The Nashville Business Owners' Guide To IT Support Services And Fees

What You Should Expect To Pay For IT Support For Your Business
(And How To Get *Exactly* What You Need Without Unnecessary Extras, Hidden Fees And Bloated Contracts)

Read this guide and you'll discover:

- ✓ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ✓ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.
- ✓ 21 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data.

Provided as an educational service by:
Charles Henson, Managing Partner
Nashville Computer, Inc.
277 Wilson Pike Circle
615-645-3880
www.NashvilleComputer.com
www.NashvilleComputerWebDesign.com

Never Ask An IT Services Company, "What Do You Charge For Your Services?" Instead You Should Ask, "What Will I *Get* For My *Money*?"

From The Desk Of: Charles Henson
Managing Partner, Nashville Computer, Inc.

Dear Colleague,

If you are the owner or managing partner of a business in the Nashville area that is currently looking to outsource some or all of the IT support for your company, this report contains important information that will be extremely valuable to you as you search for a competent firm you can **trust**.

My name is Charles Henson, Managing Partner of Nashville Computer, Inc. and author of "Hassle–Free Computer Support." We've been providing IT services to businesses in the Nashville area for over 25 years now. You may not have heard of us before, but I'm sure you're familiar with one or more of other businesses who are our clients. A few of their comments are enclosed.

One of the most commons questions we get from new prospective clients calling our office is "What do you guys charge for your services?" Since this is such a common question — and a very important one to address — I decided to write this report for 3 reasons:

1. I wanted an easy way to answer this question and educate all prospective clients who come to us on the most common ways IT services companies package and price their services, and the pros and cons of each approach.

2. I wanted to bring to light a few "industry secrets" about IT service contracts and SLAs (service level agreements) that almost no business owner or manager thinks about, understands or knows to ask about when evaluating IT service providers that can end up burning you with hidden fees and locking you into a long-term contract when they are unwilling or unable to deliver the quality of service you need.

3. I wanted to educate business owners on how to pick the *right* IT services company for their specific situation, budget and needs based on the *VALUE* the company can deliver, not just the price, high OR low.

In the end, my purpose is to help you make the <u>most informed decision possible</u> so you end up working with someone who helps you solve your problems and accomplish what you want in a time frame, manner and budget that is right for you.

Dedicated to serving you,

Charles Henson

About The Author

Technology Strategist and Cloud Expert for Small to Medium Business:

Charles Henson

Coauthor of
Hassle-Free Computer Support
And
Cloud Computing – A Guide for Executives & Business Owners

Charles Henson has been in the IT industry for over 25 years. He got his first "computer" around 1984 from a school friend. His thought was that if computers break, someone would need to fix them. This simple thought drove Charles to attend school and receive an Associates degree in Electrical Engineering from ITT Technical Institute. Charles is constantly looking for, reading about and learning new technologies as they become available. He feels that he needs to be the advisor to his clients.

In May 2010 he was invited to the Google Headquarters in California for his personal feedback and opinions on the Google Adwords product offering and to give feedback on the training in which he took part. Charles has been interviewed and featured in Redmond Magazine regarding Backup Disaster Recovery solutions. He has been trained on and worked with PKI (Public Key Infrastructure) a technology used to encrypt data and communications. Additionally, he has been asked for his insight and invited to discussion groups and interviewed by peers and industry leaders to help build a common Cloud Computing Blueprint.

Charles. Henson currently serves as Vice President and Managing Partner of Nashville Computer, Inc. He has written three books, *Hassle-Free Computer Support*, *Cloud Computing A Guide for Executives & Business Owners,* and his latest book which was an Amazon best seller, *The Business Owners Guide To I.T. and All Things Digital, Vol.2: 17 Critical Facts Every Business Must Know To Maximize Their Company's Efficiency, Security, Employee Productivity and Profits.* This book was a collaboration of a select group of leading I.T. experts from across North America.

