

The State of Managed IT Services for Associations in 2025

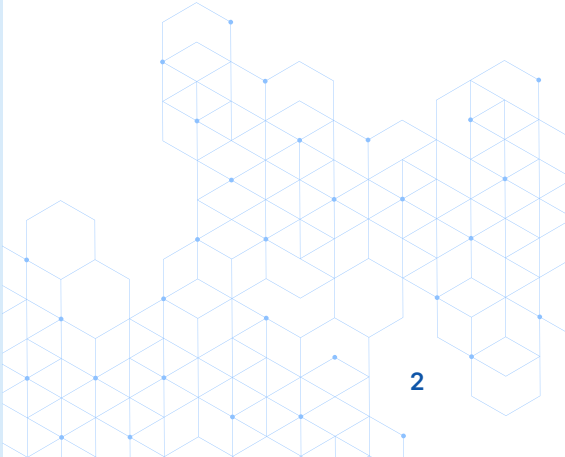


 Ntiva



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From managing member data to streamlining communications, technology has become the backbone of how membership associations and nonprofits operate. But with tools and systems evolving faster than ever, keeping up can feel like an uphill battle—especially for organizations that lack the budget or resources to build and maintain a dedicated IT team. Without a focus on effective change management, the gap between outdated systems and modern demands only grows, leaving many associations struggling to stay productive and relevant.

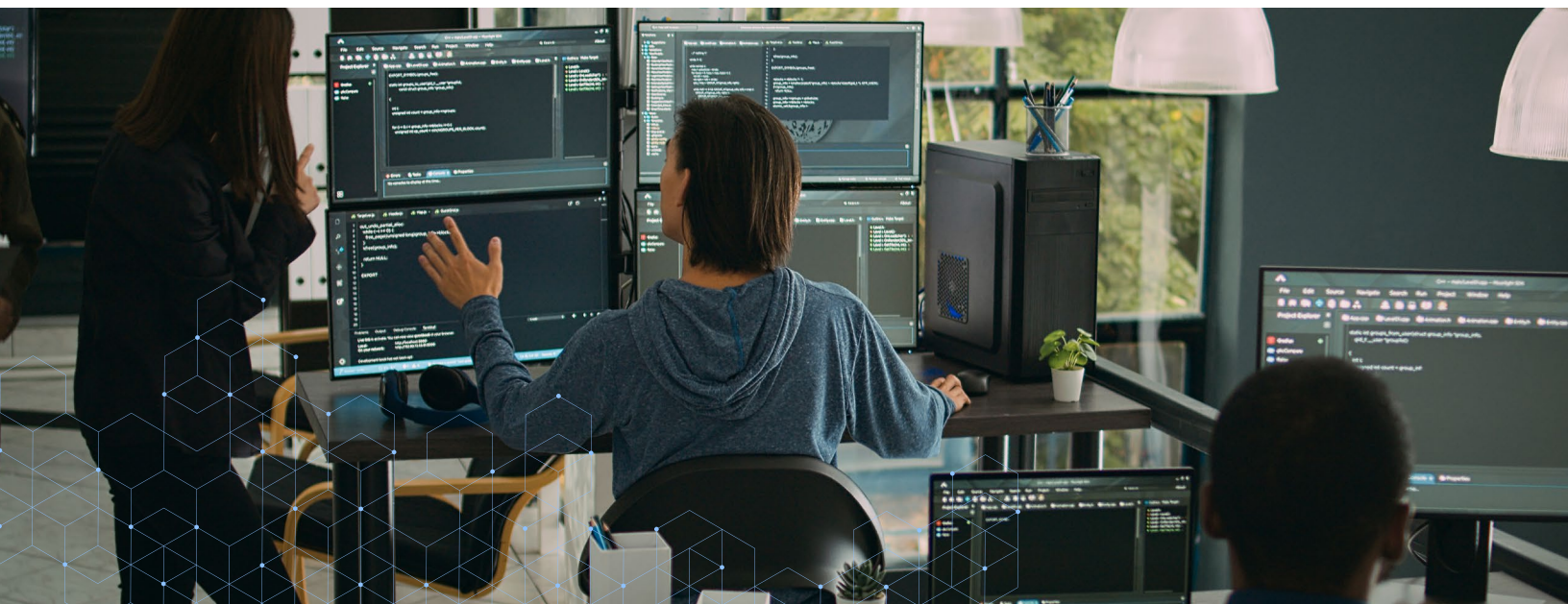
This prediction is especially true for membership associations and nonprofits that often don't have the budget or resources to hire, train, and onboard a dedicated IT team in-house. The result is an organization that relies on outdated legacy systems, which leads to delays, distractions, and general dysfunction. Combatting these inefficiencies requires associations to prioritize change management and [digital transformation](#) by recruiting a strategic partner to manage their IT systems.



