

Most managed IT relationships are reactive by design: things break, tickets get filed, invoices arrive. **None of that requires your provider to know where your business is headed.**

What You Should Demand

Real engagement with your users. MSI's Technical Alignment Managers visit on-site to work with the people who use the technology every day and document the environment, so whoever answers your call is working from a current picture, not a stale onboarding note.

Real planning with your leadership. Business Alignment Managers work with leadership on where the business is going and what technology it takes to get there. Budgets stop being guesses, and renewals and refreshes stop being ambushes.

No tech speak. You should never leave a meeting with your IT partner needing a translator. If you don't understand what you're buying and why, that's your provider's failure, not yours.

The Model Behind It

This works because MSI splits the job the way it should be split. Leadership-level planning and end-user engagement are different disciplines, so different dedicated people own each, and both feed the same documentation and the same roadmap.

The output is a plan you can see: what your environment looks like today, what it should look like in one to three years, and the sequenced steps in between. It's reviewed with you and adjusted as your business changes.

That plan is the difference between a partner and a vendor.

Engagement Snapshot

FOCUS	Planning, Not Break-Fix
THE TEAM	Technical & Business Alignment
THE OUTPUT	1 to 3 Year Roadmap
BEST FOR	Clients Who Want a Partner

By the Numbers

2 dedicated alignment managers per client: one for your users, one for your leadership.

1 to 3 years of documented roadmap, reviewed with you and adjusted as the business changes.

In Practice

A regional client in a compliance-heavy industry had AI come up as a normal agenda item, not a fire drill. When their industry started asking for an AI policy, they already had one on paper.

"If your provider only shows up when something is broken, you have a repair service, not a partner. Ask us what a roadmap for your business would look like."