In 2014, Mr. Henson received the Nashville Business Journal's CIO Award which recognizes top technology leaders in Middle Tennessee. He is passionate about teaching and advising all who will benefit from his IT experience and has become well known around the Nashville area through speaking engagements, news interviews, teleseminars and webinars.

Nashville Computer, Inc. is a locally owned IT company specializing in Peace of Mind IT Solutions. Nashville Computer was started in 1988 as a software company providing organizations with MAS90 accounting applications. The need for computers to run the new software became increasingly important and so began selling hardware. With the need for businesses to share data and connectivity to the Internet, they grew from a hardware/software provider to a break-fix business and worked with clients to design, build, implement and maintain their network environments. Today Nashville Computer has 16 employees and oversees the monitoring and maintenance of over 200 servers and their daily backups and availability.

Comparing Apples To Apples:
The Predominant IT Service Models Explained

Before you can accurately compare the fees, services and deliverables of one IT services company to another, you need to understand the 3 predominant service models most of these companies fit within. Some companies offer a blend of all 3, while others are strict about offering only one service plan. The 3 predominant service models are:

- **Time and Materials**. In the industry, we call this "break-fix" services. Essentially you pay an agreed-upon hourly rate for a technician to "fix" your problem when something "breaks." Under this model, you might be able to negotiate a discount based on buying a block of hours. The scope of work may be simply to resolve a specific problem (like removing a virus), or it may encompass a large project like a computer network upgrade or move that has a specific result and end date clarified. Some companies will offer staff augmentation and placement under this model as well.

- **Managed IT Services.** This is a model where the IT services company takes the role of your "IT department" and not only installs and supports all the devices and PCs that connect to your server(s), but also offers phone and on-site support, antivirus, security, backup and a host of other services to monitor and maintain the health, speed, performance and security of your computer network.

- **Software Vendor-Supplied IT Services.** Many software companies will offer IT support for their customers in the form of a help desk or remote support for an additional fee. However, these are typically scaled-back services, limited to troubleshooting their specific application and NOT your entire computer network and all the applications and devices connected to it. If your problem resides outside of their specific software or the server it's hosted on, they can't help you and will often refer you to "your IT department." While it's often a good idea to buy some basic-level support package with a critical software application you use to run your business, this is not enough to provide the full IT services and support most businesses need to stay up and running.

When looking to outsource your IT support, the two service models you are most likely to end up having to choose between are the "managed IT services" and "break-fix" models. Therefore, let's dive into the pros and cons of these two options, and then the typical fee structure for both.

Managed IT Services Vs. Break-Fix:
Which Is The Better, More Cost-Effective Option?

You've probably heard the famous Benjamin Franklin quote, "An ounce of prevention is worth a pound of cure." I couldn't agree more — and that's why it's my sincere belief that the managed IT approach is, by far, the most cost-effective, smartest option for any business. The only time I would recommend a "time and materials" approach is when you already have a competent IT person or team proactively managing your computer network and simply have a specific IT project to complete, that your current in-house IT team doesn't have the time or expertise to implement (such as a network upgrade, installing a backup solution, etc.). Outside of that specific scenario, I do not think the break-fix approach is a good idea for general IT support for one very important, fundamental reason: you'll ultimately end up paying for a "pound of cure" for problems that could have easily been avoided with an "ounce" of prevention.

Why Regular Monitoring And Maintenance Is Critical
For Today's Computer Networks

The fact of the matter is, computer networks absolutely, positively need ongoing maintenance and monitoring to stay secure. The ever-increasing dependency we have on IT systems and the data they hold — not to mention the *type* of data we're now saving digitally — has given rise to very smart and sophisticated cybercrime organizations and who work around the clock to do one thing: compromise your networks for illegal activities.

In most cases their intent is to access financial information and passwords to rob you (or your clients), create fake identities for credit card fraud, etc. In other cases they may want to use your computer network to send illegal spam, host pirated software, spread viruses, etc. And some do it just for the "fun" of being able to make computer systems inoperable. These criminals work around the clock in teams, constantly finding and inventing new ways to get around your antivirus software and firewalls; that's why you have to remain ever vigilant against their attacks.

