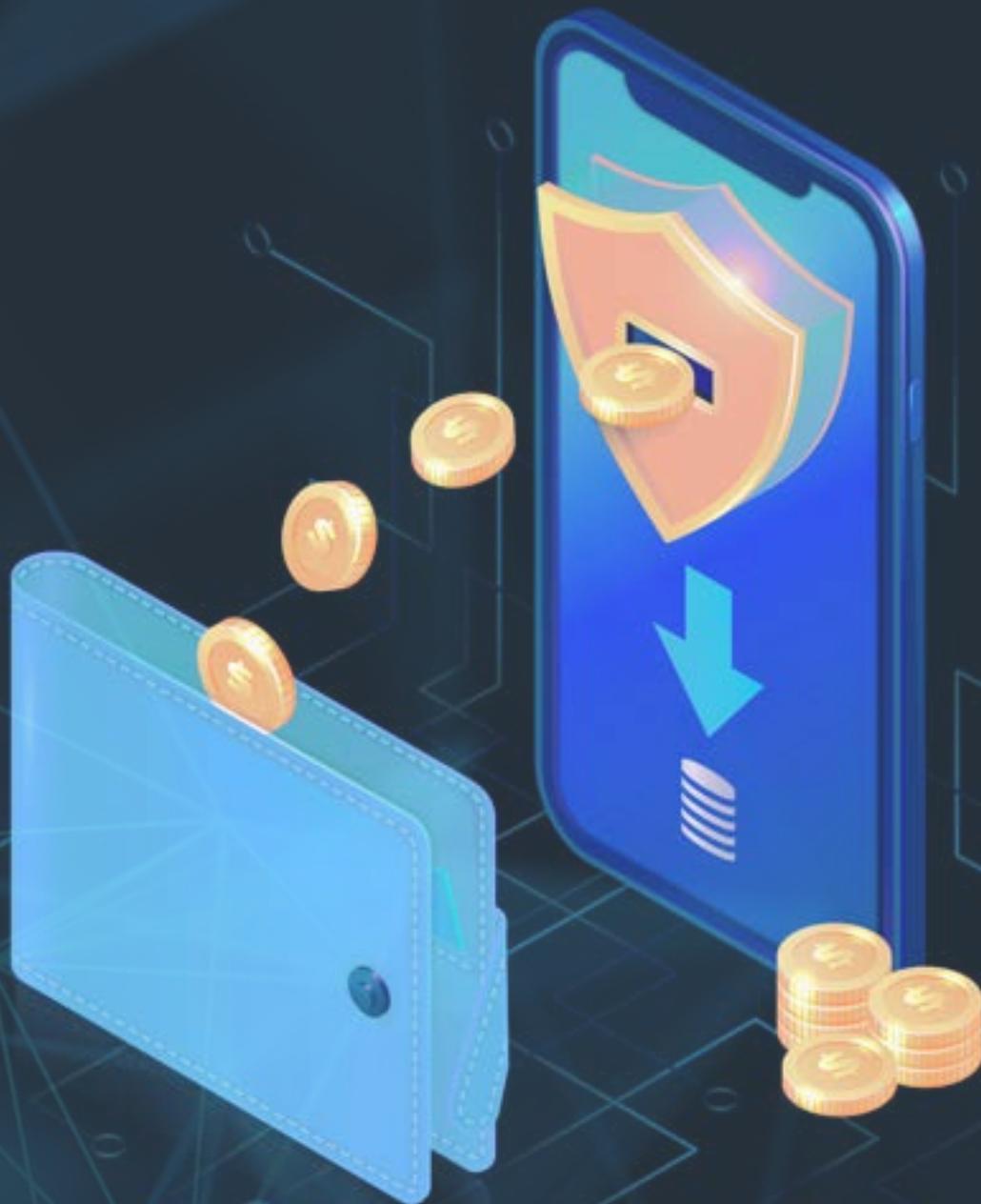




# IT BUYERS

G U I D E



**What Every Business Owner  
MUST Know About IT Support  
Services And Fees**

# The Akron, Medina, The Greater Cleveland Area, and The Greater Columbus Area Business Owners Guide To IT Support Services And Fees

## What You Should Expect To Pay For IT Support For Your Small Business

*How To Sort Through The Confusion And Complexity Of I.T. Services Companies' Contracts, Services And Pricing To Avoid Hiring The Wrong One*

### Read this guide and you will 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.
- 5 ways "cheaper" I.T. firms hide the TRUE cost of their services in their contracts.
- 21 critical questions to ask your I.T. support firm BEFORE signing an agreement.

