



## Why Should Brokers Care About IT?

By Shane Bull

*Spoiler Alert: Your clients are technology dependent, which means for their move to be a success, IT needs to be seamless, secure and ready when they are. Brokers can be a part of that success story.*

**Here's why technology is a major component of moving and how brokers can help create a more positive experience by connecting clients with an experienced IT provider.**

- 1. New space = New and Unknown Needs.** When moving into a new space, identifying and working with the right IT suppliers, determining appropriate bandwidth and knowing installation timeframes are key. Early planning and experienced IT professionals ensure these elements are handled to prevent business disruption and downtime.
- 2. Companies Don't Want to Bring Old Equipment to a New Space.** This leads to questions about how to coordinate new infrastructure with other move-in prep including cabling, A/V, remote access and security. An IT provider can make the move seamless by working closely with and organizing the team of vendors.
- 3. Minimizing Costs is Essential as Moving Expenses Add Up.** Network as-a-Service (NaaS) is a turnkey solution offered by some IT providers that minimizes upfront investment – particularly relevant when many other moving expenses (eg: office furniture, upfit, etc.) are required. NaaS provides a scalable and secure network, while reducing move-in costs.
- 4. Everyone Wants Reliable, Consistent Wi-Fi Coverage for the Entire Space.** Questions about Wi-Fi can drive decision-making, particularly when critical business systems depend on it. The right provider develops Wi-Fi heat maps to predict and ensure reliable coverage, so users get consistency from one part of the building to another.
- 5. Preparing to Address Post-Move Issues Creates a Better Experience.** After the initial move, issues inevitably come up, which may lead to more questions for you. An IT provider that offers 24/7 monitoring & analysis, seasoned team members and proactive support ensures questions are addressed quickly.

You want the best for your clients and relationships matter. Introduction to an IT partner can provide your client with support from move-in day to everyday operations and create a positive lasting impression.

[Learn more about how to support client move-in.](#)