

# **The Upstate New York Executive's 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:**

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# 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: David Wolf  
Vice President, Just Solutions

Dear Colleague,

If you are the executive of a business in Upstate New York that is currently looking to outsource some 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 David Wolf, Vice President of Just Solutions and author of *Essential Guide to IT and All Things Digital* We’ve been providing IT services to businesses in the Upstate New York area for over 22 years now. You may not have heard of us before, but I’m sure you’re familiar with one or more of the other businesses who are clients of ours. A few of their comments are enclosed.

**One of the most common 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 executive 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 executives 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 most informed decision possible, 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.

Best always,

David Wolf

## About the Author

David Wolf is a technology visionary and serial entrepreneur with over 30 years of experience in the IT industry. He enjoys using his technical expertise to help fellow small business owners get the most out of their IT. Whether you have just one PC or large multi-location or multi-server datacenter; David can help you plan and execute the best technology solutions for your business.

His previous experience during the 80s and 90s includes positions as founder and President at Vivatron and VivaNET Corporations and a Senior Systems Analyst at Unisys, making him both the business and technology expert his loyal clients rely on. David has been a guest speaker on technology at numerous business associations and chamber events.

David is a graduate of the Rochester Institute of Technology and Roberts Wesleyan College with a Master of Science in Strategic Marketing. David has accumulated numerous industry certifications of the many years from Microsoft, Cisco, SonicWALL, Allworx, RedHat, SCO Advanced Certified Engineer (ACE) in UNIX and Xenix. David is also a Certified Information Security Systems Professional (CISSP) and Certified Ethical Hacker (CEH).

Away from the office, David enjoys spending time with his family and watching his daughter play ice hockey. His hobbies include movies, photography and skiing. David is past member of the board of trustees and VP of Admin and Finance for Temple Sinai in Penfield, NY and the past Treasurer for Kiwanis International Finger Lakes Division. David is also a past Chairman of the Board of the Better Business Bureau, Inc., Buffalo, NY as well as served on their board of directors for over 20 years.

## 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 proactive IT approach is, by far, the most cost-effective, smartest option for any business. 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. What incentive

does the Break/Fix tech have to fixing your system fast or permanent? Rework, learning curve, and delays all are paid by you.

## 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 must 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. Are you ready the New York State SHIELD ACT 2020?

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 100 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 interest 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, many times you are paying for the tech to learn on your time, using google, or other time-wasting techniques that cost you money. When it doesn’t get fixed right the first time, you are paying again for the time for rework. “Try this, Try that” costs you downtime and frustration. You have no way of knowing if patching, updating, anti-virus software is maintained and up to date. PCs only get fixed when they break.

Third, 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 and What You Should Expect to Pay

**Important!** Please note that the following price quotes are industry averages based on a recent IT industry survey conducted of over 750 different IT services firms. We are providing this information to give you a general idea of what most IT services firms charge and to help you understand the VAST DIFFERENCES in service contracts that you must be aware of before signing on the dotted line. *Please understand that this does NOT reflect our pricing model or approach, which is simply to understand exactly what you want to accomplish FIRST and then customize a solution based on your specific needs, budget and situation.*

**Hourly Break-Fix Fees:** Most IT services companies selling break-fix services charge between \$95 and \$225 per 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. Pre-paid “Block Hours” or “Retainer” agreements still don’t give them any incentive to fix things fast or right the first time. It is just a discount for giving them your hard-earned money in advance. Typically, no response time is guaranteed either. You are “best effort”, next business day response time to get help. After hours coverage, time and a half. Weekends double time. All while eating up your block hours.

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.
- **50% Deposit only and balance on completion.** You pay the final bill after the project is complete and working to your satisfaction. Never pay up front and always get a detailed invoice with all the work effort clearly defined.
- **KEYS TO THE KINGDOM.** What are the administrative passwords to your new firewall, server, router? Where are the licenses you just purchased? Make sure you have all these items prior to final payment.



**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. In Rochester, that fee is somewhere in the range of \$150 to \$600 per server, \$50 to \$250 per desktop and approximately \$10 per smartphone or mobile device (tablets could be more).

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 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
- Web-filter installed and monitored
- Dark Web monitoring for stolen credentials
- 24x7 monitoring and alerting of network penetration

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

- Hardware, such as new servers, PCs, laptops, setups of new hardware.
- Software licenses, warranty renewals, subscriptions for Office 365 & Adobe
- On-site support might be additional even with some managed service plans
- Cancellation fees or credit card convenience fees are hidden in fine print

**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 deciding 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

## Customer Service:

**Q1: Do they answer their phones live or do you always have to leave a voicemail and wait for someone to call you back?**

**Our Answer:** We answer our phones live from 7:00 a.m. to 6:00 p.m. and give all clients an emergency after-hours number they may call if a problem arises, even on weekends. Why? Because many of the CEOs and executives we support work outside normal hours and find it 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 offer a written, guaranteed response time to your calls?**

**Our Answer:** We guarantee to live answer our phones and have a technician help you right away. This is standard procedure written into every service agreement.