Of course, this doesn't even take into consideration other common "disasters" such as rogue employees, lost devices, hardware failures (which are the #1 reason for data loss), fire and natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds. Then there's regulatory compliance for any business hosting or touching credit card or financial information, medical records and even client contact information such as e-mail addresses.

Preventing these problems and keeping your systems up and running (which is what managed IT services is all about) is a LOT less expensive and damaging to your organization than waiting until one of these things happens and then paying for emergency IT services to restore your systems to working order (break-fix).

Should You Just Hire A Full-Time IT Manager?

In most cases, it is not cost-effective for companies with under 75 employees to hire a full-time IT person, because you can outsource this function of your business far cheaper and with a lot less work; but you DO want to hire a professional to perform basic maintenance just as you would hire an attorney to handle your legal matters or an accountant to prepare your taxes. **And if you truly understand the cost of your TIME and factor in employee productivity, the managed IT services model is considerably less expensive over time than the "break-fix" model.**

Why "Break-Fix" Works Entirely In The Consultant's Favor, *Not* Yours

Under a "break-fix" model, there is a fundamental conflict of interests between you and your IT firm. The IT services company has no incentive to stabilize your computer network or to resolve problems quickly because they are getting paid by the hour; therefore, the risk of unforeseen circumstances, scope creep, learning curve inefficiencies and outright incompetence are all shifted to YOU, the customer. Essentially, the more problems you have, the more they profit, which is precisely what you DON'T want.

Under this model, the IT consultant can take the liberty of assigning a junior (lower-paid) technician to work on your problem who may take two to three times as long to resolve an issue that a more senior (and more expensive) technician may have resolved in a fraction of the time. There is no incentive to properly manage the time of that technician or their efficiency, and there is every reason for them to prolong the project and to find MORE problems than solutions. Of course, if they're ethical and want to keep you as a client, they *should* be doing everything possible to resolve your problems quickly and efficiently; however, that's akin to putting a German shepherd in charge of watching over the ham sandwiches. Not a good idea.

Second, it creates a management problem for you, the customer, who now has to keep track of the hours they've worked to make sure you aren't getting overbilled; and since you often have no way of really knowing if they've worked the hours they say they have, it creates a situation where you really, truly need to be able to trust they are being 100% ethical and honest AND tracking THEIR hours properly (not all do).

And finally, it makes budgeting for IT projects and expenses a nightmare since they may be zero one month and thousands the next.

What To Look For In A Managed IT Services Agreement

Hourly Break-Fix Fees: Most IT services companies selling break-fix services charge by the hour with a one-hour minimum. In most cases, they will give you a discount of 5% to as much as 20% on their hourly rates if you purchase and pay for a block of hours in advance.

If they are quoting a **project**, the fees range widely based on the scope of work outlined. If you are hiring an IT consulting firm for a project, I would suggest you demand the following:

- **A very detailed scope of work that specifies what "success" is.** Make sure you detail what your expectations are in performance, work flow, costs, security, access, etc. The more detailed you can be, the better. Detailing your expectations up front will go a long way in avoiding miscommunications and additional fees later on to give you what you REALLY wanted.

- **A fixed budget and time frame for completion.** Agreeing to this up front aligns both your agenda and the consultant's. Be very wary of loose estimates that allow the consulting firm to bill you for "unforeseen" circumstances. The bottom line is this: it is your IT consulting firm's responsibility to be able to accurately assess your situation and quote a project based on their experience. You should not have to pick up the tab for a consultant underestimating a job or for their inefficiencies. A true professional knows how to take into consideration those contingencies and bill accordingly.

Managed IT Services: Most managed IT services firms will quote you a MONTHLY fee based on the number of devices they need to maintain, back up and support.

