



EXECUTIVE OVERVIEW

From Managed Print to Managed IT Services

How office technology suppliers can expand into IT and telecoms using their existing strengths — and the right integrated platform.

THE STRATEGIC OPPORTUNITY

A market ready to evolve

Managed print providers are exceptionally well positioned to expand into IT and telecommunications services — but the transition requires more than adding new products to an existing catalogue.

The managed print services market is mature. Many business owners recognise that declining print volumes will place increasing pressure on traditional revenue streams and have already begun considering how to broaden their service portfolio.

Recent discussions with approximately 80–100 CEOs and business owners across South Africa, the Middle East and the United Kingdom reveal a consistent theme: the need to evolve is understood, the desire to evolve is present, and the core capability to evolve already exists.

THE CENTRAL QUESTION

If the need, willingness and underlying capability are all present, why has the evolution from MPS to managed IT services struggled to gain traction?

MPS STRENGTHS

- Mobile technical team
- Established customer trust
- Experienced sales capability
- Business systems and processes
- Asset finance capability



MSP OPPORTUNITY

- Recurring IT services
- Telecoms and cloud solutions
- Proactive service delivery
- Higher customer relevance
- A broader service relationship

The answer lies in the operating model. A managed IT service business is not simply a managed print business with additional products. It requires new skills, a different sales approach, proactive service processes and integrated software designed for a more complex service environment.

A mature market demands a broader service model

Print remains valuable, but relying on print alone exposes the business to a narrowing market and limits the depth of the customer relationship.

01

Market Maturity

The MPS industry has entered a mature phase of its business life cycle. Growth is harder to achieve through traditional print activity alone.

03

Customer Expectations

Customers increasingly prefer fewer service providers, broader accountability and a consolidated view of their technology environment.

02

Volume Pressure

As digitisation continues, organisations expect print volumes to decline over time, placing pressure on transactional and click-based revenue.

04

Strategic Response

MPS providers are considering IT, telecoms and related services as a practical route to diversification and recurring revenue growth.

This shift is not a rejection of managed print. It is an opportunity to use the credibility, infrastructure and commercial strengths built through MPS as the foundation for a broader managed services relationship.

A STRONGER CUSTOMER POSITION

The goal is to move from being viewed as a supplier of devices to being trusted as a partner responsible for a wider range of business-critical services.

Why MPS providers are well positioned to evolve

Most established MPS businesses already possess four valuable assets that would be expensive and time-consuming for a new IT services provider to build from scratch.

1

A Mobile Technical Workforce

The business already employs a technical team that works in customer environments, understands field service disciplines and is accustomed to resolving equipment-related issues.

2

A Trusted Sales Organisation

Sales teams have established customer relationships and can introduce relevant new solutions into accounts where commercial trust already exists.

3

Operational Software and Processes

MPS organisations have invested in systems that support service calls, contracts, equipment, billing and operational control. These capabilities provide a starting point for broader service management.

4

Access to Asset-Based Finance

Many providers can help customers fund equipment and business solutions, reducing barriers to acquisition and enabling more complete solution proposals.

THE READINESS EQUATION

**The need to change has been recognised.
The desire to change exists. The
organisation is able to change. The
remaining challenge is to build the
operating model that makes the change
sustainable.**

FOUR CHANGES THAT MUST HAPPEN TOGETHER

Why the transition often stalls

Adding services without changing how the business sells, delivers and manages those services creates fragmentation rather than growth.

CHANGE REQUIRED		WHY IT MATTERS
1	Workforce skills	IT services introduce different technologies, support patterns and diagnostic requirements. Existing talent must be developed and supplemented.
2	Sales approach	The conversation shifts from products and specifications to business outcomes, risk reduction, service quality and recurring value.
3	Service delivery	Reactive repair is not enough. Managed IT requires proactive monitoring, frequent small interventions, communication and disciplined ownership.
4	Business systems	Print-only and IT-only systems create silos. The organisation needs software that can manage both worlds and connect the full customer relationship.

These changes are interdependent. New services cannot be scaled if sales promises are disconnected from operational capability, if support remains reactive, or if information is scattered across unrelated platforms.



Product-centric and service-centric businesses operate differently

The differences can appear subtle from the outside. In practice, they are significant and affect management priorities, customer expectations and daily service activity.

