SOLVING IT CHALLENGES FOR COMPANIES USING DYNAMICS

May 13, 2021

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Your presenters

Diego Rosenfeld

Principal

Diego.Rosenfeld@rsmus.com

- Managed IT Service Go To Market Leader
- Boston, MA

Mike Reiring

Director

Mike.Reiring@rsmus.com

- Southeast Region Leader – Managed IT Services and Infrastructure
- Florida Leader – Technology Consulting

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Agenda

Topic	Time
IT Outsourcing vs Managed IT Services	5
Managed Services Concepts	15
Managed Services Economics	10
Managed Services Metrics	5
Cybersecurity Trends	15
Managed Security Services	5
Wrap-up and Q&A	5

Field of study: Specialized knowledge and applications

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Learning objectives

By the end of this session, you will:

- Gain an understanding of IT Outsourcing engagement models
- Be familiar with recent trends in the cyber-threat landscape
- Be able to describe KPI's used to measure Managed Service Provider Performance

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Polling Question #1

What is your role within your organization?

A. Finance and accounting

B. Finance and accounting with IT responsibilities

C. IT/Technology

D. IT/Technology with security responsibilities

E. Security/privacy, risk and compliance

F. Other

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IT OUTSOURCING VS MANAGED IT SERVICES

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IT Outsourcing vs. Managed IT Services

IT outsourcing is a continuum of services ranging from a transactional relationship to a strategic partnership.

Reactive, T&M ————————————————————————————→ **Proactive, Fixed, Strategic**

| Break Fix	Support Contract	Loan Staff	Managed Services
"We'll call you if something breaks"	*"I need access to technical support for a recently installed system"*	*"I need an expert either short or long term, but I'll manage him/her."*	*"I have an IT function(s) that I'd like you to take care of for us."*

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Managed Services Value Proposition

- Lower costs and smooth out spending

- Access technical expertise and fractional access to expertise

- Process improvement and know how

- Geographic coverage

- Refocus existing talent

- Risk management

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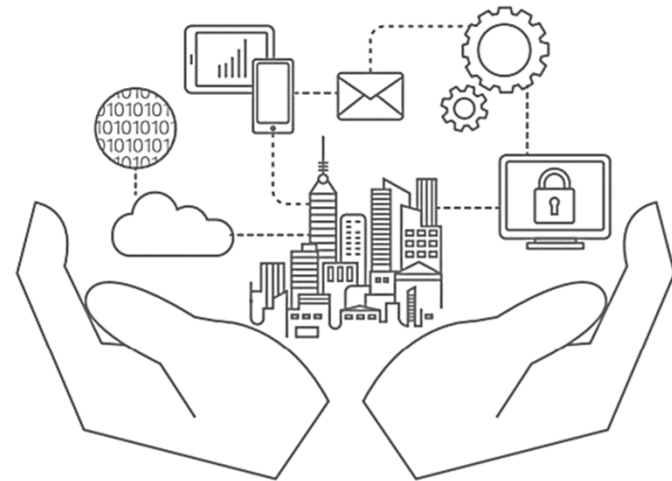
MANAGED IT SERVICES CONCEPTS

Manage Services Trends

- Industry specific offerings: Financial Services, Life Sciences, Government Contracting, etc.

- User based pricing models with user "classes": VIPS's, Knowledge Workers, Frontline Workers, IT Pros

