



eBook

# The Value of Partnering with a B Corp MSP



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# Introduction

At IT Naturally, we believe business means more than just making a profit. Companies can be used as a catalyst for **positive change - supporting communities, protecting the environment, and improving lives.**

That's what **B Corp** businesses stand for.

When you partner with a B Corp **Managed Service Provider (MSP)**, you choose a path that benefits your business, your people, and the planet.

So, what exactly is a B Corp MSP, and how does it benefit your business?

This eBook explores why working with a **purpose-driven IT partner** can improve your organisation.



# What is a B Corp?

A **B Corp** is a company that meets the highest standards of social and environmental impact, accountability and transparency.



B Corps balance profit with purpose, ensuring every decision we make positively impacts people and the planet to B Corps balance profit with purpose, ensuring every decision positively impacts people and the planet..

When an MSP becomes a B Corp, they're not just focused on managing IT systems, they're dedicated to using their expertise to improve your business while driving positive change in the world.

## What Makes a B Corp Different?

Choosing a B Corp means working with a partner that holds itself to **higher standards of responsibility, transparency, and purpose.**





# What Makes a B Corp Different?

## Social and Environmental Impact

B Corps are committed to making a positive difference not just for their clients, but also for the world. They measure their success not just in profits, but by **the impact they have on people, communities and the planet.**

This ensures they're focused on sustainable practices that benefit everyone involved.

## Accountability and Transparency

Every B Corp is held to strict standards of accountability and transparency so when you work with a B Corp, you can trust that they're **operating with integrity, making ethical decisions, and sharing their practices openly.** This level of trust enables strong, long-lasting partnerships.

## Balancing Profit and Purpose

Unlike traditional businesses, B Corps put people and the planet ahead of their profits. B Corps MSPs are committed to delivering IT services that are not just successful financially but **meaningful to customers, employees and the wider world.**

## Commitment to Continuous Improvement

B Corps are always striving to improve. Whether it's reducing their carbon footprint, enhancing employee well-being, or adopting innovative new practices, a B Corp is **committed to continuous growth—not just in their services but in their positive impact on society and the environment.**





# Why Choose a B Corp MSP?

## 1. People-First Approach

At IT Naturally, people come first. Whether it's our team, your employees, or the wider community, we make sure **people are at the heart of what we do**:

- **Developing Our Team:** We invest in our people's skills and well-being, ensuring they're empowered to deliver the best for you.
- **Building Strong Partnerships:** We're not just an IT provider, we're your proactive partner, working alongside you to achieve your goals.
- **Supporting Your People:** Our IT solutions make your teams' lives easier, helping them stay productive and engaged



## 2. Caring for the Planet

**Environmental responsibility isn't an afterthought** – it's at the core of how a B Corp MSP operates. We help you manage IT in a way that's good for business and the planet:

- **Sustainable IT:** From energy-efficient infrastructure to reducing waste, we're always looking for ways to make IT greener.
- **Eco-Friendly Practices:** We take meaningful steps to minimise our environmental impact, ensuring your business can grow sustainably

## 3. Value Beyond IT

When working with a B Corp MSP, you're not just getting an IT provider that fixes technical issues. You're working with a **partner focused on the bigger picture**. Here's how we add value at every step.

- **Strategic Guidance:** We help you build IT strategies that align with your long-term business goals—whether it's scaling efficiently or supporting team well-being.
- **Proactive Support:** We don't wait for problems to arise. We're always monitoring and optimising, so your systems run smoothly, and your business thrives.
- **Innovation with Purpose:** Our solutions bring the latest technology to your doorstep, but always with an eye on what aligns with your values and mission.



# Why IT Naturally?

IT Naturally is proud to be a B Corp. A Managed Service Provider changing the face of the MSP market by putting people and the planet first.

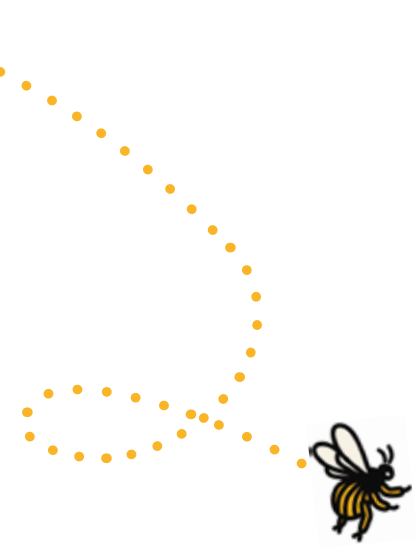
## Supporting Your Success

We share your drive to make your business work so we:



We're here to help your business thrive – while making the world a better place.



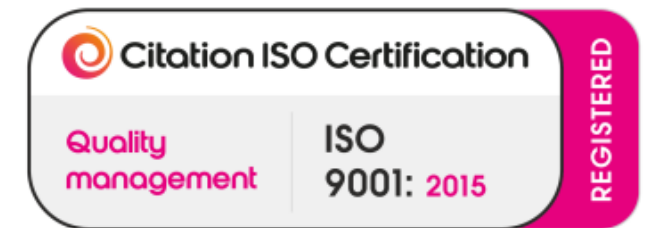


## Ready to enjoy not talking about IT?

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