Provided as an educational service by:

**Randy Hall**  
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# Never Ask An I.T. Services Company, “What Do You Charge For Your Services?” Instead, Make Sure You Ask, “What Will I Get For My Money?” And Know What To Look For And What To Avoid



From the Desk of:  
**Randy Hall**  
CEO, Securafy Inc.

Dear Colleague,

**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 and important question, I decided to write this report. Furthermore, there are 3 reasons why choosing your I.T. company on their fees alone – or even using that as one of the top criteria – can lead to overpaying, even if their pricing appears cheaper initially, and to extreme frustration and unappreciated risk to your organization. They are:

**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 Owners think about, understand, or know 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 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.

Dedicated to serving you,

Dedicated to your success,

A handwritten signature in black ink that reads "Randy Hall". The signature is written in a cursive, flowing style.



## About The Author

Randy Hall is the CEO and Founder of Securafy Inc. A long-time veteran in the IT industry, having worked as a network engineer, security engineer, solutions expert, chief information officer, and more, he has more than 40 years in the IT field.

Randy hall founded a national depot repair center named Haltronics Inc, started and sold a number of managed service companies like Worldlan Technology and One World Technology, acquired a number of smaller companies, and finally founded Securafy Inc, a Managed Security Services Company specializing in cyber security, compliance, risk management, and managed services.

A frequent speaker and instructor at many national IT events over the past two decades, Randy has worked with thousands of businesses in dozens of industries across several continents, ranging from startups, small to medium sized businesses, to large business and the US government.

As a “Managed Security Service Provider”, Securafy services central Ohio to Northern Ohio, with Offices in Columbus and Cleveland.

Specializing in cyber security and compliance, Securafy specializes in CIS, NIST, CMMC, PCI, and HIPAA compliance.

Randy is passionate about boating and in his spare time is found boating in his 38 foot Chris Craft on Lake Erie.

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# Comparing Apples To Apples: The Predominant IT Service Models Explained

Before you can accurately compare the fees, services and deliverables of one I.T. services company to another, you need to understand the 3 predominant pricing and service models most of these companies offer. 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 (Hourly).

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.



Under this model, you might be able to negotiate a discount based on buying a block of hours. The scope of work ranges from simply resolving a specific problem (like fixing slow WiFi or resolving an e-mail problem) to encompassing a large project like a software upgrade, implementing cyber protections or even an office move. Some companies will offer staff augmentation and placement under this model as well.

Similar to this are value added reseller services. VARs typically do I.T. projects for organizations that have internal I.T. departments. The term "value added" reseller is based on the fact that they resell hardware (PCs, firewalls, servers, etc.) and software, along with the "value added" services of installation, setup and configuration. VARs typically service larger organizations with internal I.T. departments. A trend that has been gaining ground over the last decade is that fewer VARs exist, as many have moved to the managed I.T. services model.

## Managed I.T. Services (MSP, or "Managed Services Provider").

This is a model where the I.T. services company, called an MSP, takes on the role of your fully outsourced I.T. "infrastructure." That includes things such as:



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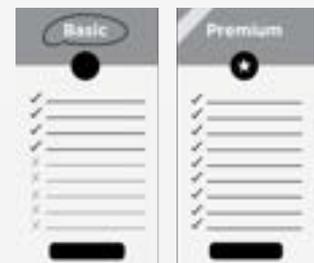
- Troubleshooting I.T. problems.
- Setting up and supporting PCs, tablets, Macs and workstations for new and existing employees, both on-site and remote.
- Installing and setting up applications such as Microsoft 365, Google Workspace, SharePoint, etc.
- Setting up and managing the security of your network, devices and data to protect against hackers, ransomware and viruses.
- Backing up your data and assisting in recovering it in the event of a disaster.
- Providing a help desk and support team to assist employees with I.T. problems.
- Setting up and supporting your phone system.
- Monitoring and maintaining the overall health, speed, performance and security of your computer network on a daily basis.

In addition to managing your I.T., a good MSP will provide you with an I.T. Roadmap and budget for necessary projects to further secure your network and improve the stability and availability of critical applications, as well as ensure that your I.T. systems are compliant with various data protection laws (HIPAA, FTC Safeguards, PCI, etc.) and that your cyber protections meet the standards on any cyber insurance plan that you have.