- Consolidation and M&A activity

- Immense competition for talent

- Globalization in midmarket
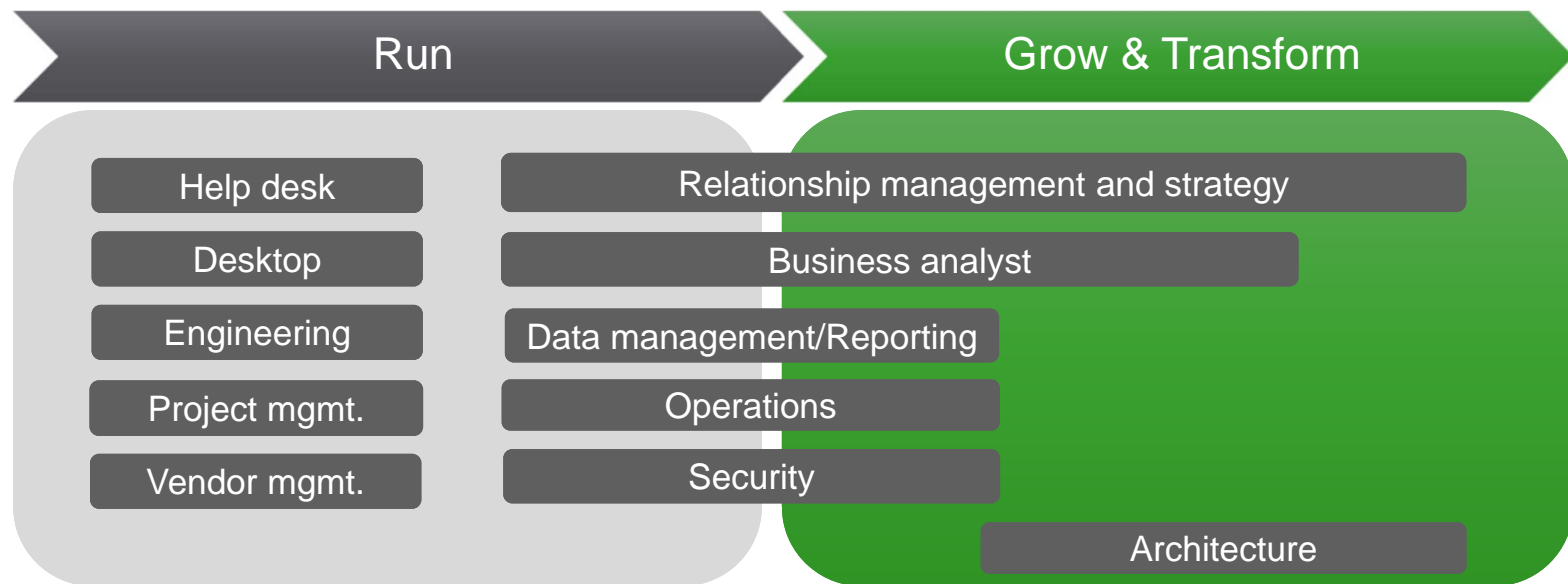
- Explosive growth in managed security services

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Polling Question #2

What are common drivers for Managed IT Services:

A. Scalability

B. Process Improvement

C. Improve culture

D. Risk mitigation

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IT Functions | What's Outsourceable

Run	Grow & Transform

Run	
Help desk	Relationship management and strategy
Desktop	Business analyst
Engineering	Data management/Reporting
Project mgmt.	Operations
Vendor mgmt.	Security
	Architecture

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Managed IT Services Approaches

Fully Managed
- All inclusive
- Per-User model
- Bundled solution
- SMB focused
- Little or no inhouse IT

Co-Managed
- Shared IT
- Tailor-made
- Point solutions
- Midmarket +
- Multi-location/global

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Common Managed Services Programming

Fully Managed

Total Complete
- All-inclusive bundle of services
- Unlimited, 24x7 helpdesk support
- Simple per user/month pricing
- Dedicated delivery team & CTA
- Microsoft 365 licensing and learning
- Advanced security add-ons

FI as a Service
- Asset based pricing
- Infrastructure as a Service
- Experienced industry team
- Banking compliance & security / vCISO
- Continuous monitoring
- Strategic IT guidance and planning

Life Sciences as Service
- Total Complete plus,
- Industry experienced team
- Lab management
- FDA validation
- Bio-Informatics / AWS

Co-Managed

Managed Endpoint
- End-to-end asset management
- Endpoint threat protection
- Mobile device management
- *Zero Trust* enablement
- RSM Defense
- Hardware procurement and provisioning

Managed Service desk
- U.S.-based with global coverage
- Emergency and collocated onsite support
- Service level agreements
- ITIL-based service management
- IT service management platform
- Support for business applications

