



J.M. ADDINGTON  
TECHNOLOGY SOLUTIONS

# Proactive IT vs. Reactive IT

The Ultimate Business  
Decision



IT issues can break your business or prove to be just a minor hiccup—it all depends on your approach. **Proactive IT prevents** problems before they escalate. **Reactive IT waits** until it's too late.

**Which side are you on?**



# Prevent or Repair?

## **Proactive IT**

Finds and fixes problems early.

## **Reactive IT**

Waits for breakdowns to happen.



# Security First or Risk Exposure?

## **Proactive IT**

Reduces cyber risks through regular updates and audits.

## **Reactive IT**

Fixes security gaps only after a breach.



# Smart Investment or Costly Surprises?

## **Proactive IT**

Cuts downtime and prevents expensive failures.

## **Reactive IT**

Leads to unpredictable repair costs sending you over budget.



# Long-term Strategy or Short-term Fix?

## **Proactive IT**

Aligns IT with business growth.

## **Reactive IT**

Focuses on patching  
immediate issues.

A **proactive IT** strategy keeps your business ahead, **secure, efficient and prepared.**

Ready to move from IT firefighting to IT foresight? **Contact us today to build a proactive IT strategy.**