

# Proactive vs Reactive IT Support



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Most companies wait for something to happen with their technology or computer equipment before they take action. Don't assume that just because you haven't experienced any major problems with your computer and technology yet, that you never will. The reality is - it's only a matter of time before something happens and then you'll be scrambling around trying to find people to fix it, all while losing time and money in the process. A reactive IT environment is one where you just react to problems after they happen. It costs more

and causes more down time than taking a proactive approach to IT Support. Here's why:

### **Proactive IT Support Prevents Problems**

When you are proactively monitoring your server and equipment, you are often alerted to potential problems before they cause down time in your business. It is easier to fix an information technology problem as it starts than to wait until it causes a domino-effect of other problems. If you haven't been proactive and you wait until a problem occurs, you need to call on your IT department or outsource to



**PROACTIVE**

**REACTIVE**

an IT support company. It can take some time for the problem to be diagnosed and corrected when you are being reactive. Can your business operate when your network is down or you don't have access to your files?

### **Business Continuity**

One of the greatest benefits of a proactive IT support environment is the ability to continue operating your business even when faced with technology challenges. Being proactive means having a reliable back up of all critical data in place, including your email, contact lists, calendar and schedule, and all files used by the business. If you are operating in a reactive IT environment, you may not even consider any of these backup needs until

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it is too late, and then suddenly you're left wishing you had a backup plan in place! Organizations without a working backup

and continuity plan generally go out of business after data loss or disaster wipes out their computer systems.

### **Save Money**

Proactive IT Support is the best way to save money on your IT costs. Think about it - how do you budget for expenses that you don't know you're going to have? Without Proactive IT Support, you're just coasting along hoping things continue to operate. If something breaks, if you are the victim of hacking or a computer virus, or some other event causes data loss for your organization - how do you know how much money you will need to fix the problem? You can't budget for your IT expenses when you are operating your business in a reactive environment.

Being proactive means you have a fixed monthly cost for your IT support needs. You know exactly how much it will cost and can work it into your budget. It allows you to eliminate or reduce your own IT department payroll costs.

No organization is immune to IT problems. Take action before it becomes a problem and reduce your IT expenses, save time, and ensure business continuity.



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