If you hire an IT consultant and sign up for a managed IT services contract, here are some things that SHOULD be included (make sure you read your contract to validate this):

- Security patches applied weekly, if not daily, for urgent and emerging threats
- Antivirus updates and monitoring
- Firewall device with content filtering
- Firewall updates and monitoring
- Backup monitoring and test restores
- Spam-filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed
- Unlimited Help Desk support calls
- Offsite Data Backups
- Asset Inventory
- Smartphone e-mail configuration and support

The following services may **NOT be included** and will often be billed separately. This is not necessarily a "scam" or unethical UNLESS <u>the managed IT services company tries to hide these fees when selling you a service agreement</u>. **Make sure you review your contract** carefully to know what is and is NOT included!

- Hardware, such as new servers, PCs, laptops, etc.
- Software licenses, third party software agreements.
- On-site support (depending on agreement)
- After hours and weekend/holiday rates
- Travel time for service visits

Warning! Gray areas of "all-inclusive" service contracts. In order to truly compare the "cost" of one managed IT services contract to another, you need to make sure you fully understand what IS and ISN'T included AND the "SLA" or "service level agreement" you are signing up for. It's VERY easy for one IT services provider to appear far less expensive than another UNTIL you look closely at what you are getting.

The following are 21 questions to ask your IT services provider that will clarify exactly what you're getting for the money. Some of these items may not be that important to you, while others (like response time, adequate insurance and uptime guarantees) may be critical. Make sure you fully understand each of these items before making a decision about who the right provider is for you; then make sure you get this IN WRITING.

21 Service Clarification Questions You Should Ask Your IT Services Firm Before Signing A Contract

<u>Customer Service</u>:

Q1: Do they answer their phones live or do you always have to leave a voice mail and wait for someone to call you back?
Any reputable computer consultant will answer their phones live from at least 8:00 am to 5:00 pm and give all clients an emergency after hours number they may call if a problem arises, including weekends. Why? Because many CEOs and executives work outside normal hours and find it to be the most productive time they have. If they cannot access their computer network AND can't get hold of anyone to help them, it's incredibly frustrating.

Q2: Do they have a written, guaranteed response time to your calls?
Your computer consultant must guarantee to have a technician working on your problem within a certain timeframe after you call. If they can't guarantee a certain response time, then be prepared to work on their timeframe and not yours when a problem does arise. A written guaranteed response time should be standard in every service agreement you sign.

Q3: Do they take the time to explain what they are doing and answer your questions in terms that you can understand (not geek-speak), or do they come across arrogant and make you feel stupid for asking simple questions?
Good technicians are trained to have the 'heart of a teacher' and will take time to answer your questions and explain everything in simple terms.

> "I just wanted to take a few moments and express to you some thoughts. Your team has been outstanding! What an amazing team of intelligent, patient, dedicated group of engineers you have....I cannot say enough about Troy what a champion among engineers! These guys have made the transition all I hoped for and more. It is hard to believe a company of your size puts the Ciscos and Presidios to shame!!! As you know I am very well attached literally to the tech world and if any company I ever touch through my dealings ever needs any tech needs there will be no list of names, only Nashville Computer!!!!!!
>
> The best feeling of all is that it doesn't feel like some sterile job being done, I feel like I have a family helping to make our business all it can be....again just a small note to just say Thank you and praise your team!"
>
> **Desiree Simmons**, Carpet Den Interiors

> "Excellent service, reliable and knowledgeable...each of the reps that have worked with us are honorable and respectful, not geek-like at all! These folks are computer-whizzes in the truest sense of the word."
>
> **Neil Andrews,** New Hope Church

Q4: Do they consistently (and proactively) offer new ways to improve your network's performance, or do they wait until you have a problem to make recommendations?

Your computer consultant should routinely conduct quarterly review meetings with you to look for new ways to help improve their operations, lower costs, increase efficiencies and resolve any problems that may be arising. Their goal should be to help you be more profitable, efficient and competitive with these meetings.

Q5: Do they provide detailed invoices that clearly explain what you are paying for?

