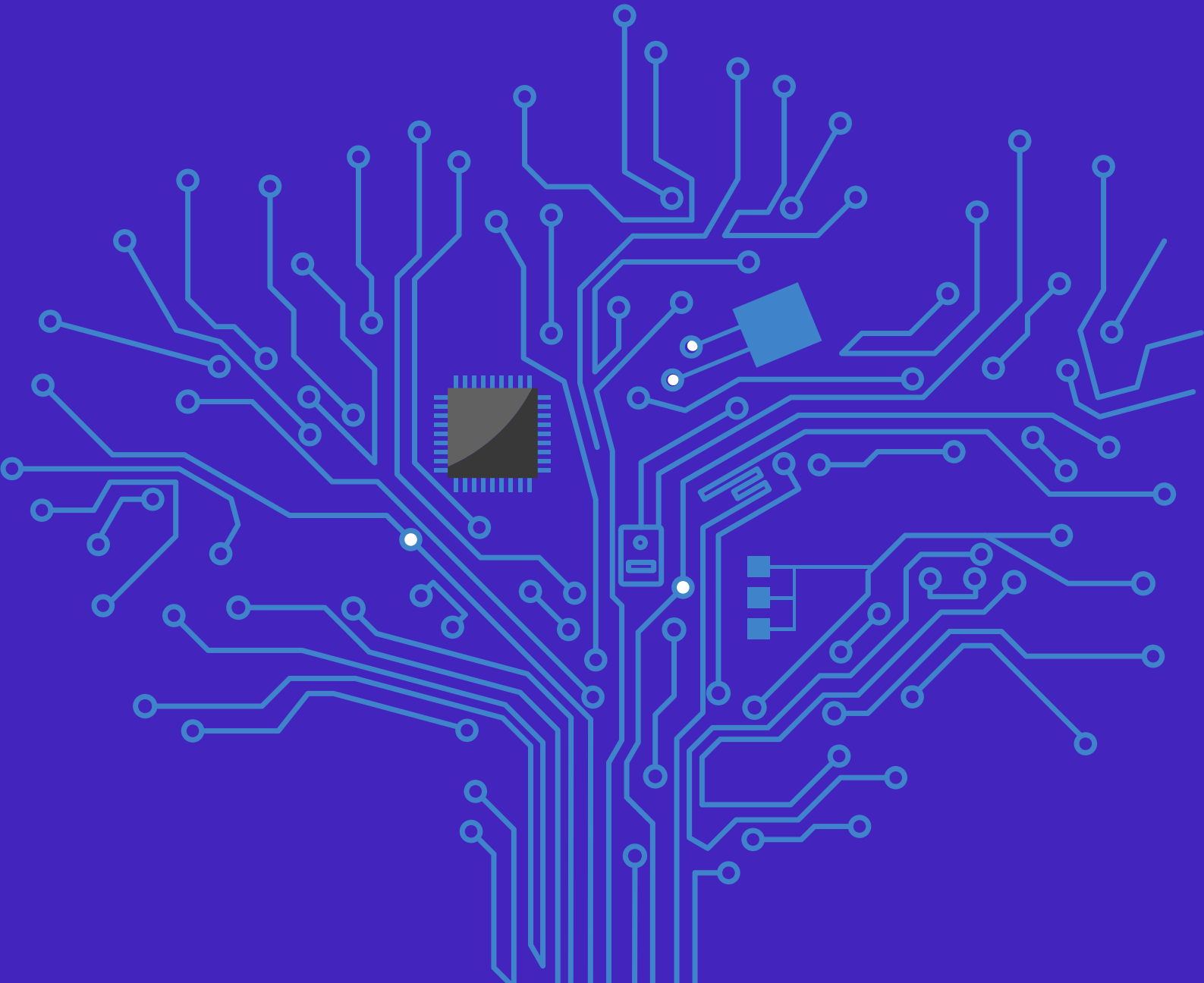


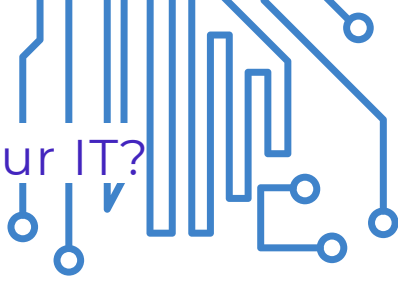
YOBAN

# THE IMPORTANCE OF IT CONSULTING

Accelerating Business Success  
Our Ultimate Guide to IT Consulting



# How Modern Is Your IT?



Our way of work has changed forever in the last few years. Not only through the normalisation of hybrid and remote work, but also by the advancement in cloud computing, workflow automation and artificial intelligence.

In today's workplace, modern and functioning IT is the foundation for business success. But many businesses struggle with settling clear goals and building IT strategies that enable productivity, cost-effectiveness, and ultimately, success.

The purpose of IT consultancy services is to support businesses with expert advice and strategic planning for their IT infrastructure. In this eBook, we deep dive into the role IT consulting plays in your business planning, security and growth.

We'll cover:

- What is IT consulting?
- The benefits of IT consultancy services
- The importance of cyber security consulting
