



Putting the Professional in Professional Services Service.

The Utility Company has long lobbied and strived to have technology support service, in the form of Managed Services, be treated as a professional occupation. To do so effectively requires two main ingredients however:

- 1. A bounding body and/or certification process** – we discussed this previously (please see our success story on **Accreditation & Trust**). There we detailed our accreditation with the **MSPAlliance (MSPA)** and also spoke about our work with the MSPA to bring a standardized, professional certification process to the Managed Services and technology support world.
- 2. A public understanding & respect for what the profession does** - Technology service providers (professionals) are not held in the same light that other professionals are – despite the level of access they are granted to your organization. To combat this perception requires:

- educating businesses on the critical role IT plays in their daily lives;
- and demonstrating that true IT professionals can provide as much, or even more, value than other trusted advisors such as your business' accountant, lawyer, insurance agent, etc.

Think about when you started your business from scratch...

You consulted professionals such as an **accountant & banker** for help setting up your payroll/accounts receivable/payable, a review of your business plan, structuring loans etc. You probably spoke to a **lawyer** on how best to register your business. You met with **insurance agents** to provide coverage for your fledging company as well. The one role that people tend to overlook however is the one that can possibly do the most damage to your organization (especially in knowledge-based industries) - the IT professional.

Take a look at the following figures. In **Figure 1** the outer ring represents the traditional professions SMBs trust. The inner yellow ring represents the 5 main areas of technology, which enable and support the functions of the outer ring. **Figure 2** represents the way SMBs should come to view the professions as time goes by.

Figure 1

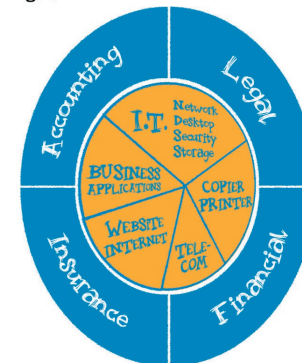
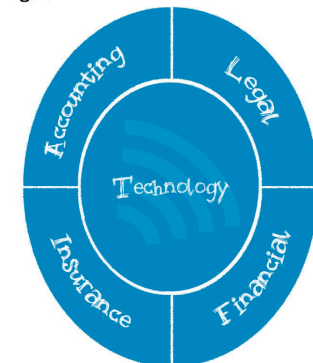


Figure 2



The Solution

To build to this stature we are doing our part to build trust with our professional customers. For example, one of our **Legal** customers, **Elizabeth Kaleva**, a Partner at Kaleva Law Office in Missoula, Montana, said “Our firm is very reliant on technology, therefore we prefer having a single point of contact for our technology, communications tools and our legal applications. The Utility Certified Vendor Program provides us the peace of mind that Utility has taken the necessary steps to support law firms such as Kaleva and our technology challenges.”

If you own a professional services company isn't it time you received technology service, support & advice from a fellow professional?

For more information & customer success stories by profession please visit the **Professional Services** portion of our success stories webpage at www.theutilitycompany.com/success

About The Utility Company

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user.

Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive.**

Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only.

Learn how to make technology work for your business today at theutilitycompany.com