Do you hate it when your computer service company sends you a bill and you have no idea what work was done? This is completely unacceptable behavior. You should demand that your computer consultant provide you with detailed invoices that show what work was done, why and when so you never have to guess what you are paying for.

Q6: Do they have adequate errors and omissions insurance as well as workers compensation insurance to protect YOU?

Here's something to consider: if THEY cause a problem with your network that causes you to be down for hours or days or to lose data, who's responsible? Here's another question to consider: if one of their technicians gets hurt at your office, who's paying? In this litigious society we live in, you better make darn sure whomever you hire is adequately insured with both errors and omissions insurance AND workers compensation – and don't be shy about asking to see their latest insurance policies!

True Story: A few years ago Geek Squad was slapped with multi-million dollar lawsuits from customers for bad behavior of their technicians. In some cases, their techs were accessing, copying and distributing personal information they gained access to on customers PCs and laptops brought in for repairs. In other cases they lost a client's laptop (and subsequently all the data on it) and tried to cover it up. Bottom line, make sure the company you are hiring has proper insurance to protect YOU.

Q7: Do they guarantee to complete projects on time and on budget?
All projects should be a fixed priced and guaranteed to be completed on time, in writing. This is important because many unethical or incompetent computer guys will only quote "time and materials," which gives them free reign to nickel and dime you as well as take as much time as needed on completing a project.

Maintenance Of Your Network:

Q8: Do they insist on remotely monitoring your network 24-7-365 to keep critical security settings, virus definitions and security patches up-to-date and PREVENT problems from turning into downtime, viruses, lost data and other issues?
A remote network monitoring system watches over your network to constantly look for developing problems, security issues and other problems so your computer consultant can address them BEFORE they turn into bigger problems and network downtime.

Q9: Do they provide you with a monthly report that shows all the updates, security patches, and status of every machine on your network so you know for SURE your systems have been secured and updated?
Demand a detailed monthly report that shows an overall health score of your network and the updates to your antivirus, security settings, patches and other important network checks (like hard drive space, backups, speed and performance, etc.). Even if you don't read through the report every month, it's important to know that this is happening.

Q10: Is it standard procedure for them to provide you with written, network documentation detailing what software licenses you own, critical passwords, user information, hardware inventory, etc., or are they the only person with the "keys to the kingdom?"
Every business should have this in written and electronic form at no additional cost. Your computer consultant should also perform a quarterly update on this material and make sure certain key people from your organization have this information and know how to use it, giving you complete control over your network.
Side Note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their control as a means of job security, get rid of them. This is downright unethical and dangerous to your organization, so don't tolerate it!

Q11: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?
Since they are keeping detailed network documentation and updates on your account, any of their technicians must be able to pick up where another one has left off.

Q12: When they offer an "all-inclusive" support plan, is it TRULY all-inclusive, or are their "gotchas" hidden in the fine print?
One of the more popular service plans offered by consulting firms today is an "all-inclusive" or "all-you-can-eat" managed services plan. These are actually a good thing because they'll save you

a lot of money in the long run – HOWEVER, make sure you REALLY understand what is and isn't included. Some things to consider are:

- Is phone/e-mail help desk included, or extra?
- What about network upgrades, moves, or adding/removing users?
- Is hardware and/or software included?
- What about 3rd party software support? (We recommend that this IS included).
- What are the costs/consequences of early cancellation?
- What if you aren't happy with their services? Do they offer a money-back guarantee?
- If the hardware and software is included, what happens if you cancel the contract?
- Is offsite backups included? To what degree?
- If you have a major disaster, is restoring your network included or extra?
- What about onsite support calls? Or support to remote offices

Backups And Disaster Recovery:

Q13: Do they INSIST on monitoring an offsite as well as an onsite backup, or are they letting you rely on outdated tape backups?
I would never encourage any business these days to use tape backups because they are incredibly unreliable. Our backup solution is a physical server sitting next to your server taking incremental snapshots throughout the day. It sends your data offsite at the end of each day and can act as your server within a few hours of your server failing. This ensures your company has minimal downtime.