Managed Infrastructure
- 24x7 network operation center
- Managed network services
- Managed voice services
- Managed datacenter
- Disaster recovery as a service
- Managed Cloud (Azure/AWS/IaaS)

Managed Microsoft 365
- End-to-end health monitoring
- Advanced IT Pro support
- QuickHelp™ learning platform
- Unlimited cloud backup
- CoreView™ compliance reporting
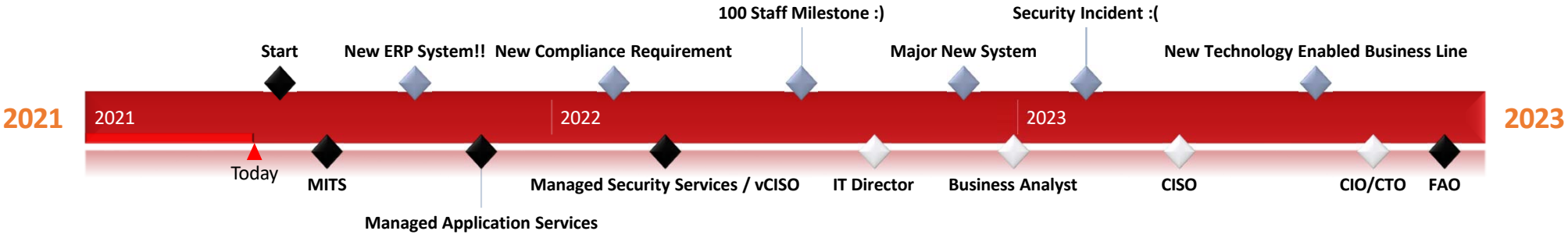- Strategic planning and optimization

Managed Security
- CISO advisory and program management
- Continuous compliance monitoring
- Security operations center
- Vulnerability and technical security
- Security awareness
- Digital forensics and response

Managed Application
- Functional application support
- End user training
- Application monitoring
- Annual planning
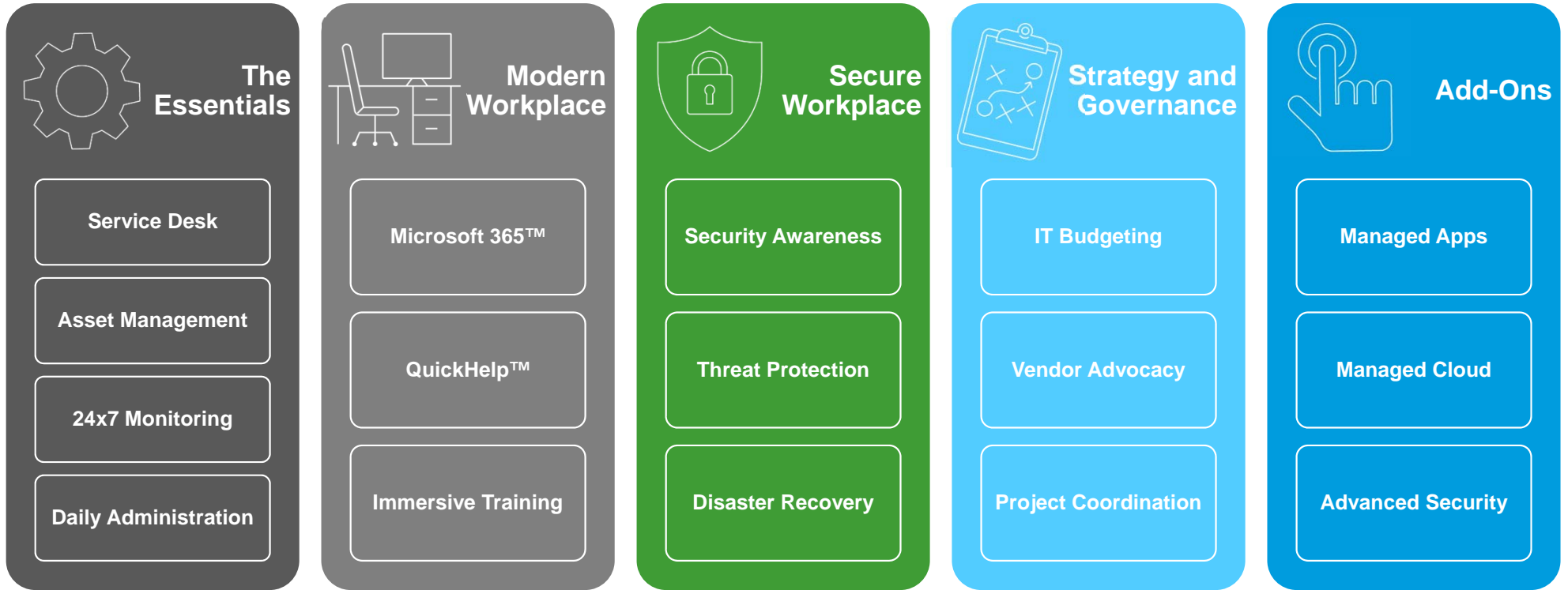- Licensing