- Cyber security threats in 2023
- Yobah's IT consultancy services
- And much more!

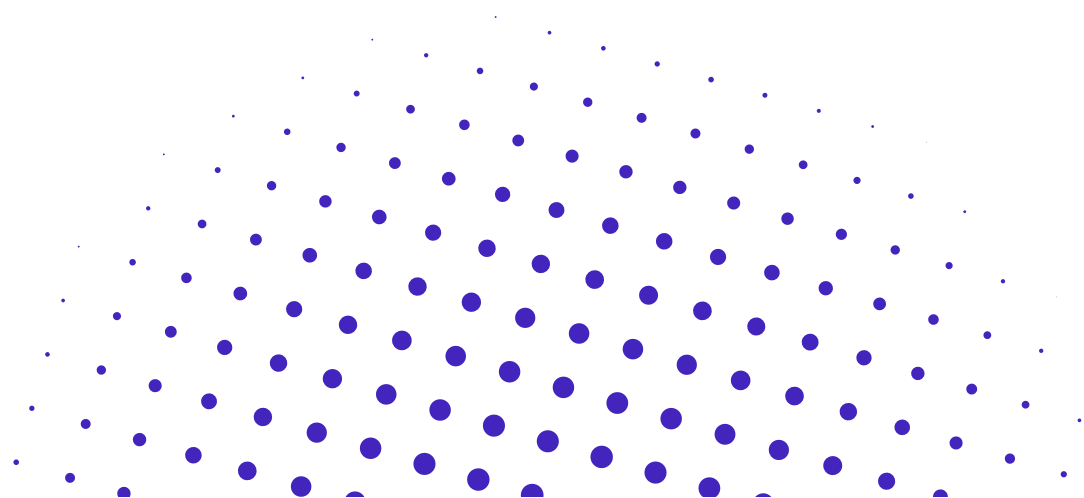


## What Is IT Consulting?

Many small and medium-sized businesses take advantage of IT consultancy services as they don't have the in-house resources and expertise to build strategic IT frameworks. If you look at the full spectrum of IT support, IT consultancy services generally come first. Whether your business never had an IT strategy in place, or you think your existing one isn't serving your growth and productivity anymore, IT consultancy allows you to get expert advice.

An IT specialist will assess your existing systems and have in-depth conversations with you and your team in order to understand not just what you need to get out of your IT, but also what you want to achieve with your overall business. Based on this information, they will give you strategic advice and help you plan your IT strategy and roadmap, so that you get the IT you need, lose the solutions that don't serve you anymore, and can effectively work towards your goals.