Q14: Do they INSIST on doing periodical test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?
Your computer consultant should perform a monthly "fire drill" and perform a test restore from the backup to make sure your data CAN be recovered in the event of an emergency. After all, the WORST time to "test" a backup is when you desperately need it.

Q15: Do they insist on backing up your network BEFORE performing any type of project or upgrade?
This is a simple precaution in case a hardware failure or software glitch causes a major problem.

Q16: If you were to experience a major disaster, do they have a written plan for how your data could be restored FAST and/or enable you to work from a remote location?
At minimum, you should have a simple disaster recovery plan for your data and network. I would also encourage you to do a full disaster recovery plan for your office, but at a minimum, your computer network will be covered should something happen.

Technical Expertise And Support:

Q17: Is their help-desk US based or outsourced to an overseas company or third party?
An in-house help desk helps to ensure the folks helping you are friendly and helpful. We consider this one of the most important aspects of customer service, plus we feel it's important for keeping your data secure. Additionally, our helpdesk staff works together with your on-site Engineer to ensure he understands and knows your local network.

Q18: Do their technicians have a broad knowledge of various IT infrastructures?
Our engineers cross train against numerous platforms to ensure they do not have to dispatch someone from a different department. Our engineers can resolve your issues whether it is software, hardware, printer repair or a full migration.

Q19: Do their technicians arrive on time and dress professionally?
Any technicians working on your network are a part of your staff while they are there. Are the technicians you're used to dealing with true professionals that you would be proud to have in your office? Do they dress professionally and show up on time?

Q20: Are they familiar with (and can they support) your unique line of business applications?
Any computer consultant should own the problems with all of your line of business applications. That doesn't necessarily mean that they can fix faulty software – but they SHOULD be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you.

Q21: When something goes wrong with your Internet service, website, printers or other IT services, do they own the problem or do they say "that's not our problem to fix?"
Your computer consultant should own the problem so that you don't have to try and resolve any of these issues on your own – that's just plain old good service and something many computer guys won't do.

(continued)

A Final Word And Free Assessment Offer To Show You How To Eliminate System Slowness, Crashes And Viruses And Drastically Lower Your IT Maintenance Costs

I hope you have found this guide helpful in shedding some light on what to look for when hiring a professional firm to outsource your IT support to. As I stated in the opening of this report, my purpose in providing this information was to help you make an informed decision and avoid getting burned by incompetent or unethical firms luring you in with cheap prices.

Below you will find information on how to request a FREE IT Optimization Plan for your company as a next step in engaging with us. There is no cost or obligation, and I guarantee you will find this consult to be extremely valuable and eye-opening.

Looking forward to your call!

Charles Henson
Managing Partner, Nashville Computer, Inc.
Phone: 615-645-3880
Web: www.nashvillecomputer.com
www.nashvillecomputerwebdesign.com

<u>**Free IT Optimization Plan**</u>:

In 3 Easy Steps, I <u>Guarantee</u> I Can Show You How To Eliminate System Slowness, Crashes, Viruses And A Host Of Other Annoying IT Problems— And <u>Never Pay</u> For Unnecessary IT Expenses And Repairs Again

From The Desk Of: Charles Henson,
Managing Partner
Nashville Computer, Inc.

Dear Colleague,

Do you have a **nagging suspicion** that your current IT provider isn't delivering the quality of service you're paying for?

Maybe you're experiencing **chronic problems** with your computer network that your IT provider just never seems to resolve.

Maybe your IT staff is overwhelmed with work, but you don't want to hire another person.

Maybe it has become easier to find a work-around or **try to fix IT problems yourself** than to call your IT provider.

Or finally, maybe you're sending a check every month for IT services **but you don't** *really* **know what you're paying for**. Could they really get you back up and running after a disaster? Are they *truly* maintaining critical security updates for your IT systems? Have you outgrown their ability to adequately support you?

