I.T. is not ROCKET SCIENCE

5 key IT areas

you must address in 2025 as part of your overall business IT Support & Cyber Security strategy

– end of year IT Support & Cyber Security strategy advice from our MD

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As we near the close of another fast-paced and evolving year, it's understandable that planning your IT Support and Cyber Security strategy for the year ahead might not be top of mind.

However, being the IT super-fans that we are, we'd suggest that now is the best time to do this. We're about to begin a new year. So what greater way to start than with a clear strategy for the months ahead?

A solid IT Support and Cyber Security strategy is a crucial part of any organisation's growth plan for the year.

You can't grow the organisation unless your technology serves and enhances what you want to do.

Of course, we're biased. However, a powerful IT Support and Cyber Security strategy really is the foundation of moving the organisation forward.

With the right strategy and implementation plan, your IT will be one of the greatest tools you have working for you

Perhaps you haven't created an IT Support and Cyber Security strategy before. Or maybe you have, but your organisation has outgrown your original plan.

Or it's possible that good old 2024 has thrown yet another spanner in the works and the business direction has completely changed.

So, where do you start?

It sounds like a huge undertaking. However, with the right advice and guidance, it's actually a lot simpler than you'd think to create a personalised IT Support and Cyber Security strategy .

Here, we've listed the **5 most important** areas to include in yours.

Before we begin, it's worth noting that your strategy should take into account business goals for the:

- Short-term (let's say 6 to 12 months)
- Long-term (2 to 5 years)

We'd always suggest that you focus on a strategy that has plenty of room for movement. Because as we've seen this year, things can change… and quickly.

Here are the 5 areas that need to be addressed in your IT Support & Cyber Security strategy >>

1

OUTLINE YOUR GOALS

As a successful manager, you likely already have clear goals that drive your business forward. It's what inspires you to push boundaries and achieve more.

However, have you considered how your IT infrastructure aligns with those goals? In today's fast-changing world, your IT Support and Cyber Security strategy isn't just a background player – i*t's the foundation that supports and amplifies your vision.*

With hybrid work becoming the norm and cloud technologies offering unprecedented flexibility, businesses are rethinking how they operate. Whether it's optimising office space, enabling seamless remote work, or building a secure, scalable network, IT plays a central role in shaping the future.

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2

Speaking of security, cyber threats are at an all-time high for SMEs and mid-sized businesses. A security risk assessment could uncover vulnerabilities you didn't even know existed – insights that can protect your business from costly breaches.

It's also worth thinking about your sales pipeline and operational goals. **Is your IT infrastructure designed to help you hit those targets?** Also what about future growth – like new partnerships, acquisitions, or evolving customer demands? *Ensuring your systems can scale with your business is crucial.*

For individual departments, consider their unique needs. Will some teams require additional tools or resources? Does your IT Support and Cyber Security strategy support everyone equally, or does it need fine-tuning for specific functions?

One trend we're seeing is the use of SharePoint to create a central hub for business operations. A well-designed intranet – accessible to all teams and integrated with Office 365 – can streamline communication, boost collaboration, and bring everything your team needs into one visually appealing, cloud-based space.

2025 is a year of opportunity and growth. By aligning your IT Support and Cyber Security strategy with your business goals, you're setting yourself up for success in a world that's constantly evolving.

PRIORITISE CYBER SECURITY

Cyber threats are growing in complexity, and no business is immune. Making cyber security a core part of your IT strategy ensures you're protecting your operations, your data, and your reputation.

Identify Key Threats: Understand the risks your business faces, whether it's ransomware, phishing, or insider threats. Conduct regular assessments to uncover vulnerabilities.

Build Resilience: Implement measures like multi-factor authentication (MFA), data encryption, and endpoint security to guard against potential breaches.

Invest in Awareness Training: Employees are often the first line of defense. Regular training sessions can help your team spot phishing attempts and follow best practices for secure operations.

Adopt a Proactive Approach: Monitor for threats in real time using tools like Security Information and Event Management (SIEM) systems. Stay ahead by regularly reviewing and updating your response plans.