Current Trends Impacting the State of IT

The IT world appears to have been struck with a wave of uncertainty as rapid technological advancements continue to affect all verticals. As technology evolves, so too must IT strategies in an ongoing effort to adapt to industry and global changes.

As with any other modern organization, membership associations and nonprofits are not immune to these shifts in the state of IT or how they impact the business landscape. Below is a detailed list of current trends impacting the IT landscape, plus some insight into how they may affect associations like yours as the business world dives headfirst into the future of IT.



Enhanced Cybersecurity Measures

Even though nonprofits might not necessarily have billions in assets or a wealth of protected information like a large corporation, these organizations shouldn't assume that cybercriminals will ignore them. Cybersecurity has become a larger concern for nonprofits over the past few years, as they must navigate unique challenges such as managing personal data, budgetary constraints, and strict regulatory requirements.

Associations, like all businesses in the digital age, face growing cyberthreats, prompting a shift toward more robust security solutions, including AI-driven threat detection and proactive risk management strategies.



According to [Statista](#) data, the global average cost per data breach was \$4.88 million USD in 2024, up from \$4.45 million the previous year.

With the average cost of a single data breach steadily rising year-over-year, it's likely that these growing cybersecurity concerns will need to be met with increasingly more advanced IT efforts for adequate protection from breaches.



Cloud Adoption and Hybrid Solutions

The majority of associations have already embraced [cloud-based](#) and hybrid IT infrastructures, prioritizing scalability, remote access, and data security for their increasingly distributed workforces. These capabilities enable teams to work from virtually anywhere and stay reliably connected to the systems and information they need to fulfill their roles.



The desire for cloud compatibility continues to increase—[Gartner](#) claims that cloud-native platforms will “serve as the foundation for more than 95 percent of new digital initiatives by 2025,”

according to a 2022 [Cuseum](#) article. This statistic suggests that implementing cloud-native technologies will only become more crucial for membership organizations looking to “power high-performance computing, build a more responsive infrastructure, and enable streamlined, reliable operations.”

Increased Focus on Data Analytics

Organizations from all verticals are prioritizing analytical thinking as a way to illustrate and confirm progress toward their goals. Associations are leveraging managed IT providers for advanced data analytics, using insights to drive member engagement, improve decision-making, and enhance service offerings.

The American Psychiatric Nurses Association (APNA), a long-time client of Ntiva, is an excellent example of how contextual data analysis can improve transparency and trust within a membership association. By offering insights into the status and performance of its organization through its [Annual Activity Reports](#), it is furthering its mission to become the expert source of knowledge for psychiatric-mental health nursing.

Compliance with Regulatory Changes

Nonprofits and membership associations must adhere to specific regulations in order to receive government funding (i.e., grants) or maintain their governmental status (i.e., 501(c)3). Overcoming these potential pitfalls requires in-depth knowledge of compliance practices as well as continued awareness of changes to protocol or standards.

With ever-evolving industry regulations, associations are turning to managed IT services for compliance monitoring and reporting, ensuring they meet legal requirements and avoid potential penalties. By recruiting a strategic IT partner to handle [common compliance responsibilities](#) like recordkeeping and required filings, associations can protect themselves from legal or financial consequences and turn their focus to advancing their mission.



Managed IT as a Strategic Partner

Associations are no longer viewing IT services as purely operational—and for good reason. Instead, managed IT providers are becoming strategic partners, helping associations align technology initiatives with their long-term goals and growth plans. Outsourcing IT strategy to a trusted MSP is rising in popularity, particularly among associations looking to avoid hiring an internal IT team due to budget limitations.