It's very common for businesses to be unhappy with the quality of service and support they're getting from their current IT provider, but they tolerate it simply because they don't know who else to call, or they're just too darn busy to take the time to find someone else.

Free Customized IT Optimization Plan And 27-Point IT Systems Security And Performance Assessment

If I just described your situation, I want to give you a <u>**customized IT Optimization Plan for free**</u> that will reveal what's REALLY going on in your computer network and show you the fastest and most efficient way to get your systems working the way they're supposed to, saving you a great deal of time, aggravation and money. **Briefly, here's what I have in mind…**

First, our representative will discuss with you how you use technology in your business and the challenges you are facing.

Second, one of our senior engineers will perform our proprietary **27-Point IT Systems Security And Performance Assessment** on your computer network (one that's taken us over 25 years to perfect). After doing this type of thing for over 25 years, we've truly perfected a process for helping companies like yours to get their IT systems working the way they are supposed to. And there's no charge for this service.

After conducting this Free Assessment, we'll be able to answer your top questions, such as:

- Are your IT systems truly secured from hackers, viruses and rogue employees?

- Are your backups configured properly to ensure that you could be back up and running again <u>fast</u> in a disaster?

- Are you unknowingly exposing your company to expensive fines and litigation under new Tennessee data breach laws?

- Could you utilize cheaper and more efficient cloud computing technologies to lower IT costs and make it easier to work remotely?

- Are your systems optimized for maximum speed and performance? (I can tell you, 90% of the computer networks we review are NOT.)

Once we have a clear picture of the state, health and performance of your current IT systems, we'll then deliver a **customized IT Optimization plan** that will show you how to eliminate every single nagging problem, enable you to work faster and easier and lower IT costs wherever possible.

At The End Of This Assessment, One Of Three Things Will Happen:

1. **You love the plan** and decide to implement it on your own. If this is the case, we'll wish you the best of luck and *ask that you keep in touch with us to let us know how you're doing.*
2. **You love the plan and ask to become our client so we can personally help you implement it ASAP**. *If that's the case, we'll knock it out of the park … and that's a promise.*

Or finally…

3. In the unlikely and *unprecedented* event that you feel like you wasted your time, and that we don't find a way to dramatically improve your situation, **we will send you a check for $100 immediately.** No questions asked. Your time is your most valuable asset, and I respect that. To date, we've NEVER had anyone say that we've wasted their time, so I feel completely comfortable making this guarantee to you.
   Think about this…

The "worst" that can happen is you get $100 for "wasting" an hour having an independent third party validate and review the security, speed and health of your computer network.

The best that can happen is we work together to finally take all IT complaints off your plate.

Here's How This Will Work:

First you will fill out a brief IT Analysis Questionnaire on our web site to start the process: www.nashvillecomputer.com/itsurvey. This gives us the basic information we need about you to prepare for our meeting.

Second- a representative from our office will call you to set up a "Discovery" meeting in which our team will come to discuss how your business uses technology and the challenges you are facing. One of our senior engineers will then come to your office and perform our **27-Point IT Systems Security And Performance Assessment.**

Third- We will meet with you to deliver a **customized IT Optimization Plan and a "Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible.

And like I said, *there's no charge for this*.

So Why Would We Offer This For Free?

For one simple reason:

It's the fastest and easiest way for us to demonstrate the value we can deliver without any risk to you. Frankly, it's how we get the happy clients you've seen all over our web site and have probably heard about before. (See attached.)

After all, if you like what you see and we show you how to solve a number of IT-related problems in your company, why wouldn't you want to work with us? Of course, we will approach this with no expectations or heavy sales pressure of any kind. I don't like pushy sales people any more than you—**and we stand on the belief that providing extreme value in advance is the best way to showcase our services** and win new business. In fact, here's my "VALUE IN ADVANCE PROMISE" to you…

You'll Find This Consultation To Be
<u>Incredibly</u> Valuable Or We'll Send You A Check For $100
To Compensate You For Your Time

Now, obviously this is an amazing offer that you'll probably never see from any other IT company or computer expert in the world. But I'm SO confident that we can deliver extreme value that I have no concerns over putting this type of guarantee on our time together.