IT Consultancy	Managed Services
<ul style="list-style-type: none"><li>• Planning</li><li>• Providing strategic advice</li><li>• Creating IT strategies</li><li>• Examining operating models</li><li>• Building roadmaps to achieve business goals and objectives</li><li>• Identify new opportunities</li></ul>	<ul style="list-style-type: none"><li>• Implementing</li><li>• Providing IT infrastructure to run operations</li><li>• Day-to-day management of one or more aspects of a business's IT</li><li>• Working based on pre-agreed SLAs</li></ul>



# The Importance of Cyber Security Consulting

## Cost and Time Savings

Figuring out your IT strategy and goals if you're not an expert is time consuming and frustrating. When you consult a specialist, you not only save costs compared to hiring an internal consultant, but you also save valuable time.

## Optimisation of Resources

A specialist can efficiently identify which of your solutions and systems are useful, which aren't and which you might want to add. With the right solutions, you free up your team to be more productive and effective.

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## Expertise and Experience

Don't have an internal IT team? When working with an IT consultancy, you are hiring specialists with many years of experience across many industries, ensuring you have seasoned and qualified eyes on your business that can help you optimise your IT.

## Modernisation

Technology is evolving faster than ever, and almost all businesses are now working with the cloud on some level. When working with an IT consultancy, you can rest assured that you will get the most modern solutions and stay ahead of the curve.

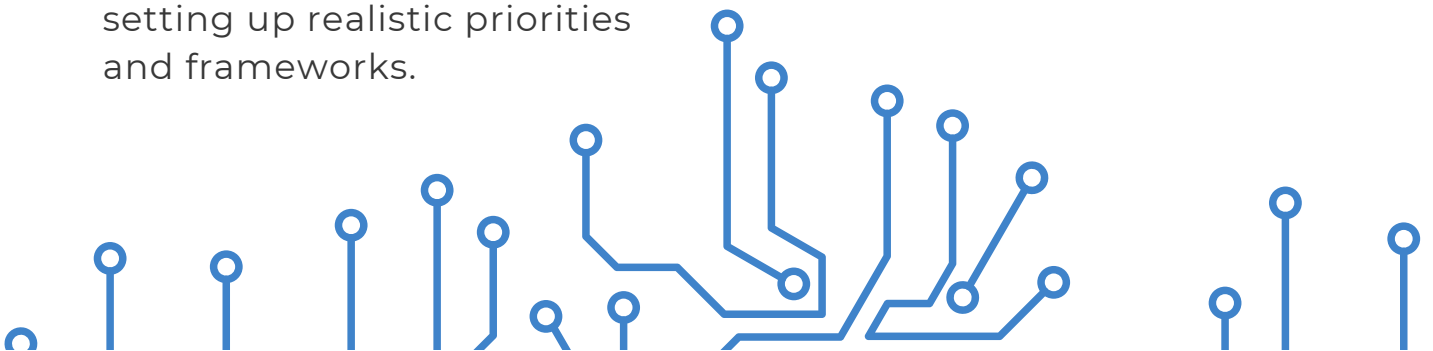
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## Identifying Business Priorities

Developing an effective IT strategy can be a daunting task if you're not well versed with the intricacies of IT. When you partner with an IT consultancy, they will take time to understand your business and support you in setting up realistic priorities and frameworks.

## Tangible Deliverables

Once your business priorities are identified, an IT consultant will work with you to set realistic goals and tangible deliverables. That way, you can measure your progress and always know where you stand and what's next.



# The Benefits of IT Consultancy Services

The modern workplace is digitally enabled, but along with better technology also come increasingly complex cyber threats. The question is no longer if you will be attacked, but when.

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80%	73%	11%
More than 80% of UK businesses have been compromised by a cyber attack in 2022.	73% of UK businesses have been affected by ransomware in 2022.	11% of IT budgets in the UK are allocated to cyber security.

Source: [Cyber Edge 2022 Defense Report](#)

It's essential that your business is equipped with the latest cyber security standards, but it can be difficult to sieve out which solutions you need from those that aren't adding value to your business.

That's where cyber security consulting comes in. When you partner with an IT consultancy, you have a specialist by your side that doesn't only know which solutions are the right fit for your business, but that's also up to date on the latest cyber threats that you need to protect yourself from.

