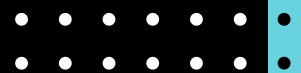


WYRE TECHNOLOGY



# THE SMART CXO'S GUIDE to Choosing an MSP



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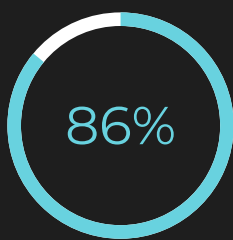


# The Cost of Choosing the Wrong MSP

Choosing the right **managed services provider (MSP)** is one of the most important decisions you'll make as a CXO.

A truly great MSP helps strengthen your IT infrastructure, safeguard your data, and support the growth of your business.

Choose the wrong MSP, and you're left facing expensive downtime, security breaches, hidden fees, and frustrating delays. More than simply inconveniences, issues like these can leave your business vulnerable.



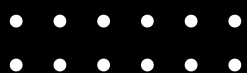
As of 2024, over 86% of global businesses—large and small—worked with a managed services provider (source: [Statista](#)).

> 50%

More than half of worldwide enterprises work with MSPs.

≤ 36%

Just 36 percent of small-to-medium-size businesses (SMBs) make use of MSPs.



# How This Guide Can Help Your Business



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With so many MSPs claiming to be “the best,” separating partners you can rely on from ones who will overpromise and underdeliver can be tricky.

This guide will help you through the process.

Together, we’ll look at:

- the must-have qualities of a great MSP.
- red flags that signal a bad provider.
- key questions to ask before signing an IT contract.

By the time you finish this e-book, you’ll have a clear roadmap for selecting an MSP that will work *with* your business—ensuring your IT strategy is secure, scalable, and stress-free.

Sound good? Let’s get started!

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# The Must-Have Qualities of a Great MSP

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Choosing an MSP isn't just about outsourcing your technology headaches—it's about finding a partner who will help keep your business secure, productive, and ahead of the curve.

Here's what a top-tier MSP brings to the table.



## Proven Experience in Your Industry

Every industry experiences different IT challenges, and **your MSP should have deep expertise in your field**. That includes being up to date on compliance requirements, industry-specific risks, and best practices. Ask for case studies or references from businesses similar to yours.



## Proactive Approach to Cybersecurity & Compliance

Cyberthreats never stop, and simply reacting as they happen isn't going to cut it. A great MSP:

- tackles security with a multi-layered approach (e.g., firewalls, endpoint protection, and zero-trust frameworks).
- conducts regular security audits and risk assessments.
- ensures compliance with industry regulations (e.g., HIPAA, SOC 2, CMMC, etc.).
- educates your employees on how to prevent breaches.



## Scalable Solutions that Grow with Your Business

As your business changes, so do your technology needs. Your MSP should provide:

- [scalable cloud and on-premise solutions](#).
- service packages that adapt to events like hiring, remote work, etc.
- long-term goals that align with the vision of your business.



## Clear, Transparent Pricing and No Surprise Fees

Hidden costs and unclear pricing structures are a major red flag. A great MSP:

- provides straightforward pricing.
- avoids agreements that don't scale up *and* down with your business (some contracts *only* scale up—something to avoid).
- explains exactly what's covered—and what isn't.



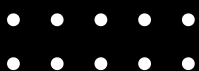
## 24 / 7 / 365 Emergency Support & Fast Response Times

Emergencies don't wait for business hours. Your MSP should guarantee:

- around-the-clock monitoring to detect and resolve issues before they get out of hand.
- a documented response time for critical support requests.
- a clear escalation process that details who to contact when urgent issues arise.

A truly great MSP doesn't just fix problems—it prevents them.

And your business keeps running like it should.



# Red Flags

You already know: not all MSPs are created equal.

And once the shine wears off, you're left with hidden risks that compromise not just the security of your business but also its reputation.

Here are the biggest red flags to watch out for.



## One-Size-Fits-All Solutions

Your business is one of a kind—something your IT provider should understand. Avoid MSPs that:

- offer cookie-cutter packages without customization.
- don't roll up their sleeves to get to know your business *before* recommending a plan.
- push unnecessary services that don't work for your needs.