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Managed IT Services Journey

100 Staff Milestone :)

Security Incident :(

Start **New ERP System!!** **New Compliance Requirement** **Major New System** **New Technology Enabled Business Line**

2021 2021 2022 2023 **2023**

Today

MITS **Managed Security Services / vCISO** **IT Director** **Business Analyst** **CISO** **CIO/CTO** **FAO**

Managed Application Services

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MANAGED IT SERVICES ECONOMICS

Overview

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Fully Managed Program Details

The Essentials
- Service Desk
- Asset Management
- 24x7 Monitoring
- Daily Administration

Modern Workplace
- Microsoft 365™
- QuickHelp™
- Immersive Training

Secure Workplace
- Security Awareness
- Threat Protection
- Disaster Recovery

Strategy and Governance
- IT Budgeting
- Vendor Advocacy
- Project Coordination

Add-Ons
- Managed Apps
- Managed Cloud
- Advanced Security

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Managed IT Services Economics – Fully Managed Example

Service	Count	Per Unit Fee	Monthly Fees
MITS Standard User	30 Users	$165/user/mo.	$4,950
MITS Essentials User	10 Users	$40/user/mo.	$400
Security Program Management	40 Users	$30/user/mo.	$2,000*
Cloud Backup for On-Premise	1TB	$400/TB/mo.	$400
Onsite Support	8 hours	$175/hour	$1,400
Monthly Total			**$9,150**
Yearly Total			**$109,800**

In-House IT Staff (full burdened)	$100,000
Software Purchased In-house	$25,000
Fractional vCISO	$25,000
Yearly Total	**$150,000**

* $2,000 monthly floor

36%↑

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MANAGED IT SERVICES SUCCESS

Measuring Success

A successful engagement includes formal and informal feedback loops to evaluate performance and ensure continuous improvement.

Temperature check survey	**Service level reporting**	**Service desk feedback**	**Account management**
Annual end user survey to track satisfaction and opportunities for improvement	Established SLAs regarding system performance and Service Desk responsiveness	Real time customer feedback Service Desk for every issue	Formal process for reviewing and discussing positive and negative service trends

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Key Performance Indicators (KPIs)

KPI	Target
Call Answer Delay	90% < 1 minute
Call Abandonment Rate	< 5%
End User Satisfaction	> 90% Very Satisfied / Satisfied
Mean Time to Resolution (MTTR)	< 48 hours
Average Response Time	< 4 hours
Knowledge Base	20 KBs / month created or updated
SLA Breaches	Zero
Phishing Prone Percentage	<5%
Patching Compliance	>95%

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Polling Question #3

Please choose a common Managed IT Services KPI:

A. Mean Time To Resolution (MTTR)

B. Answer Delay

C. How many tickets by individual

D. Phishing Prone Percentage (PPP)

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CYBER-SECURITY TRENDS

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State of Cyber Security

- Attackers continue to grow in sophistication

- Retention of cybersecurity talent is increasingly difficult

- More organizations are recognizing the value of teaming with third parties to address their needs

- Threats against critical infrastructure, operational technology and internal control systems are rising significantly

- Hybrid workforce continues to inject new challenges for cybersecurity professionals

- Traditional layered defenses are proving inadequate for the boundary-less network

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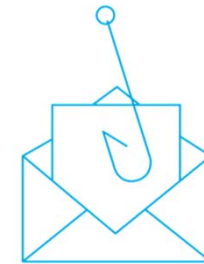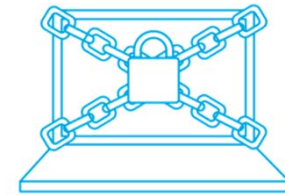
We are all targets!

