalisation, personalised experiences, personal security, and a personal maturity plan.

Cloud Personalisation

MSPs need to provide scalable multi-cloud solutions that offer a broad spectrum of options tailored to the specific needs of an industry, a business, and its personnel. Cloud personalisation goes beyond merely offering a variety of cloud services. It is about deeply understanding each business's unique context and tailoring services to optimise productivity, cost-effectiveness, and business continuity.

Personalised Experience

MSPs must give clients the freedom to choose how they work with them. By personalising user support and fostering a trusted relationship with a single point of contact, MSPs can cultivate customer loyalty and ensure their services genuinely meet customers' needs.

Personal Security

MSPs must offer a range of tailored security solutions, from those adhering to Essential 8 guidelines to those in compliance with ISO 27001. With cyber threats becoming increasingly sophisticated, businesses need security solutions that not only protect their current operations but also shield them from future threats. Personal security is about delivering this security in a way that is responsive to the business's risk tolerance, regulatory environment, and business goals.

Personal Maturity Plan

Businesses are at various stages of their cloud journey. By providing an opportunity to compare cloud services with a personal IT test, MSPs can help clients determine where they currently stand on the Personal Cloud Maturity Model. MSPs can then work with businesses to understand their long-term vision and craft a bespoke technology platform that supports this vision, progressing one maturity level at a time.

Conclusion

The future of MSPs hinges on the ability to offer a truly personalised service - one that addresses the unique needs and aspirations of each business. It's about moving away from the traditional approach of selling services and instead nurturing a relationship where the MSP becomes an empathetic and understanding partner, offering solutions that are exactly right for the client's business, its future, and its people. The MSPs who can deliver on this promise of personalisation will not only survive in this competitive landscape but also thrive. The future is personal, and that future is here.

About Evolution Systems

Evolution Systems is at the forefront of this transformation. As Australia's leading provider of personalised cloud and managed services, we pride ourselves on providing the right people with the right answers. Our approach is centred around understanding and empathy, ensuring we offer solutions that are right for you, your business, your future, and your people. If you want to secure your future with a personalised cloud and IT managed services provider, contact us today.

Sources

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