According to NTEN, “bringing in external staff can be an effective way of achieving success in a wider range of technology areas.”



Their 2024 Annual Nonprofit Digital Investments Report found that outside consultants “rated fairly highly as a decision-making resource,” with 65 percent of respondents indicating they outsource to technology consultants at least sometimes, up from approximately 43 percent in 2017.

In the past, organizations typically relied on their IT partners primarily for technical support and help desk-type services. However, associations today are moving past basic support services as they realize the competitive advantage that strategic IT planning can create for them. Instead of leveraging IT expertise to simply keep their organization afloat, today’s leaders are relying on partnerships with specialists like Ntiva to modernize their technology infrastructure and future-proof their operations.





How Managed IT Services Enhance Efficiency and Scalability

The state of IT today implies a future of constant change and committed technological adaptation by membership associations. Apart from keeping technology up-to-date, outsourcing IT responsibilities to an MSP helps to:

STREAMLINE OPERATIONS

Without having to worry about IT responsibilities, internal teams can turn their attention to fulfilling organizational and personal goals. Managed IT services minimize downtime waiting on technical support and outsource the stress of managing technology so your staff can focus on advancing your mission. This is especially relevant as remote and hybrid work practices become more commonplace, as having the appropriate systems and IT processes in place enables reliable, accessible communication between users.



ENSURE COMPLIANCE

An MSP like Ntiva offers comprehensive [compliance management](#), including specialized software to help track and manage compliance with relevant regulations. With experts available to handle tasks like regular compliance audits and updating certifications (e.g., SSL), membership associations can ensure their data is protected and avoid legal or financial implications. For APNA, maintaining updated SSL certificates confirms the organization's credibility and backs up its objective of being considered the go-to resource for the psychiatric-mental health nursing field.

ENHANCE CYBERSECURITY

With cybersecurity a growing concern among associations, leaders are seeking experienced IT providers to help protect their organizations and members from data breaches. Nowadays, this isn't as simple as setting up a few firewalls and hosting a password creation class. [Cybersecurity services](#) like risk assessment, multi-factor authentication (MFA), phishing prevention, dark web monitoring, and vulnerability testing (to name a few) are essential for optimal protection from cyberthreats. These capabilities, in addition to [ongoing cybersecurity training](#), are increasingly being outsourced to MSPs prepared with the right solutions to keep associations and their data secure.

OPTIMIZE MEMBER ENGAGEMENT

Your members desire a positive, productive experience when communicating or working with your organization. This requires associations to prioritize [user experience](#) (UX) by ensuring their technology infrastructure and systems can support the needs of their member base, particularly as they evolve. With an MSP in your corner to keep up with these changing demands, your internal teams can rest assured knowing all of your members' needs are met.

SAVE ON COSTS

NTEN's 2024 report also reveals the most cited barrier to technology budgeting for nonprofits is a lack of available budget. Hiring and onboarding an internal IT team is both expensive and time consuming, and typically necessitates heavy HR involvement. On the other hand, [outsourcing IT](#) support means putting your trust in a third party.

This is specifically why Ntiva is so committed to working as an extension of your internal team as opposed to acting as an outside contractor. Without the budget to hire an entire IT team in-house, membership associations rely on strategic partners like Ntiva to evaluate existing systems and spearhead digital transformation efforts in an attempt to [cut costs](#). In the case of APNA, Ntiva helped save approximately 45 percent on the anticipated cost for APNA to bring all of the provided capabilities in-house.

Keeping Up with the Current State of IT

The bottom line is that outsourcing your IT to the right provider allows your staff to fully commit to their roles while a trusted third party maintains your association's technological foundation. As a result, your organization can minimize overhead costs while maximizing productivity and member engagement, all by teaming up with an expert like Ntiva.

Our technology consultants have spent decades assisting with ongoing managed IT services and support for hundreds of nonprofits and associations throughout every phase of growth.

[Schedule some time with a Ntiva consultant](#) to discuss how our services can prepare your association for the future of IT.

[Book a Consultation](#)