Recent engagements have included:

- Church
- City Government
- Consumer Products Manufacturer
- Small Healthcare Practice
- Professional Services Organization

- Corporate Events Group
- Public School District
- Health and Human Services
- Industrial Manufacturer

Education 4%
Public Entity 3%
Technology 4%
Nonprofit 6%
Other 14%
Financial Services 6%
Manufacturing 7%
Healthcare 28%
Retail 7%
Professional Services 21%

Source: https://rsmus.com/what-we-do/services/risk-advisory/cybersecurity-data-privacy/the-real-cost-of-a-data-breach.html

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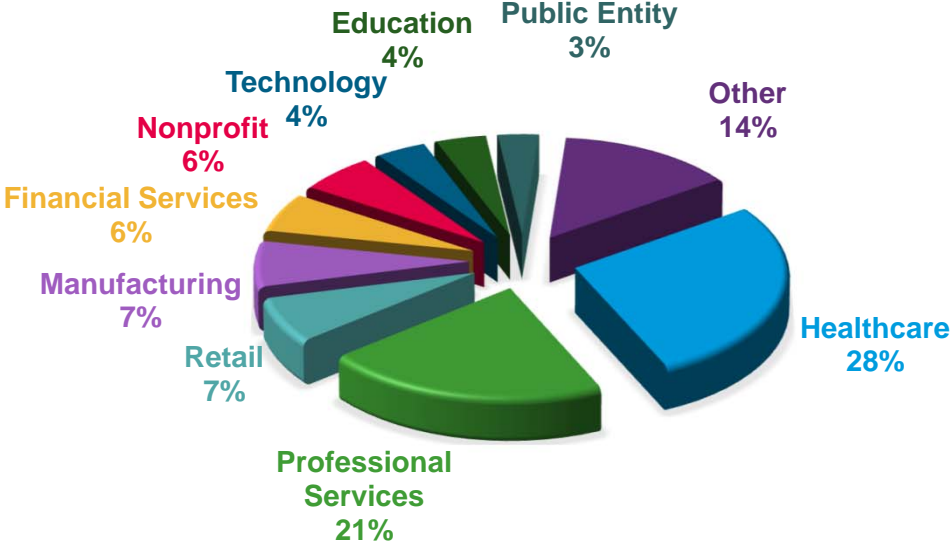
The Growing Cost of Ransomware

The Growing Cost of Ransomware
Based on 317 Claims where both ransom demand and total incident cost are known