These projects are not included in the routine, day-to-day maintenance and are typically planned out in advance, based on the growth of your organization, your risk tolerance, operations, unique business model, etc.

## Vendor-Supplied I.T. Services.

Many software companies and vendors will offer pared-down I.T. 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 software 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 and won't help you and will often refer you to "your I.T. 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 (often referred to as a "line-of-business" application), this is not sufficient to provide the full I.T. services, cybersecurity, backup and employee (end-user) support most businesses need.

As a small or midsize business looking to outsource your I.T. support, you are most likely to end up having to choose between two service models: the managed 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.

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

The advantage of break-fix services is that you only pay for I.T. support when you need it, without being locked into a monthly or multi-year contract. If you're not happy with the service you're getting, you can change providers easily. If you're a micro-business with only a few employees, very simple I.T. needs where you don't experience a lot of problems and don't host or handle sensitive data (medical records, credit cards, Social Security numbers, etc.), break-fix might be the most cost-effective option for you.



However, the downsides of break-fix services are many if you're NOT a micro-business and are attempting to grow in revenue, staff and clients, or if you handle sensitive, "protected" data. The 6 big downsides are as follows:

-  **1. Break-fix can be very expensive** when you have multiple issues or a major problem (like a ransomware attack). Because you're not a managed client, the I.T. company resolving your problem will likely take longer to troubleshoot and fix the issue than if they were regularly maintaining your network and therefore familiar with your environment AND had systems in place to recover files or prevent problems from escalating.
-  **2. Paying hourly works entirely in your I.T. company's favor, not yours.** Under this model, the I.T. 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 because there's no incentive to fix your problems fast. In fact, they're incentivized to drag it out as long as possible, given that they're being paid by the hour.
-  **3. You are more likely to have major issues.** One of the main reasons businesses choose a managed services provider is to PREVENT major issues from happening. As Benjamin Franklin famously said, "An ounce of prevention is worth a pound of cure." The smart way to avoid disasters and minimize the cost and damage is to prevent them from happening in the first place, not "hope" they won't happen.
-  **4. You can't budget for I.T. services** and, as already explained, could end up paying more in the long run if you have to constantly call for urgent "emergency" support.

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**5. You won't be a priority for the I.T. company.** All I.T. firms prioritize their contract managed clients over break-fix clients. That means you get called back last and fit in when they have availability, so you could be down for days or weeks before they can address your problem. Further, because you're not under a contract, the I.T. company has no incentive to keep you happy or even address the root causes of your problems, which can lead to MORE problems and MORE costs.



**6. If no one is actively maintaining the security of your network and data, your chances of getting hacked go up exponentially.** Believe me when I tell you most people grossly underestimate the costs and damage done by a ransomware attack. Your operations shut down and your client contracts, private e-mails, company financials, employee payroll and other sensitive data are in the hands of criminals who won't think twice about e-mailing your list of employees' and clients' confidential information.

Thinking you're fine because "nobody wants to hack us" or "we're 100% in the cloud" is gross ignorance. If you don't have a professional I.T. company monitor and maintain your company's I.T. security, you WILL get hacked, incurring significant financial losses, not to mention reputational damage and client losses.

For all these reasons, hiring an MSP to manage your I.T. environment for an agreed-upon monthly budget is, by far, the most cost-effective, smartest option for most businesses with 10 or more employees, or who handle critical operations and sensitive data and are risk-averse.

## What Should I.T. Services Cost?



**Important!** Please note that the following price quotes are industry averages based on a recent I.T. industry survey conducted by a well-known and trusted independent consulting firm, Service Leadership, that collects, analyzes and reports on the financial metrics of I.T. services firms from around the country.

We are providing this information to give you a general idea of what most MSPs and I.T. services 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 for your unique situation. We are simply providing this as an educational resource to help you understand the vast differences in price and value.

**Hourly Break-Fix Fees:** Most I.T. services companies selling break-fix services charge between \$150 and \$250 per hour with a one-hour minimum. In some cases, they will give you a discount on their hourly rates if you purchase and pay for a block of hours in advance.