DIMENSION	TRADITIONAL MPS	MANAGED IT / MSP
Primary focus	The product and its performance	Customer satisfaction and service continuity
Solution profile	High-value, self-contained, proven devices	Smaller, lower-cost, newer and more fluid technologies
Environment	A device that functions largely on its own	An ecosystem of users, devices, software, networks and third parties
Failure pattern	Relatively infrequent and usually visible	Many potential causes; faults may be intermittent or only appear to be failures
Service posture	React, dispatch, repair and restore	Monitor, communicate, prevent, optimise and resolve
Activity pattern	Fewer, larger service interventions	More frequent, smaller and forward-leaning activities
Management priority	Equipment uptime and cost control	Experience, responsiveness, visibility and accountability

THE PRACTICAL IMPLICATION

A reactive methodology that works well when failures are infrequent does not translate directly into a service ecosystem where many small issues can affect the customer experience.

The six systems that underpin a modern IT service business

The software stack must support the complete service lifecycle - from monitoring and ticket handling to asset knowledge, provisioning, documentation and customer visibility.

1

Ticketing - Captures incidents and requests, assigns ownership, tracks progress, supports communication and creates a controlled record of service activity. It is comparable to the customer-calls capability in an MPS service system, but generally operates at greater frequency and depth.

2

Remote monitoring and management - Provides visibility into managed devices and environments, enabling proactive detection and remote intervention. MPS data collection systems offer some related functionality, but RMM extends monitoring into the wider IT estate.

3

Asset and configuration management database - Maintains an accurate record of customer assets, configurations and relationships. This is similar to customer equipment records in an MPS platform, expanded to cover the connected technology ecosystem.

4

Knowledge base and documentation - Standardises procedures, captures customer-specific information and allows service teams to resolve issues consistently. This capability is often less developed in traditional print service systems.

5

Professional services automation - Supports the commercial and operational management of IT services, including buying, provisioning, contracts, time, projects and recurring service delivery. These functions typically span service and ERP environments.

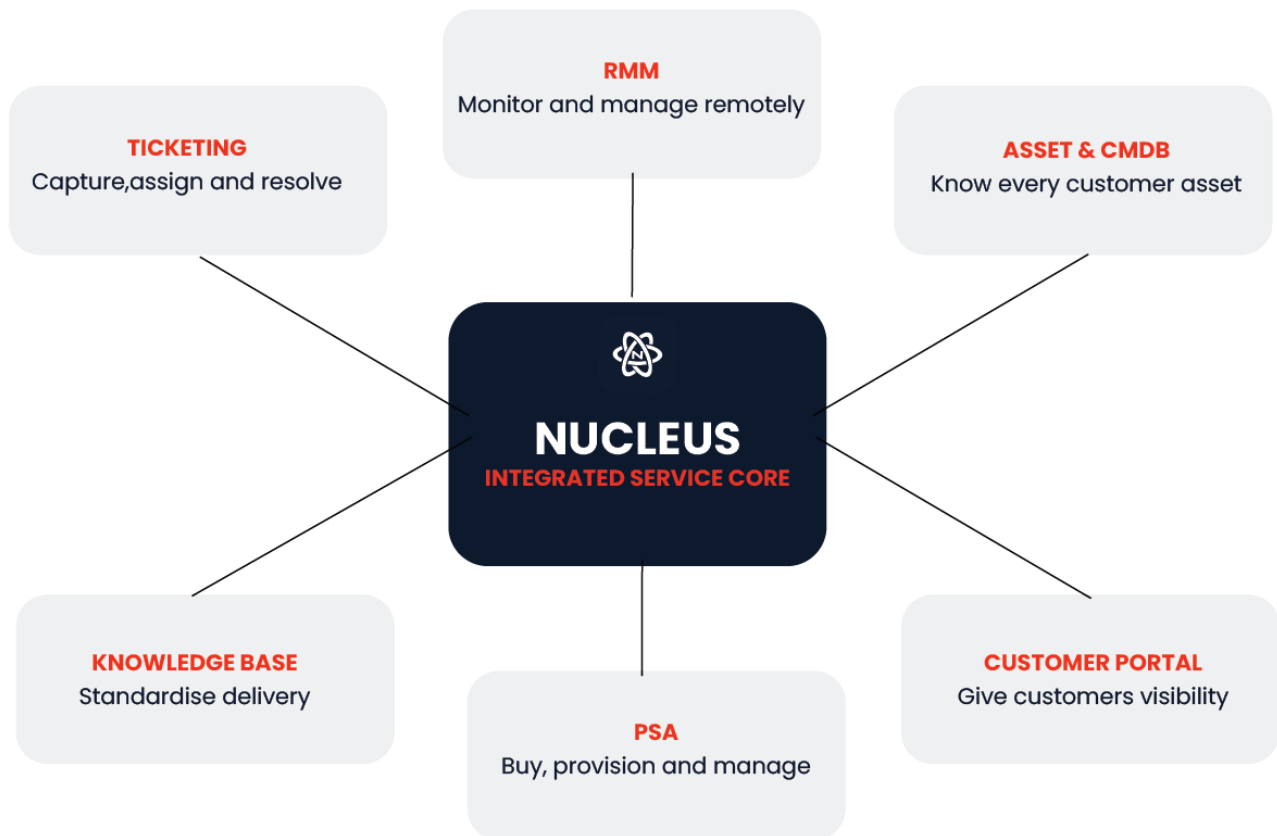
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Customer portal - Gives customers access to tickets, service information and communication. The concept exists in MPS, but the interaction is more continuous and collaborative in managed IT.