■ Average Ransom Amount ■ Average Incident Cost
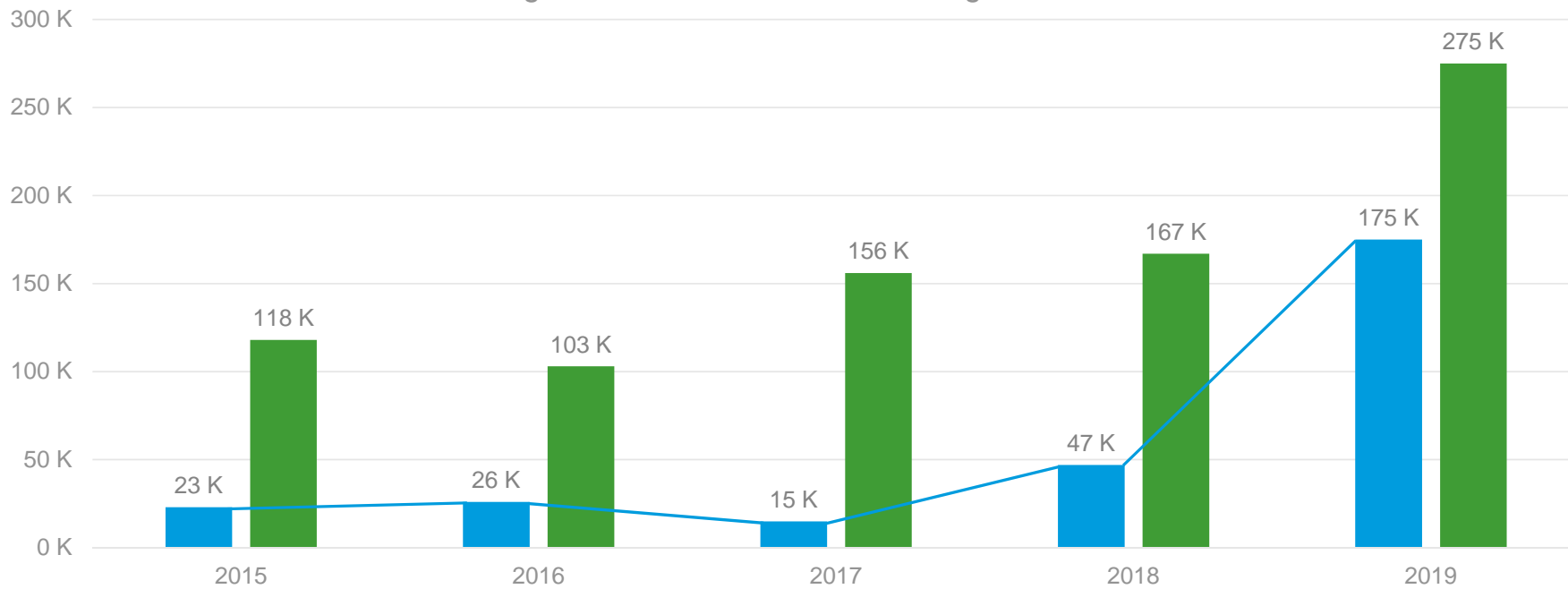
Big Changes for Ransomware in 2020

OFAC Advisory

On October 1, 2020 the Department of the Treasury's Office of Foreign Assets Control (OFAC) issued Advisory on Potential Sanctions Risks for Facilitating Ransomware Payments (Ransomware Advisory | U.S. Department of Treasury)

The advisory states that entities that make payments to sectioned persons or entitles may be subject to civil enforcement actions, weather such payments were made knowingly or unknowingly.

Exfiltration

In 2020 we saw a steep trend where ransomware threat actors are also using data exfiltration threats as part of their extortion efforts

- Driving up extortion demands, some organizations are paying even if they have a recovery path.
- Threat Actors are standing up leak sites and threating to publish stolen data
- More aggressive "victim" outreach or doxing

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MANAGED SECURITY SERVICES

RSM's Top 10 Cyber Security Checklist

1. Security awareness training and phishing simulations
2. Written information security policies, including incident response planning
3. Security / Threat Monitoring and Remediation
4. Cyber insurance
5. Security steering committee
6. MFA and SSO
7. Validated backups
8. Patch Management and Vulnerability scanning
9. Know your compliance requirements
10. Periodic 3rd party audits

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Polling Question #4

Please select examples of improving your security posture:

A. Multi-factor authentication

B. Pay a hacker to decrypt ransomware

C. Security awareness training

D. Cyber insurance

When to engage a MSSP (i.e. RSM Defense)

- **Recent security assessment reveals monitoring gaps:** RSM Defense will assist the client with identifying, implementing and operationalizing the proper remediation to pass the next audit/assessment.

