



Services Maturity as a Key Value Driver

By adopting formal methodologies for their services delivery, IT Solutions Providers can positively improve customer satisfaction while reducing costs, creating true business value.

IT Solutions Providers derive, if not a significant portion of their revenues, the most profitable portion from the services they provide. This is particularly true for Managed Services Providers (MSPs). As a strategy, a robust services practice, or “operational maturity”, can also serve as a cornerstone for sustaining and enhancing long-term customer relationships and business growth.

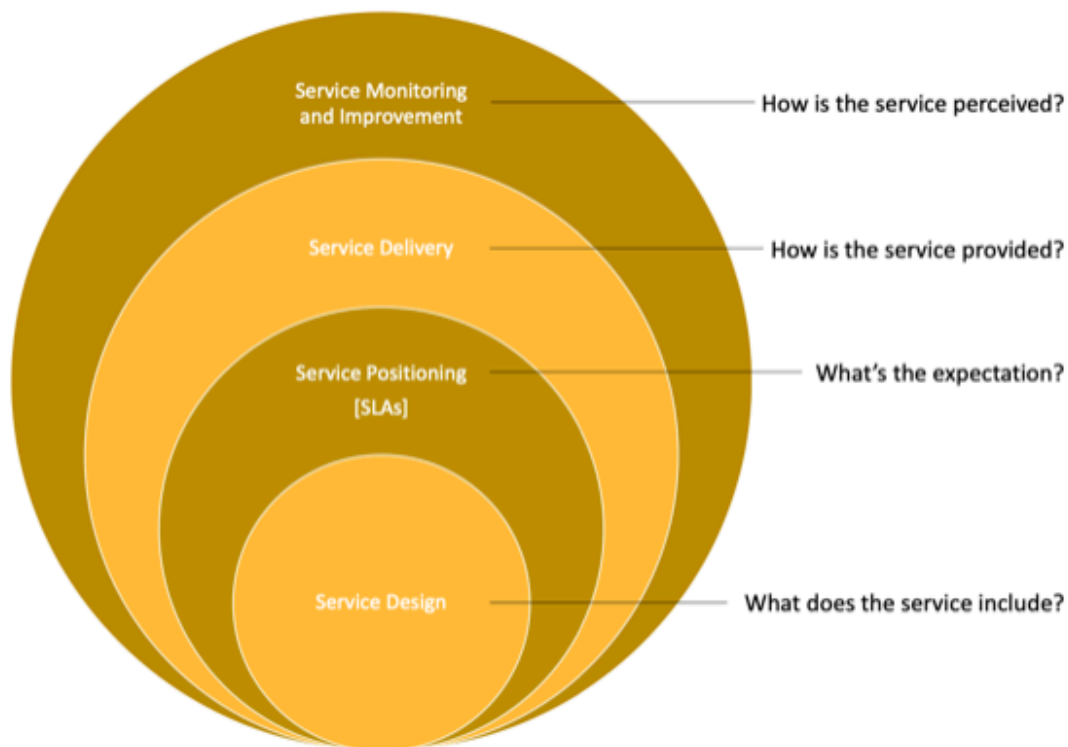
Most IT Solutions Providers know this, and still, many growing MSP's never get off the ground with renowned operational maturity models like CMMI and ITIL because these models are so big and complicated to implement. Teams may start, but they never finish. Their implementation is just too overwhelming on top of day-to-day work. The solution, the strategy, and the benefits are well known. Projects fall flat because of the sheer complexity of these models, and failure to execute.

For growing MSPs, with smaller teams and less complex organizational designs, adopting simpler, more agile approaches that still retain the core principles of ITIL and CMMI can be more effective. These organizations can benefit from implementing lightweight frameworks that focus on the most critical aspects of these methodologies — such as service improvement, quality management, and customer satisfaction — without the overhead of comprehensive model compliance.

By adopting a streamlined approach, MSPs can focus on quick wins and incremental improvements, which are less resource-intensive and offer faster returns. This could involve prioritizing key processes that directly impact service quality and efficiency, such as incident management and continuous service improvement, or adopting scalable practices that can grow with the business.



We developed a framework tailored for evolving Managed Service Providers (MSPs), focusing on four critical aspects: Service Design, SLA and Service Positioning (promise), Service Delivery, and Service Improvement for stickiness.



This model is designed to be agile and straightforward, allowing MSPs to swiftly adapt to customer needs and market changes while still incorporating the core principles of established methodologies like ITIL and CMMI.

1. Service Design

This aspect emphasizes the initial planning and structuring of services to ensure they align perfectly with the needs of the clients. Service design in this framework would not only involve the technical architecture of the services but also the user experience, ensuring that services are both effective and easy to use.

This aspect could also leverage ITIL's comprehensive approach to designing services that fit within a larger service management strategy.

2. SLA and Setting Service Expectations

Here, the framework focuses on defining clear and achievable service level agreements (SLAs) that match client expectations and industry standards. This aspect of the framework ensures that MSPs clearly communicate the benefits and limitations of their services, setting realistic expectations to avoid misunderstandings and build trust.





The promise aspect ties into marketing and sales strategies, ensuring that the service positioning accurately reflects the capabilities and objectives of the service design.

3. Service Delivery

Focusing on the effective execution of services, this component ensures that services are delivered in compliance with SLAs and achieve high customer satisfaction. It involves process management, resource allocation, and performance monitoring, incorporating elements from CMMI to optimize and streamline service delivery processes. This ensures that the services are not only delivered consistently but are also repeatable at scale.

4. Service Improvement

This final aspect centers on continuous improvement based on customer feedback and service performance data. This is crucial for maintaining the competitiveness and relevance of services in a rapidly changing technology landscape. The focus on customer retention involves strategies to enhance customer engagement and loyalty, ensuring that improvements lead to increased customer retention and long-term relationships, fundamental for the growth of MSPs.

This simplified framework, together with the assistance of experienced implementers that hold the team accountable, allows MSPs to maintain a high degree of operational flexibility while still adhering to rigorous service standards. By focusing on these four essential aspects, MSPs can ensure they provide valuable, reliable, and competitive services that meet the evolving needs of their clients.

Ready to elevate your IT solutions business and deliver true value to your clients? Contact OneAccord today to explore strategies that embrace abundance, simplicity, and comfort for lasting success.



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