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**Project Fees:** If you are getting an I.T. firm to quote you for a onetime project, the fees range widely based on the scope of work outlined and the complexity of the project. If you are hiring an I.T. consulting firm for a project, I suggest you demand the following:



- **A detailed scope of work that specifies what “success” is.** Make sure you document what your expectations are in performance, workflow, costs, security, access, etc. The more detailed you can be, the better. Clarifying your expectations up front will go a long way toward 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 hourly estimates that allow the consulting firm to bill you for “unforeseen” circumstances. The bottom line is this: it is your I.T. 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 I.T. Services:** Most managed I.T. services firms will quote you a MONTHLY fee based on the number of devices, users and locations they need to maintain. According to Service Leadership, the average fee per user (employee) ranges from \$146.08 per month to \$249.73 per month – and those fees are expected to rise due to constant inflation and a tight I.T. talent labor market.



**Obviously, as with all services, you get what you pay for.** “Operationally mature” MSPs typically charge more because they are far more disciplined and capable of delivering cybersecurity and compliance services than smaller, cheaper-priced MSPs.

They also include CIO (chief information officer) services and dedicated account management, have better financial controls (so they aren’t running so lean that they are in danger of closing their doors) and can afford to hire and keep knowledgeable, qualified techs vs. junior engineers or cheap, outsourced labor.

To be clear, I’m not suggesting you have to pay top dollar to get competent I.T. services, nor does paying “a lot of money” guarantee you’ll get accurate advice and responsive, customer-centric services. But if an MSP is charging on the low end of \$146.08 per employee or less, you have to question what they are NOT providing or NOT including to make their services so cheap. Often they are simply not providing the quality of service you would expect.

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# 5 Ways “Cheaper-Priced” I.T. Firms Hide The TRUE Cost Of Their Services In Their Contracts

As we said previously, no two I.T. services agreements are alike, and unless you are technically savvy (and most C-level executives aren't, obviously), you won't really know if what you're being quoted is insufficient, overpriced or even underquoted.

If you're not careful, the “cheapest” or less expensive I.T. provider can end up costing you a lot more due to carve-outs and hidden fees in their contracts that they will later nickel-and-dime you over, or quoting inadequate solutions that you'll later need to pay to upgrade.

Here are the <<5>> most common things “cheaper” I.T. companies leave out of their proposal to make themselves appear cheaper – but those companies are NOT the bargain you might think they are.



## 1 Grossly Inadequate Compliance And Cybersecurity Protections.

A ransomware attack is a significant and devastating event for any business; therefore, you must make sure the I.T. company you're talking to isn't just putting a basic (cheap) antivirus software on your network and calling it done. This is by far the one critical area most “cheaper” MSPs leave out.

Antivirus is good but woefully insufficient to protect you. In fact, insurance companies are now requiring advanced cyberprotections such as employee cyber awareness training, 2FA (2-factor authentication) and what's called “advanced endpoint protection” just to get insurance coverage for cyber liability and crime insurance. We provide those standard in our offering, so not only do you greatly reduce your chances of a cyber-attack, but you also avoid being denied an important insurance claim (or denied coverage, period).

## 2 Inadequate Backup And Disaster Recovery Solutions.

Make sure your I.T. company includes daily backups of your servers and workstations, as well as CLOUD APPLICATIONS such as Microsoft 365, Google Workspace and other line-of-business applications, such as your CRM data, client data, etc. That's because online applications do NOT guarantee to back up your data (read the small print in your contract and you'll be shocked). Further, your backups must be immutable, which means they cannot be corrupted by a hacker. Many insurance companies now require immutable backups to be in place before they insure against a ransomware or similar cyber event that erases data. Be sure to ask your I.T. company if that's what they quoted you.

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### 3 Grossly Inadequate Compliance And Cybersecurity Protections.

This is another area that takes many business owners by surprise: all after-hours and on-site visits might involve an extra fee. We include ALL of this in our agreements so you aren't nickel-and-dimed for every request, but you need to make sure you understand what is and isn't included in the service agreement you're signing.

### 4 Inadequate Backup And Disaster Recovery Solutions.

Some I.T. firms will charge you hourly to resolve issues with your phone system, ISP, security cameras, printers and other devices they didn't sell you but that still reside on the network (and give you technical problems). As a client of ours, you get all of that INCLUDED, without extra charges.

### 5 Inadequate Backup And Disaster Recovery Solutions.

Many of the smaller MSPs will hire techs under a 1099 agreement or find cheaper, less experienced engineers to work on your network and systems. Obviously, the more experienced and knowledgeable a tech is on networking and, more specifically, cybersecurity, the more expensive they are.