- **Recent breach:** RSM Defense assists you with putting proper monitoring in place to reduce potential risks as well as instill a remediation plan for any future threats to limit exposure

- **Limited security team staff:** A cost effective solution would be to leverage a Managed Security services partner that will eliminate the noise and reduce your dwell time by leveraging strategic automation workflows enhanced with threat intelligence and permissible remediation actions to minimize your team's required time

- **When you are looking for deeper analysis:** Your current solution is providing you with alerts, but are either too often not applicable to your environment or are not detailed enough and require additional time researching. RSM Defense will understand your environment, asset classifications and risk profiles to help inform our analysts and provide enriched analysis with focused

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Top Questions to Ask an MSP

1. Industry expertise?

2. How well does the contract "flex"?

3. Can I meet the <u>actual engagement</u> team?

4. How can the MSP scale vertically and horizontally?

5. What is the approach for training and change management?

6. What happens after a security breach?

7. How is success measured?

8. Exactly how do the SLAs work?

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IT Maturity Assessment

Survey Benefits

As a part of this exercise, you will receive a complimentary report detailing:

- A holistic view of the health and maturity of your current IT environment

- A list of customized initiatives to improve the maturity of your IT operations and

- An evaluation of alternative delivery mechanisms (e.g. outsourcing and managed IT services)

Survey Duration: Approximately 5-7 minutes

ITmaturityassessment.rsm.cloud

How mature is your IT?
Contact us to take our
IT Maturity Assessment
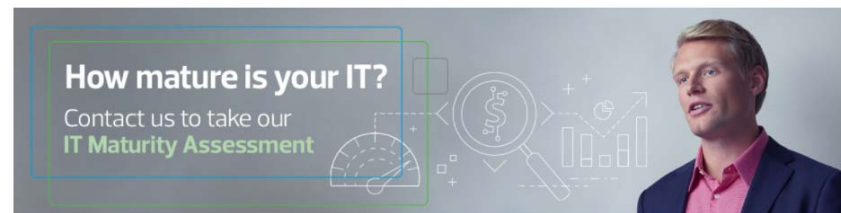
As your company grows, so do your IT needs.

Our short assessment takes 5-7 minutes to complete and can help you:

- Gain insights into how your organization compares to others in your industry with benchmark data and analysis.
- Capture a holistic view of the health and maturity of your current IT environment.
- Prioritize a list of customized initiatives to improve your IT operations.
- Consider alternative resourcing options to address emerging technology trends, customer demands, regulatory requirements and security threats.

At the end of the assessment, you'll get a summary of the results and have the option to receive the full report by email.

"We selected RSM because we continue to believe in technology outsourcing, but needed a partner that could grow with us. We are expanding in size and capabilities, and need an MSP that can support that growth." – Ian Sale, Head of Technology, Bridgeway Capital Management

Contact us to schedule your assessment

First name*

Last name*

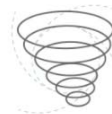Company*

Business email*

Business phone*

Zip or postal code*

CONTACT RSM

Your final report will reveal your organization's IT Maturity.

Reactive	Chaotic	Proactive	Optimized
Your IT department usually provides core IT services aligned to business needs. Although they may exist, no explicit processes or standards are followed.	Your IT department has experienced some distrust fueled by performance and delivery issues and a general inability to consistently deliver core IT services.	Your IT department has sustained core IT and value-added services, however you struggle with performance and delivery issues causing regular IT downtime.	Your IT department has bolstered core IT services and you experience limited performance and delivery issues with a manageable level of IT downtime.

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IT Organization Recommendations

Simplify, consolidate and partner with a managed service provider that can grow with you

Capabilities		Recommendations	Outcomes
Commodity	**Differentiated**	1. Don't build it on your own	– Focus on your core business
– Network operations	– Line of Business Apps	2. Outsource commodity capabilities	– Gain access to world class capabilities
– Service (help) desk	– Fleet management	3. Insource differentiating capabilities	– Cost consistency
– Patch management	– Process Management Systems	4. Simplify and consolidate third party support	– Improved return on investment
– Security and threat protection		5. Partner with a provider that can grow with you	– Proactive vs. reactive care
– Onsite support			– Immediate access to the latest technology
– Disaster recovery			– Scalability
– Asset and system management			– Reliability
– Cloud support			– Eliminate the need to find a "jack-of-all-trades"
– Telecommunication support			– Minimize information security risk

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THANK YOU FOR YOUR TIME AND ATTENTION

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QUESTIONS
AND ANSWERS

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