**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 as arrogant and make you feel stupid for asking simple questions?**

**Our Answer:** Our technicians are trained to have the "heart of a teacher" and will take time to answer your questions and explain everything in simple terms. Just look at what this client had to say:

*"Quick, personal service. They make you feel like family and don't belittle you or make you feel bad because of poor computer knowledge. Great team! We wouldn't deal with anyone else."*

**Jerry M.**

**Van Bortel Chevrolet**

**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?**

**Our Answer:** We conduct monthly, quarterly, or annual review meetings with our clients based on their service agreement to look for new ways to help improve their operations, lower costs, increase efficiencies and resolve any problems that may be arising. Our goal with these meetings is to help our clients be more profitable, efficient and competitive.

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

**Our Answer:** We provide detailed invoices that show what work was done, why and when, so you never have to guess what you are paying for. We also double-check our invoices for accuracy before they are sent to you.

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

**Our Answer:** 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 multimillion-dollar lawsuits from customers for bad behavior by 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?**

**Our Answer:** All projects are 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 rein to nickel-and-dime you as well as take as much time as they want 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?**

**Our Answer:** Yes; our remote network monitoring system watches over your network to constantly look for developing problems, security issues and other problems so we can address them BEFORE they turn into bigger problems. Our security monitoring goes well beyond Anti-Virus/Anti-Spyware. We are monitoring external threats and attempts to penetrate your network. We scan the Dark Web for your stolen credentials. We filter DNS and Web traffic to prevent hacker's from getting into your network.

**Q9: Do they provide you with access to their tools to show 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?**

**Our Answer:** Our clients get full access to our tools, dashboards and tickets that shows an overall health score of their network and the updates to their antivirus, security settings, patches and other important network checks (like hard-drive space, backups, speed and performance,

etc.). Our Co-Managed IT (CoMIT) service is unique since we share our advanced tools with our client's in-house IT departments.

**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”?**

**Our Answer:** All clients has access to our electronic documentation system at no additional cost. We also maintain our documentation as part of our routine maintenance. We 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 (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it! Do you know your Administrator passwords? So many new clients have no idea how to access their own systems.

**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?**

**Our Answer:** Yes; and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, any of our technicians can pick up where another one has left off. We rotate our on-site engineers, 3 times a year so cross-training becomes part of our standard process.

**Q12: When they offer an “all-inclusive” support plan, is it TRULY all-inclusive, or are their “gotchas” hidden in the fine print?**

**Our Answer:** Our “all-inclusive” support plan is just that — all-inclusive. 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 installation of hardware and/or software included?
- What about 3<sup>rd</sup>-party software support? (We recommend that this IS included.)
- What are the costs/consequences of early cancellation? Penalties?
- What if you aren't happy with their services?
- Are cloud backups included? To what degree?
- Do they provide a backup server or loaners in emergencies?
- If you have a major disaster, is restoring your network included or extra?

- What about on-site support calls? Or support to remote offices?
- Can you add “home” computers to your coverage plan?
- Do you still have to pay separately for antivirus?
- Do they offer any free training or new employee training?
- Are home PCs used to access the company’s network after hours included or extra?

## **Backups and Disaster Recovery:**

**Q13: Do they INSIST on monitoring an off-site as well as an on-site backup, or are they letting you rely on outdated tape backups?**

**Our Answer:** We do not allow our clients to use tape backups because tape backups are incredibly unreliable. We make sure all our clients have our JSI Vault Backup to match their server requirements.

**Q14: Do they INSIST on doing periodic test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?**

**Our Answer:** We test your backup system daily and will send daily, weekly or monthly reports as desired by client. We spin up the virtual machine backup to make sure the backups are complete and working. We can even run your virtual backup in the cloud for 30 days if your complete site is down.

**Q15: Do they insist on backing up your network BEFORE performing any type of project or upgrade?**

**Our Answer:** We do, and that’s simply as a 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?**

**Our Answer:** All clients receive a simple disaster recovery plan for their data and network. We encourage them to do a full disaster recovery plan for their office, but at a minimum, their network will be covered should something happen.

