

The header consists of a dark blue rectangular box with the text "Managed Services Industry Best Practices" in white, sans-serif font. To the left of the box are three overlapping squares in yellow, orange, and green.

In today's rapidly evolving digital landscape, organizations are relying on managed service providers (MSPs) to help their enterprise thrive in today's everchanging, competitive market. These providers play a vital role in helping their clients stay ahead of the market by giving them the tools to make data-driven decisions and allowing them to increase efficiency within the company's operations.

With MSPs handling vast amounts of data and large workloads, utilizing the best practices becomes integral to guarantee that they are providing the most optimal and efficient service for their clients. To thrive in the competitive managed service industry, MSPs need to adhere to industry best practices. This datasheet serves as a comprehensive guide, outlining key best practices that managed service providers should consider implementing to deliver exceptional services to their clients.

Data Protection - As a client seeking the ideal managed service provider, a top priority is the assurance of comprehensive data protection. This begins with the establishment of a robust backup strategy that aligns with my company's Recovery Point Objective (RPO) and Recovery Time Objective (RTO). This strategy is vital for minimizing the potential downtime and data loss we could face in case of unforeseen system failures. Moreover, it's not just about creating backups but also regularly testing these restore processes to guarantee successful data recovery when needed. A MSP should have the capability to implement redundant systems, maintain geographically distributed backups, and employ automated failover mechanisms to ensure high availability and disaster recovery for the critical data platforms.

Monitoring and Alerting - Setting up comprehensive monitoring and alerting systems to track the health, performance, efficiency, and availability of databases will allow MSPs to stay proactive and aware of any changes that are happening within the database. It is essential to monitor key metrics such as the health of the server, the database, and the database activity. Establishing proactive alerting to notify database administrators of any anomalies or potential issues allows MSPs to decrease any chance of any decrease in performance or availability.

Database Patching and Upgrades - Staying current with the latest patches and security updates to address vulnerabilities and bugs is critical these days. In addition to staying up to date on patches, upgrading to newer versions can unlock new features and performance enhancements that

keep your business on the cutting edge. But as always, it comes down to process as well. Before applying patches or upgrades, thorough testing in a non-production environment is performed to minimize the risk of disruption to your mission critical systems.

Database Security - Security should be an essential operational cornerstone for any MSP. MSPs manage vast amounts of sensitive client data, making the implementation of robust security measures crucial to prevent unauthorized access, breaches, and vulnerabilities. This commitment isn't just about adhering to industry standards, but it's an absolute necessity for MSP business practice. Regular security assessments and stringent security controls should be implemented





across the delivery services. This robust approach to security is integral to maintaining trust with clients and preserving the integrity of the data being managed.

Performance Tuning – Most MSPs focus on maintaining the database systems but the exceptional MSPs focus on optimizing and scaling the database implementations. This is critical to accommodate growing data volumes and increasing user demands that most organizations are experiencing. The end result is a lower Total Cost of Ownership of Data and Code, increased capacity and a lower licensing cost.

Communication and Alignment of Priorities – Effectively establish channels of communication and exceptional customer support options for customers. To foster a strong client relationship based on trust and reliability, MSPs should maintain transparency through providing regular updates on reports on system performance, maintenance activities, and any potential disruptions that may occur due to patching, upgrades, etc.

Knowledge Sharing and Training – MSPs should have a training program in place to train the clients developers and data professionals so they learn the best practices and standards. Without solid client training, the MSP can be great but if

the developers keep promoting inefficient code, then the production environment will continue be impacted. Having a comprehensive collection of procedures, processes, and configurations that is readily accessible for internal teams and customers allows for consistency within how services are provided.

Data Privacy and Compliance – When working with various industries, staying up to date on compliance and regulations is necessary for continuous work with clients. MSPs should work as a data advisor with the client to validate the relevant data privacy and compliance requirements are being met.

Data Lifecycle Policies – Data Lifecycle Policies are critical in defining how data is handled, accessed, and disposed of during its lifespan within an organization. The MSP should possess the necessary expertise and experience to assist clients in designing and implementing robust data lifecycle policies. This ranges from the creation of data to its storage, usage, archival, and eventual disposal. Throughout this process, we ensure that the data remains secure, privacy is maintained, and regulatory compliance is upheld. Additionally, we also assist in identifying and implementing cost-saving strategies such as data deduplication, compression, and archiving to ensure efficient usage of storage resources. The goal is to enable clients to effectively manage their data, reducing risks and improving overall business efficiency.

By implementing key best practices, MSPs can establish themselves as trusted partners and deliver superior managed services to their clients. Any MSP should consider adopting the majority, if not all, of the best practices provided to thrive in today's dynamic market.

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