The ONLY catch is that we can't help everyone, so we have a strict (but reasonable) set of criteria that needs to be met in order for us to proceed. Here it is:

1. **You have to have at least 1 server and 10 workstations.**
   Our services and advice work best for companies that have at least one server and 10 workstations. If that's not you (or if you are a brand-new startup), we might be able to help you through a different process. Call the office and we'll direct you from there: 615-645-3880.

2. **A person having the authority to approve the project must be present at our meetings.**
   Due to the nature of the advice we'll give you, it only will be actionable for the owner or key decision making executive.

3. **You must have an open mind and be willing to listen.**
   Come to the meeting with a positive attitude and an open mind to really engage with us. If you won't at least consider our recommendations, we can't help you.

If You Meet The Criteria Above,
Here's How We Get Started:

Step 1: Go to the website below to complete our IT Assessment Questionnaire. Don't worry, it's simple and unobtrusive; if you don't know the answers to certain questions, just put "I don't know" as your answer:

www.nashvillecomputer.com/itsurvey

Step 2: Once we receive your application and have reviewed it, our team will meet with you to discuss how your business uses technology, any challenges you are facing with it and what you envision in your future. They will then initiate our **27-Point IT Systems Security And Performance Assessment.**

Step 3: Upon completion of the assessment our team will return to deliver a **Customized IT Optimization Plan and a "Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible. This meeting should be a real eye-opener for you.

If you see the value in engaging beyond that, great! We can talk about it at that time. And if you don't want to become a client—*that's OK too.* By the way, we've *never* had anyone feel like their time was wasted. EVER. That's why we can make this offer. WE DELIVER.

WARNING: TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time required to provide you with results. Therefore, we can't do this for more than a handful of people, and the window of opportunity won't be open long.

So, unless you are 100% happy with the IT support you are getting and absolutely confident that your network is secure, backed up properly and running at optimal levels, why wouldn't you give this a try? Do it now and you'll be glad you did:

www.nashvillecomputer.com/itsurvey

Dedicated to your success,

Charles Henson, Managing Partner
Nashville Computer, Inc.
www.nashvillecomputer.com
615-645-3880

Not Ready To Meet Just Yet?

If so, I'd at least like to give you a copy of my book, *Hassle-Free Computer Support.* Even if you aren't ready to make a change right now, this book will give you important questions you should ask your current IT person to make sure their policies, procedures and service standards won't leave you vulnerable to expensive problems, lost data, viruses, hacker attacks and a host of other problems.

Request your copy online at: www.nashvillecomputer.com/hassle-free

See What Other Business Owners Are Saying:

"Nashville Computer Understands The Technology Challenge…"

"Nashville Computer understands the technology challenges of a law firm and has been prompt to respond to my service needs. With today's restricted technology budgets, and time constraints on managerial staff, their knowledge and experience is a cost effective solution to IT Management."

Vickie Bates, Firm Administrator
Parker, Lawrence, Cantrell & Dean

"…They'll Earn Your Trust…"

"We've worked with Nashville Computer for approximately 8 or 9 years. Prior to our working with them, computers seemed to always be a problem. I'd turn on the computer in the morning and wonder if it was going to work? That was just a hassle. Today we come in, we turn on the computer and it just works, to the point where you don't even think of it anymore.

They are their own endorsement. You just need to get Nashville Computer out there and they'll earn your trust. You'll be glad you did."

Clyde Bright, CPA and President
Collinsworth, Bright and Company

"…Superior Customer Service."

"Our association with Nashville Computer spans many years. They have always provided us with superior customer service. The attention they give the customer is outstanding company wide. Their vast knowledge of the computer and IT business is paramount in the expertise they bring to the table. We are very fortunate to know and trust them with our needs. "

Kay Brant,
American Home Design