

# REACTIVE VS PROACTIVE APPROACH in IT

## Reactive IT Approach

"Fix it when it breaks."

- **HIGH DOWNTIME**

Issues are addressed after they occur.

- **UNEXPECTED COSTS**

Emergency fixes often mean higher expenses.

- **SECURITY RISKS**

Delayed responses increase vulnerability.

- **SHORT-TERM FIXES**

Focused on patching, not preventing.

## Proactive IT Approach

"Prevent it before it breaks."

- **MINIMIZED DOWNTIME**

Continuous monitoring ensures stability.

- **PREDICTABLE COSTS**

Regular maintenance reduces surprise expenses.

- **STRONGER SECURITY**

Threats are identified and neutralized early.

- **STRATEGIC PLANNING**

Long-term IT health and performance focus.

**Which One Protects Your**

# Business Best?

**Proactive IT = Peace of Mind**

Partner with **Protected Harbor** to move  
from reactive chaos to proactive control.