Once your business priorities are identified, an IT consultant will work with you to set realistic goals and tangible deliverables. That way, you can measure your progress and always know where you stand and what's next.

In 2023, you can no longer afford to take a back seat on cyber security. A security partner will be able to help you fortify your defences from the most pressing cyber threats.



# Cyber Security Threats in 2023

The cyber threat landscape is more complex than ever, and cyber criminals are becoming increasingly innovative when it comes to finding and exploiting a business's vulnerabilities. While the types of attacks are vast, there are a few threats that are most pressing for businesses in 2023.

## Phishing

Did you know that 94% of all malware is delivered via email? Phishing emails are better designed than ever, and even for experts it can sometimes take a moment to tell apart a real email from a scam. Cyber criminals exploit the fact that 88% of data breaches are caused by human error, so the number one thing you can do to strengthen your cyber security is to train your team. Cyber security awareness training places a big emphasis on educating your team on phishing practices and gives them hands-on examples and best practices in identifying scam emails and preventing security breaches.

## Ransomware

Ransomware is a type of malware that encrypts your data and locks businesses out until a ransom is paid. Ransomware is especially malicious, because in many cases not all of a business's data can be recovered, and research additionally found that 80% of businesses that paid the ransom are targeted again in the future. This threat is especially prevalent in the UK, where the number of ransomware attacks rose by 112% in 2022 compared to the previous year, contrary to the global percentage of ransomware attacks that decreased by 21%.

## Supply Chain Attacks

A trend that's emerged over the last couple of years is cyber criminals targeting supply chains. During a supply chain attack, criminals not only manage to compromise a business's data but also that of their partners. If you're compromised by a supply chain attack, the reputational consequences can be severe as your data breach will affect your partners' cyber security as well. Vice versa, you don't want to be in the situation where you suffer a cyber attack simply because one of your partners has been compromised. That's why it's important to set high cyber security standards for your suppliers and partners as well as for your own business.





## Yobah's Consultancy Services

At Yobah, we'll bring our extensive knowledge to help you build a strong IT infrastructure that supports your business growth, prioritises cyber security, and gets you where you want to be. With our expertise, you can build a solid foundation and ensure your IT gives you exactly what you need from it.

The benefits of our consultancy services include:

Tailormade solutions	Increase efficiency	Maintain control	Expedite growth
We only advice you on solutions that make sense for your individual needs. We've worked with a lot of companies, so we understand what will work for your business and what won't.	It's our goal to empower you and your team to get your work done in the most productive way. We only recommend tools that will help you boost your efficiency and collaboration.	The goal of our IT consultancy is that you remain in the driver's seat. Our services are designed to focus on your business goals and growth, but we ensure you stay in control.	Your success is our prerogative. Our IT consultancy services are designed to help you map out and achieve your business goals with the help of well-planned IT.

When you partner with us, we put you and your business first. We have deep experience both in business and technology, so we will help you map out the framework that works best for your individual business needs.

## What's Included in Our IT Consultancy Services?

### Strategic framework

We work with you do build a framework based on where you currently stand and where you want to be, and the steps required to get there.

### Partner and systems

Based on the framework we create together, we will advise you on the best way forward. We give you practical insights into which programs and partners are the right fit for your business.

### Enterprise cloud solutions

Modernise your business with cloud solutions. Whether you're already using them or are new to it, we create a baseline assessment across infrastructure, apps, functions and operations.

### Targets and roadmaps

Modernise your business with cloud solutions. Whether you're already using them or are new to it, we create a baseline assessment across infrastructure, apps, functions and operations.

## It's Time to Streamline Your IT

Are you making the most out of your IT? Are your systems and programs boosting your productivity and collaboration or are they standing in your way? In the modern workplace, your IT is your first point of success (or failure).

At Yobah, we have a wealth of experience in advising businesses on the best way forward. We love finding the right solutions for our clients and ensure that we recommend what you need, and only what you need.

Are you ready to optimise your IT? Our team of highly skilled specialists can't wait to work with you!

[Book a meeting >](#)

