

# easyIT Reports Surge in Managed IT Demand as Melbourne SMBs Tackle Downtime and Cyber Risk

With offices in South Melbourne and Ballarat, the IT specialist says local businesses are abandoning hourly break-fix support in favour of proactive managed IT, voice and cloud services to protect productivity, data and customer trust.

**Melbourne, Victoria Jun 22, 2026** ([IssueWire.com](https://www.IssueWire.com)) - *With offices in South Melbourne and Ballarat, the IT specialist says local businesses are abandoning hourly break-fix support in favour of proactive managed IT, voice and cloud services to protect productivity, data and customer trust.*

Australian small and medium-sized businesses are confronting a new operating reality. Cyber attacks are more frequent, software ecosystems are more complex, hybrid workforces depend on cloud-based collaboration tools, and an hour of unplanned downtime can cost a growing business thousands of dollars in lost sales and productivity. Against that backdrop, Melbourne-based IT specialist easyIT, with offices in South Melbourne and Ballarat, reports a clear shift away from reactive, hourly break-fix IT support toward proactive, managed IT services across the SMB sector.

The company says local businesses, particularly those with ten or more employees, are increasingly asking the same question: how do we stop paying for problems and start paying for performance?

## The Real Cost of Reactive IT

For years, many Australian SMBs operated with a familiar IT model: call someone when something breaks, pay by the hour, repeat. The model worked when systems were simple and downtime was tolerable. In 2026, neither assumption holds.

A typical Australian mid-sized business now runs cloud-based email, file storage, accounting, customer relationship management, payments, communications and security software, often across multiple providers. When one of these systems fails, the impact cascades. Sales stall, customers churn, staff sit idle, and recovery often takes longer than the original outage.

The Australian Cyber Security Centre (ACSC) has consistently warned that small and medium businesses are increasingly being targeted by ransomware, business email compromise and supply chain attacks. The financial and reputational cost of a single successful breach can be devastating for an SMB without the right protections in place.

easyIT works with businesses that have learned this the hard way. One client, a fast-growing distribution business, calculated that every hour of downtime cost ten thousand dollars in lost sales. For that organisation, IT was not a back-office *function*; it was a *profit centre*.

*"Most business owners do not need to be sold on the importance of IT,"* said Jeremy Gumley, founder of easyIT. *"They feel it every time a system goes down or a phishing email lands in the wrong inbox. What they actually need is a clear, affordable strategy that prevents the issue, rather than billing them by the hour to clean it up afterwards."*

## A Shift Toward Proactive Managed IT

The proactive model flips the incentive. Instead of being paid more when systems break, a managed IT

provider is paid to keep systems running. Monitoring, patching, backups, security updates, user support and strategic planning are bundled into a predictable monthly cost, with a clear focus on uptime and risk reduction.

The company delivers this through three integrated service lines. Managed IT covers proactive monitoring, support, asset management and strategy for the entire IT environment. Voice and Data services modernise the way teams communicate, including VoIP telephony and reliable business internet. Cloud Solutions consolidate workloads, improve resilience and support business continuity through trusted platforms.

*"Reactive IT support is paid to be busy," Jeremy added. "Proactive IT support is paid to keep your business calm. When you align the incentives, the entire experience changes: fewer outages, faster fixes when they do happen, and an environment that actually supports growth."*

### **Why Local Expertise and Trusted Vendors Matter**

In a market crowded with offshore call centres and one-size-fits-all platforms, local capability matters. The business operates from offices in South Melbourne and Ballarat, supporting Victorian organisations with on-the-ground response and locally familiar service. The team works with industry-leading vendors, including Microsoft, Cisco, Citrix, 3CX, HP, HPE, SonicWall and Veeam, allowing solutions to be tailored to the size, sector and risk profile of each client.

The team is particularly focused on organisations with ten or more full-time employees, where the cost of getting IT wrong starts to compound quickly. Common engagements include moving on-premises servers and applications to the cloud, hardening cyber security defences, upgrading phone systems to modern VoIP platforms, and building business continuity plans that hold up under real-world stress.

### **Practical Steps for SMB Leaders**

For Melbourne business owners weighing their next IT move, the team at easyIT offers four practical priorities. First, calculate the real hourly cost of downtime for the business; the number is almost always higher than expected. Second, assess current cyber security posture honestly, including backup integrity, multi-factor authentication, and staff awareness training. Third, review how the IT provider is paid; if the incentive rewards reactive callouts, problems will keep arriving. Fourth, treat IT as part of business strategy rather than overhead, with regular reviews aligned to growth plans.

The company offers a complimentary IT audit for SMBs to assess current systems, identify gaps and recommend a roadmap.

*"Good IT is invisible," Jeremy emphasised. "When it is working, no one talks about it. The job of a managed IT partner is to keep it that way, while quietly making the business more secure, more productive and more ready for whatever comes next."*

### **About easyIT**

[easyIT](#) is a Melbourne-based managed IT services provider supporting small and medium businesses across Victoria, with offices in South Melbourne and Ballarat. Services include Managed IT, Voice and Data (including VoIP), and Cloud Solutions. The team works with industry-leading technology partners, including Microsoft, Cisco, Citrix, 3CX, HP, HPE, SonicWall and Veeam, to deliver secure, scalable and proactive IT environments for Victorian organisations.

For more information or to request a complimentary IT audit, visit <https://easyit.com.au> or contact the team on 1300 327 948.

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