



# Selecting the right Partner

## A guide for agencies

### Finding Your Technology Partner

The decision to bring in a technical partner or MSP into your agency is a difficult but important business one to make. It's especially hard if this is a role your team is responsible for managing internally.

It's a tough call because on one level how can you trust anyone else to do a better job than you and your team at building client trust, delivering on their needs and goals, at meeting, and exceeding, their expectations? On another level, you know it makes financial sense to collaborate with a trusted technology and services partner that enables your team to focus on what they do best – creating brilliant websites and developing game changing technologies and services for your clients.

# Finding the right partner takes time and effort. And how do you know if they are good enough to meet and exceed your expectations?

## Building Relationships:

A partnership works best when there is complete and absolute trust. You want to know your business and reputation are in safe hands. You want a team managing your client work who will go far beyond what is expected in delivering, just like you do for your clients.

It's about building a relationship with a like-minded business, with people you trust and knowing that together the combined talent, expertise and ambition of both teams are unbeatable.

**Finding the right partner takes time and you need to ask the right questions.  
Here's our list of suggested questions and thought starters to consider.**

### 1. Industry Knowledge and Experience:

- Does the Managed Service Provider (MSP) and technology partner already have experience and verifiable expertise in your markets, industries and sectors? Do they have a proven track record in helping business partners grow and succeed?
- Assess how their expertise aligns with your present needs, future growth plans within your business and the ambitions you have for your clients.

### 2. Expertise and Proactive Support:

- Triple check their track record and get references. You need reliability and competence – i.e. do they have recognised industry certification and do they publish their credentials?
- Are they verified and accredited to the highest standards that you strive for your clients to have? Can you benchmark them?
- Talk through the proactive measures and processes they have set up to anticipate and address potential issues.

### 3. Support Structure and Accessibility:

- Is their support team in-house or outsourced? Are they available for 24/7 assistance? What happens if you need support regardless of the time, and will you get to speak to a machine or a person? Will they know who you are? Your business? How long will it take to get through to a person that can help you directly?
- Review the communications, protocols and processes set up with technicians and network administrators. How do these guarantee the level of contact you expect for your business 24/7.

#### 4. **Assessing Technical Capabilities:**

- Evaluate their provision of comprehensive system backups, regular patching, and robust endpoint security measures. Ask about backup frequency, data storage locations, and methods to safeguard network integrity from user devices.
- Have they got the gold standard of security accreditations? ISO27001 and Cyber Essentials Plus for starters?

#### 5. **Software and Regulatory Compliance Support:**

- What are their levels of knowledge with industry-specific software and their ability to address regulatory compliance and governing authority requirements?
- Explore how they assist in selecting and implementing software to enhance efficiency and meet industry standards.

#### 6. **Service Level Agreement (SLA) Review:**

- Thoroughly examine the SLA to understand their accountability and procedures for mitigating and resolving failures. How and when has an SLA ever been applied for an existing client?

#### 7. **Cost Evaluation:**

- Scrutinise cost structures, including potential escalations based on growth initiatives. Don't be afraid to ask the finance questions especially how their expertise and experience will help to save money on cloud hosting costs.
- Always consider added-value benefits such as uptime, security, and regulatory compliance, and remember the lowest cost may not always provide the best value.

**i** By asking these questions you and your key decision makers can confidently take the next step towards selecting a technology partner who aligns with your business needs, your clients and your commercial objectives.

#### Why speak to Digital Craftsmen?



For over 22 years we have successfully worked with agencies and partners, helping them to win business, to grow their clients' businesses and to be the champions in their field. We've been there from the start as their trusted friends, proudly supporting them as they've grown from a start-up with big ideas and ambitions to be market leaders, employing thousands of people around the world.

If we sound like the partner you've been looking for then call us and let's work together to help you build your business



**INVESTORS  
IN PEOPLE**

**SUSTAINABLE  
DEVELOPMENT  
GOALS**

Call us on: **+44 (0)20 3745 7706**

or email us at: **[contactacraftsman@digitalcraftsmen.com](mailto:contactacraftsman@digitalcraftsmen.com)**