ONE CONNECTED OPERATING ENVIRONMENT

Integration is the real differentiator

The value does not come from owning six separate applications. It comes from connecting the systems so that information, activity and accountability flow across the business.



The value is created by integration – not by isolated components

CO3 Technologies has developed Nucleus to support organisations that operate across managed print and managed IT services. Nucleus Ticketing integrates into Nucleus Service so that service activity can be managed alongside the customer, equipment, contract and operational information already required by the wider business.

The integration roadmap also includes Autotask and Kaseya, with further integrations being developed. This allows organisations to adopt specialist tools while preserving a consolidated operational view.

FROM FRAGMENTED TOOLS TO ONE CUSTOMER VIEW

Integration reduces duplicate capture, improves operational visibility and makes it easier to understand every service provided to each customer.

Ticketing that supports the full service conversation

A modern ticketing environment should make service easy to manage for administrators and intuitive for the people doing the work.



Administrator View

- Operational dashboard
- RMM dashboard
- Logging a new fault or request
- Ticket assignment and prioritisation

Service User View

- Personal dashboard
- Calls and projects
- Ticket view and updates
- Customer communication
- Resolution and closure

The result is a controlled service record that connects the customer request, internal ownership, technical work, communication and final outcome. This improves day-to-day execution while creating reliable data for management and continuous improvement.



A single, consolidated view of every customer

Many providers experience the same operational problems: separate systems, weak integration and no reliable way to see the complete customer relationship in one place.

01

One Customer Record

Bring managed print, IT services, tickets, assets, contracts and service history into a more coherent view.

03

Stronger Commercial Insight

Understand which services are delivered, how customers are supported and where additional needs may exist.

02

Better Service Control

Give teams clearer ownership, priorities, communication history and visibility of outstanding work.

04

Scalable Operations

Create repeatable processes and shared information that support growth without multiplying administrative effort.

THE OUTCOME

With Nucleus, Ticketing and RMM working together, the provider can manage a broader range of services while retaining the operational discipline needed to protect the customer experience

Integrated data creates the foundation for tomorrow

The rise of artificial intelligence will increase the value of accurate, connected operational data. AI cannot compensate for fragmented systems, inconsistent records or disconnected service processes.

A fully integrated environment provides the context required for useful automation and decision support. When customer records, assets, tickets, service history, documentation and commercial information are connected, the organisation is better positioned to identify patterns and act on them.

DETECT

Use monitoring and ticket data to identify emerging problems earlier.

GUIDE

Use documented knowledge and service history to improve diagnosis and next actions.

IMPROVE

Use operational information to strengthen processes, customer communication and resource planning.

THE STRATEGIC PRINCIPLE

Systems that are fully integrated today will be better positioned to use automation and AI effectively tomorrow.

CO3 Technologies will continue the conversation through future webinars focused on using quality information, connected systems and efficient processes to strengthen sales activity and customer relationships.



Build the next stage of your service business

A short demonstration can introduce the concepts, but every MPS provider has a different customer base, operating model, technology landscape and level of readiness.

CO3 Technologies works with managed print businesses that want to broaden their capabilities without losing the service discipline and commercial strengths that made them successful. The objective is to create a practical path from the current environment to an integrated managed services operation.

1	Assess	Review the current service model, systems, integrations and expansion priorities.
2	Design	Define the required operating processes, information flows and technology architecture.
3	Integrate	Connect Nucleus Service, Ticketing, RMM and relevant specialist platforms.
4	Enable	Support the teams, workflows and management visibility needed to operate confidently.

	START THE CONVERSATION Discuss how your organisation can combine managed print, IT and telecommunications services within a more integrated, scalable and customer-focused operating model.
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Start the Conversation

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NUCLEUS SERVICE | NUCLEUS TICKETING | RMM INTEGRATION
A connected foundation for the modern managed services business.