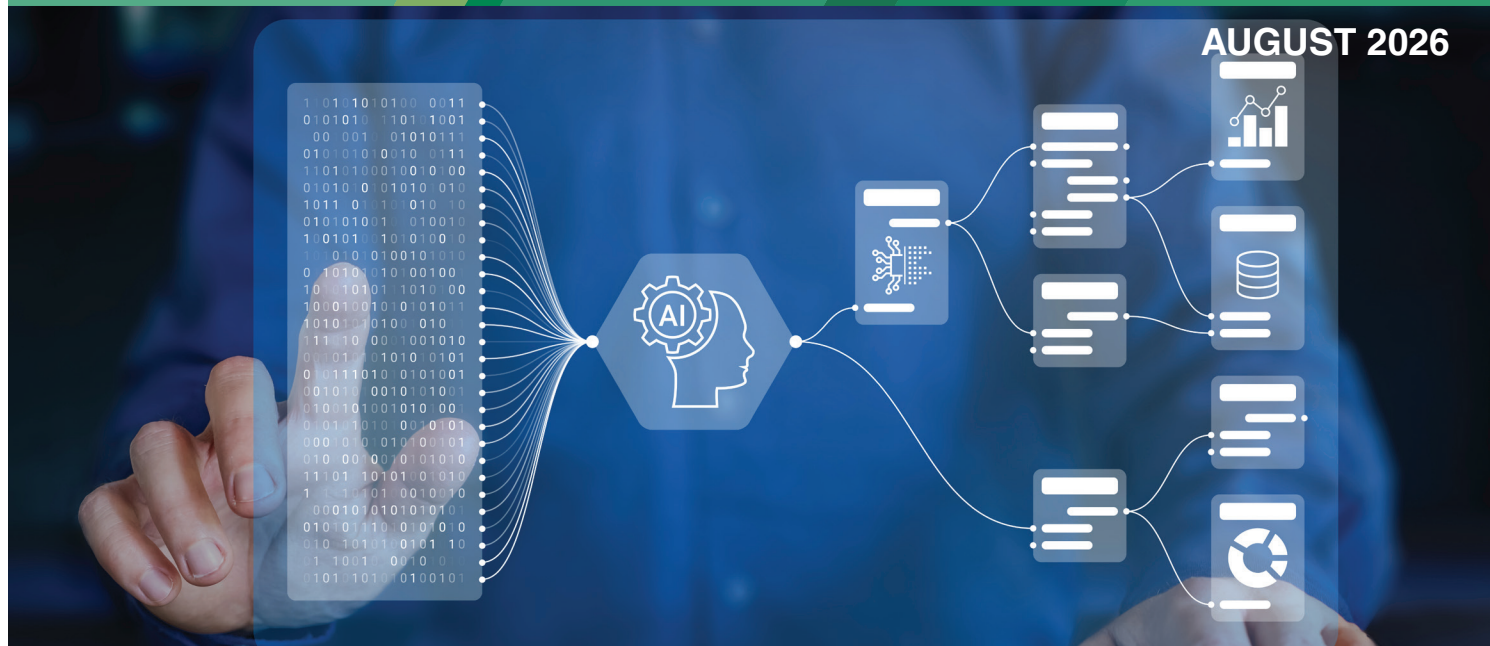


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MSPs Help SMBs Grow Revenue Using AI

Surveys by McKinsey & Company show that eight in 10 organizations are now experimenting with **artificial intelligence (AI)** tools. Yet only two in 10 leaders in those companies feel prepared to adopt AI in day-to-day operations.

Why should leaders of small- to medium-sized businesses (SMBs) care about these research findings? Because other studies indicate SMBs that embrace AI adoption could increase monthly revenues in as few as six months. One possible scenario: An SMB earning \$200,000 a month could see more than \$4,000 in new revenues each ensuing month, compiling more than \$50,000 additional revenues annually.

How can SMB leadership grow its confidence in adopting AI? By enlisting the services and support of a premier **managed services provider (MSP)** like us to facilitate:

- **AI Readiness** – Assess opportunities, uncover gaps and expose risks before deploying AI.

- **Discovery Workshops** – Identify high-impact AI use cases across planning and operations.
- **Cybersecurity/Data Governance** – Implement responsible use policies, data safeguards and compliance controls to adopt AI securely.
- **End-User Training/Enablement** – Equip staff with skills for using AI tools (e.g., Microsoft Copilot, ChatGPT, Google's Gemini, Anthropic Claude, etc.) effectively, fostering the confidence to embrace AI in everyday work routines.
- **AI Customization** – Align AI agents or assistants with business objectives by automating tasks, generating insights and accelerating workflows in ways specific to your organization.

Want to learn more? Call us for a consultation.

Viewpoint

MSPs Foster Human/AI Collaboration

HR industry studies predict that, within the next two years, most business operations will consist of humans and artificial intelligence (AI) applications working together steadily rather than intermittently. Tech workforce association CompTIA reports that “using AI for productivity” will be among the top business drivers this year.

Which AI apps will feature in this human/AI collaborative environment? The most prominent likely will be:

- **Agentic AI** systems capable of independently planning and executing complex, multistep tasks, acting autonomously, communicating with other agents and adapting to new information
- **Generative AI** tools that generate images, text, videos and other media

Why should leaders at small- to medium-sized businesses (SMBs) take interest in this workforce trend? Because collaboration between human and technological resources has become a cornerstone of **digital transformation (DX)** – especially in the SMB realm where many employees work with AI tools.

How does a premier managed services provider (MSP) like TeamLogic IT help SMBs? With a package of services designed to facilitate productivity between workers and technology, which we call **co-managed IT**. While you address the ever-shifting challenges confronting your organization, we continually shape and align technologies into an optimal, innovative tech infrastructure with three anchors:

- **Scalable, flexible cloud services**
- **Secure, cyber-resilient networking**
- **Progressive, deliberate AI development**

This approach ensures technology works seamlessly alongside your people—today and into the future.

IT Strategy

Protecting SMBs From the Threat of BEC

The FBI's Internet Crime Report shows losses from cybercrime rose more than 25% last year to greater than \$20 billion. Artificial intelligence (AI) tools contributed to this surge by helping hackers create more convincing tricks like “deepfakes.”

Deepfakes are scams including images, videos or audio recordings altered by **generative AI** apps. These programs create more realistic “phishing lures” by imitating legitimate graphics, pictures and voices. A “lure” is the forged content leading social engineering campaigns that entices individuals within an organization to offer confidential credentials or click links that download malicious programming like ransomware.

Studies show cybercriminals increasingly impersonate legitimate users to breach networks. And phishing is among their favorite means of swiping those credentials. Recovering from this kind of **business email compromise (BEC)** can cost millions of dollars, an expense that can threaten the viability of a small- to medium-sized business (SMB).

As a premier **managed services provider (MSP)**, we advocate training as your best defense:

- **Set Up Simulations** – Show how cyber thieves operate using real-world examples of AI-augmented lures
- **Rev Up Reminders** – Increase the frequency of notices of when it's time to update passwords and other credentials
- **Provide Education** – Offer cybersecurity education in person and online as ways to implement the first two methods

Want support running your cybersecurity training program? Give us a call.

Visit our blog for more trending technology articles at TeamLogicIT.com/blog.