Comply with Regulations: Frameworks like GDPR and Cyber Essentials not only protect your data but also build trust with customers and partners.

Cyber security isn't just about protecting your business – it's about enabling growth with confidence, knowing your operations are secure.

3

REVIEW YOUR CURRENT IT INFRASTRUCTURE

You really need to understand how well your current infrastructure is working, in order to see what improvements (if any) need to be made.

As mentioned before, speak to your key people in each department to find out how they're currently utilising their resources:

- What improvements do they feel could be made?
- What would make their job easier?
- What is making things more difficult than they need to be?

What external factors should be considered? An example could be an ISO Certificate, your customer requirements, or ceasing of BT lines. *(Means you need SIP on your phone system or move to the cloud)*

It's important everyone understands that this step needs some critical thinking. The sky's the limit. Your people should be telling you how they'd love things to work in a perfect world; if there were no limitations on what you're able to do. That way, you can work to find solutions as close to perfect as possible.

Remember that each department or function will have a different take on this, because they will be using the technology differently, depending on their roles. The key is to find the sweet spot in keeping everyone productive, motivated and happy.

4

CREATE YOUR IT ROADMAP

This might sound like the hardest step, but creating a roadmap for your new IT Support & Cyber Security strategy is vital. If you've followed my advice and planned properly, it shouldn't be too complicated.

This is probably where you could do with some help from a strategic IT partner, such as us. You'll need to think about the overall technological architecture, which includes cloud solutions, hardware, software, and other tools your people will be relying upon.

Your IT partner should be able to make the appropriate recommendations to fit your requirements. Also suggest tools that will all work with each other seamlessly.

Section your roadmap into departments and the differing technologies they will require. This will help to give you an overview of how everything will fit together when the time comes for implementation.

5

DEFINE NEW METRICS

While your new IT Support and Cyber Security strategy should work to make your business life easier, it's also of vital importance that it's cost-effective too.

Again, breaking it down into departments is critical. We suggest creating new KPIs (Key Performance Indicators) to help you monitor exactly how performance is changing over time.

It's worth remembering there may be a short period of adjustment for your people. So you may not immediately see the results you're hoping for if you've made some dramatic changes. However, it shouldn't take long for you to notice longer-term improvement.

Creating and tracking a range of metrics will give you a fantastic insight into how well your new technology infrastructure is working for you. It will also allow you to be more proactive in identifying and solving minor issues as they arise. More importantly, before your team is impacted.

If you would like more help, the following services are available ...

- **IT Strategy Consulting**
  (Simply booked on a day rate. It's a high level interactive planning session, helping you to achieve your strategic goals and overcome obstacles)

- **IT Audits & System Reviews**

- **Security Audits & Pen Testing**

- **Commercial IT Relocation**
  (We have a partner in our business that can help with office relocations, so while we focus on the IT part, they will do the furniture)

- **Managed IT Support**

- **Connectivity**
  (Fibre leased lines, FTTC, FTTP, Broadband)

- **Cloud IT Solutions**
  (Office 365, MS Azure, Email Security)

- **Cloud Telephony**
  (No more copper lines!)

- **Cyber Security Solutions**
  (Including Firewalls & Web Filters, Email Filtering for 365, Anti Virus)

- **Business Continuity, Backup, Off-site Backup, Cloud Backup**

- **Desktop, Server and Storage Hardware**

- **Virtualization**

- **Networking**
  (Switching, WIFI, Cloud Infrastructure)

Your choice of strategic IT partner is crucial to getting this right

This might all sound a little overwhelming, especially if it's not something you've done before. Hopefully you can see the many benefits of creating an IT Support and Cyber Security strategy or at least have a plan to support your business plan.

Bring in the experts if it still seems daunting, and you will definitely see improvements to the way you do business.

If your current IT support provider can't act strategically, then it's time to switch. Lots of businesses trust us as their strategic partner.

Breathe is here to support you. We have extensive experience and a skill-set, that is second to none. You just need to reach out.

"I would like to wish you a super successful 2025 and look forward to supporting you and your team, technically and strategically."
– Craig van Aswegen, MD.

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