## **Technical Expertise and Support:**

**Q17: Is their help-desk U.S.-based or outsourced to an overseas company or third party?**

**Our Answer:** We provide our own in-house help desk and make sure 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 to keeping your data secure. Many of competitors outsource their help desk. All our employees are background checked and US based.

**Q18: Do their technicians maintain current vendor certifications and participate in ongoing training — or are they learning on your dime?**

**Our Answer:** Our technicians are required to keep the most up-to-date vendor certifications in all the software we support. We pay for our techs training and certifications. They get bonuses and promotions for maintaining up to the date certifications. CompTIA A+ is our minimum certification with many techs receiving their CompTIA Network+, Security+ and many other advanced certifications.

**Q19: Do their technicians arrive on time and dress professionally?**

**Our Answer:** Our technicians are true professionals that you would be proud to have in your office. They are provided with JSI logo wear so they can be identified and look professional. They show up on time, and if they cannot (for some odd, unforeseen reason), we always notify the client immediately. We believe these are minimum requirements for delivering a professional service.

**Q20: Are they familiar with (and can they support) your unique line of business applications?**

**Our Answer:** We own the problems with all lines of business applications for our clients. That doesn't mean we can fix faulty software — but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you. We don't like finger pointing any more than you do. We will call your vendors on your behalf to solve any technology issues.

**Q21: When something goes wrong with your Internet service, phone systems, printers or other IT services, do they own the problem or do they say, “That’s not our problem to fix”?**

**Our Answer:** We are the only IT company in Rochester that will “own” everything on your network if you want. We sell and service copiers, printers, phone systems, and many other IOT devices. We feel should own the problem for our clients, so they don't have to try and resolve any of these issues on their own — that's just plain old good service and something many computer guys won't do.

## **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 NIST Security and Network Assessment 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!

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# Give Me 60 Minutes, And I Guarantee I Can Show You How to Eliminate System Slowness, Crashes, Viruses And A Host Of Other Annoying IT Problems – And How To Never Pay For Unnecessary IT Expenses And Repairs Again

From the Desk Of: David Wolf,  
Vice President, Just Solutions  
Fairport, New York

Dear Colleague,

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

Maybe you're experiencing **chronic problems** with your computer and phone systems that your IT support just never seems to resolve.

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

Or maybe you're sending a check every month for their services **but 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 support, 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 NIST Security and Network Assessment

If I just described your situation, I want to give you a **customized NIST Security and Network Assessment for free** 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, I want to perform our proprietary **NIST Security and Network Assessment** on your computer network (one that's taken me over 5 years to perfect).

There's no charge for this, and it only requires a 30- to 60-minute meeting with me or one of my top IT consultants. After doing this type of thing for over 22 plus years, we've truly perfected a process for helping companies like yours to get their IT systems working the way they are supposed to.



**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 fast in a disaster?
- Are you unknowingly exposing your company to expensive fines and litigation under new New York 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, 99% 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 our **report of findings** 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:**

**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.*

**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...

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'll fill out a quick request for our **report of findings** on our web site: [www.justinc.com/itsurvey](http://www.justinc.com/itsurvey).

Once you complete this, someone from our office will call you and set up a convenient time for us to come to your office and perform our **NIST Security and Network Assessment**.

After that initial meeting, we'll prepare our **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 salespeople any more than you do — **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 Incredibly 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 with 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 need to be met in order for us to proceed. Here it is:

- 1. You must at least have a 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: 585-425-3420.
- 2. You must be a key executive of the business.** Due to the nature of the advice we'll give you, it will be actionable only for the owner or key executive.
- 3. You must have the Administrator credentials to your domain.** We give you a frank assessment of your current state of your servers, network and workstations. Many IT

providers or IT support people are “offended” by our findings or frankness. As an owner, you must know how they are doing and get a “second opinion.”

- 4. You must agree to meet after the Assessment to review our findings with out your current IT provider or IT support present.** We will not mail you a report of our findings, so please don't ask. We go over the numbers and findings with you in person so you understand and can ask questions. We explain in terms you will understand - business owner to business owner.

## **If You agree to the Criteria Above, Here's How We Get Started:**

**Step 1:** Go to the web site below to complete a request for the assessment. Don't worry, it's EASY, simple and unobtrusive.

[www.justinc.com/itsurvey](http://www.justinc.com/itsurvey)

**Step 2:** Once we've received your application and reviewed it, someone from our office will call you and set up a time for us to meet.

The initial meeting will be between 30 and 60 minutes. This is where we really begin working to figure out exactly what you want and how to make it happen. We'll also initiate our **NIST Security and Network Assessment**.