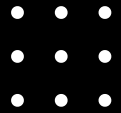


## Poor Communication & Slow Response Times

Many IT issues truly *cannot* wait. Be cautious if you notice problems with your MSP such as:

- difficulty reaching Support when you need them.
- unclear or inconsistent communication about critical IT matters.
- support tickets that take forever to get resolved.





### Lack of Cybersecurity Expertise

If an MSP doesn't prioritize security, your business is at risk.

Look out for:

- no **proactive cybersecurity strategy** (break-and-fix isn't good enough).
- limited experience with compliance frameworks like HIPAA, GDPR, CMMC, or SOC 2.
- no ongoing cybersecurity training for their employees.



### Overpromising Without Proof

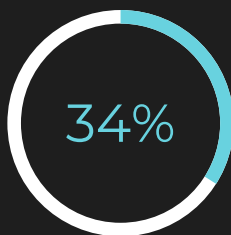
If an MSP claims to be "the best," ask them to prove it.

Red flags include:

- no **case studies**, testimonials, or client references.
- exaggerated claims—without real-world results.
- a high-pressure sales pitch but no clear process for delivering actual results.

Bottom line?

If an MSP shows any of these warning signs, it's best to keep searching. A great IT partner will be transparent, responsive, and fully invested in the success of your business.



According to an **InfraScale survey**, "Thirty-four percent of business executives reported having a negative experience with an MSP. The biggest reasons . . . were high costs and quality issues."

52%

Fifty-two percent cited "quality of solutions" as the most important standard for choosing an MSP.

35%

A little over one-third of survey respondents had fired an MSP.





# Questions to Ask

Before signing with any MSP, be sure to ask the right questions. You're looking to avoid surprises and ensure a strong partnership.

Here are the key questions every CXO should ask.

“What’s included in your **service plan**?”

Not all MSP packages cover the same things. Ask:

- Is Support available 24/7 or only during business hours?
- Is Support offered on-site, remote, or both?
- Is cyberthreat monitoring and response included?
- How often is data backed up? Where is it stored?

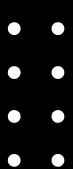
“How do you handle **security and compliance**?”

Ask which cybersecurity frameworks the MSP follows.

- How do you handle compliance with HIPAA, GDPR, SOC 2, CMMC, or other regulations?
- Do you offer security awareness training for my employees?

“What happens when there’s an **IT emergency**?”

Downtime should be rare. And your MSP should have a clear plan for handling urgent issues. Ask:

- What defines an incident as “critical”?
  - What’s your guaranteed response time for critical IT incidents?
  - Do you offer 24/7 emergency support?
  - How do you communicate during major outages or security breaches?
- 

“Can you provide references from clients?”

A great MSP should have satisfied clients who are happy to vouch for them. Ask for:

- references from businesses similar to yours.
- case studies showcasing problem-solving and results.
- customer-satisfaction metrics or testimonials.

“How is your pricing structured?”

Transparency is key. Ask:

- Is pricing flat rate, per user, or per device? The fee structure should motivate the MSP to mitigate and proactively fix issues.
- Are there extra costs for after-hours support or on-site visits?
- What happens if we need to scale up or down?

“How will you help our business grow?”

Your MSP should be there for the long haul. Ask:

- How do you stay ahead of emerging tech trends?
- Will you help us plan IT upgrades and long-term strategies?
- How do you match technology changes to meet our business goals?



Final tip? A great MSP won't dodge tough questions. If they don't give honest answers, keep looking!

# Conclusion

Choosing an MSP isn't a 100-yard dash. It's a [long-term partnership](#) that can either level up your business or hold it back.

[A great IT provider will be more than just tech support](#)—they'll be your strategic ally. You'll have no hesitation calling them for everything from small issues to big ambitions.

This guide was designed to help you cut through the noise and feel confident making an informed decision. Whether you're reviewing your current provider or exploring new options, use it to identify what matters—and what to avoid.

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Looking for a second opinion?

[Get a free consultation with one of our experts!](#)

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