**Step 3:** After that initial meeting, we'll prepare our **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 second 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.

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.justinc.com/itsurvey](http://www.justinc.com/itsurvey)

Dedicated to your success,

David Wolf  
Vice President, Just Solutions  
Phone: 585-425-3420

## The 10 Most Important Reasons Why You Should Choose Just Solutions, Inc To Support Your Computer Network

1. **We GUARANTEE 1-hour response time to network emergencies.** When your computer network goes down in the middle of a busy work day, you need it fixed **immediately** so your employees aren't sitting around taking a \$10,000 coffee break waiting for their computers to come back online. We also offer remote monitoring 24 hours a day 7 days a week to prevent problems before they interfere with your business.
2. **We are big enough to handle any computer job, and small enough to still provide you the individual attention you deserve.** Whether it's building a new network from the ground up or helping you figure out why you're getting an error message when you open a document, you can count on us to help. As a client, you will have a dedicated senior technician, a team of back-up support technicians, and an account representative to ensure you get the highest level of support. You can also count on me, the owner, to get involved with your project to make sure you are getting the best solutions and highest level of service possible.
3. **Our "geeks" have personality.** They won't try to keep you in the dark or dazzle you with acronyms. We'll answer every question you have in plain English and make sure you understand what options you have available so you can make decisions based on your priorities and budget – not just because we say so.
4. **Our technicians are seasoned, qualified, professionals with years of real-world experience.** Our technicians also maintain vendor certifications in Microsoft, Cisco, and Citrix, VMWare, SonicWall as well as being Xerox Platinum Certified Partner. We require ALL our staff to complete ongoing training to ensure we are up-to-date on the latest technologies and solutions. You won't find a better qualified team of professionals anywhere.
5. **We GUARANTEE to provide you with the most cost-effective solution to your problem.** As a business owner myself, I understand the importance of keeping overhead costs to a minimum. That's why I require that all our technicians are trained to find the least expensive solution to your problem without sacrificing quality. We never charge clients for expensive upgrades, hardware, and solutions that aren't 100% necessary.
6. **We GUARANTEE to solve your computer problem right the first time or it's FREE.** We take extra steps up front to make sure we thoroughly understand the problem and create a well thought out approach for solving it. This enables us to avoid mistakes and overlooked issues that delay the completion of your project and cost extra in billable hours. We maintain a 99% "fix it right the first time" track record; and if we can't solve the problem to your satisfaction, our visit is free [see #10].

7. **We give flat rate project pricing.** Unlike other computer support companies that give you an estimate with an hourly rate for “unexpected circumstances”, we’ll give you one flat rate for a project and guarantee to deliver your solutions without charging a penny more. This gives you peace of mind knowing you won’t end up with a bill 2 or 3 times more than you anticipated or getting hit with hidden charges or extra hours.
8. **We schedule system upgrades and fixes after normal business hours to save you thousands of dollars in lost productivity.** System upgrades, fixes, and installations can bring down your computer network for several hours. For your convenience, we’ll schedule our technicians to perform this work after hours so there is minimal interruption to your normal business activities.
9. **We listen first and offer solutions second.** No one knows your network better than you. When you have a problem, the last thing you need is someone to come in and waste time performing the same system checks you’ve already done. We’ll work with you in solving your problems and keep you involved with what we are doing.
10. **We are the ONLY technical support company that offers a no-risk, 100% money back guarantee.** Hire us to come on-site and put an end to your most challenging computer problems. If after our first visit you are not happy with our technicians or the work we perform, you can cancel your service agreement and we will refund your payment for that full day. No risk, no hassle, and no obligation. What could be fairer than that? No other technical support company will stand behind their work the way we do at Just Solutions, Inc.

# Talk of the Town

*Thanks for helping with these items that may seem insignificant to some, but are showstoppers to me.*  
- BME Associates

*Always awesome customer service/delivery!*  
- LiDestri Foods

*Very prompt response, thanks!*  
- One Step Tree & Lawncare

*Quick and professional service, thank you!*  
- The Distillery

*I got a call before I even got into work about the server being down. Thanks for being on top of it.*  
- Icon Design LLC

*Appreciate the proactiveness.*  
- Bailey Carr CPAs

*Very helpful and willing to help with another coworkers issue at the same time!*  
- Van Bortel Subaru

*Immediately recognized the issue and resolved it.*  
- Temple Sinai

*Everything you guys do is awesome!*  
- Lawler & Witkowski CPAs

*Super fast, super efficient! Thank you!*  
- Auction Direct

*Our technician accommodated my schedule and completed the project efficiently.*  
- Modular Comfort Systems



2019

2018

2017