Further, smaller MSPs can't afford dedicated account managers, which means you're depending on the owner of the company (who's EXTREMELY busy) to pay attention to your account and look for problems brewing and critical updates that need to happen, upgrades and budgeting you need. Good account management includes creating and managing an I.T. budget, a custom roadmap for your business and review of regulatory compliance and security on a routine basis to make sure nothing is being overlooked.

**Buyer Beware!** In order to truly compare the "cost" of one managed I.T. services contract to another, you need to make sure you fully understand what IS and ISN'T included in the SLA you are signing up for. It's VERY easy for one I.T. services provider to appear far less expensive than another UNTIL you look closely at what you are getting.

The SLA should define the following:

- What services the MSP is providing in clear terms.
- Guaranteed response time to a problem (both minor and major outages).
- What fees are extra (like on-site fees, after-hours support, etc.).
- Contract terms and renewals.
- Cancellation terms: specifically, how do you get out of the contract if they are not delivering the services promised?
- Liability protection, both for them and you.
- Payment terms.

But the BEST way to avoid having a problem is to pick the right MSP to begin with.

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# 21 Questions You Should Ask Your I.T. Services Firm **Before** Signing A Contract

## Customer Service:

### Q1 How do you request support?

**Our Answer:** When you have an I.T. issue you need help with, how do you get support? Do you have to put in a service ticket via your PC? Can you call in to a dedicated help desk or do you have to send an e-mail? If they require you to enter a ticket, what do you do when the Internet is out or your laptop or PC isn't working? Make sure they explain exactly how they handle I.T. support requests.

### Q2 Do you have a written, guaranteed response time for working on resolving your problems?

**Our Answer:** The #1 frustration we hear from business owners about their current I.T. company is "They never return our calls" or "I have to wait forever to get someone to respond to a problem." Obviously, if you're paying for support, that's unacceptable.

### 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 in the client comments section of this report to see how our clients rave about our team of techs dedicated to supporting you.

### Q4 Do they create an I.T. Roadmap and budget and meet with you quarterly to review it?

**Our Answer:** We conduct quarterly strategy meetings with our clients to look for areas of high risk (such as cybersecurity, compliance, unstable systems, old equipment, etc.) as well as new ways to help improve employee productivity, lower costs, increase efficiencies and align I.T. with your business goals. Most MSPs don't offer these fractional CIO services, don't know how to put together an I.T. budget and Roadmap, and simply offer basic help desk support and some maintenance, NOT strategy.

## 21 Questions You Should Ask Your I.T. Services Firm **Before** Signing A Contract

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**Q5**

**Do they bill you properly and provide invoices that clearly explain what you are paying for?**

**Our Answer:** Another complaint we hear from new clients is over billing. Either the I.T. company forgets to invoice you for something, then hits you with a giant bill to make up for months of incorrect billing, or they invoice you so randomly with confusing bills that you don't really know what you're paying for.

**Q6**

**Do they have adequate insurance to protect YOU?**

**Our Answer:** Since your I.T. company is directly maintaining and supporting your critical data and I.T. infrastructure, it's extremely important that they carry cyber liability and errors and omissions insurance to cover any damages (and costs) they might inadvertently cause to you. If they fail to carry insurance, it's YOUR liability. Don't be afraid to ask to see their coverage.

**Q7**

**Do they have a dedicated account management team?**

**Our Answer:** If they are too small to offer dedicated account management, you'll end up frustrated trying to find someone to help you. If it's the owner, ask how they are going to be able to dedicate time to you while running the company (the answer: they won't). Make sure you know what team is going to be dedicated to supporting YOU when you need help.

### Cybersecurity And Compliance:

**Q8**

**Do they insist on providing security that meets the FTC Safeguards Rule?**

**Our Answer:** The FTC Safeguards Rule has been around for years, but recently has been updated to be far more aggressive in its requirements for all businesses. Penalties are serious – \$100,000 per violation and over \$43,000 per day. If you fail to meet the security standards outlined (and most businesses ARE required to meet these standards) you could be fined by the FTC and sued, creating significant financial costs, tying you up in litigation and lawsuits, not to mention reputational damages.

If your current I.T. company has not talked to you about this, they are putting you at significant risk. We won't allow a client to NOT have adequate security measures in place to meet these standards; and one of the ways cheaper MSPs charge less is because they allow their clients to operate without these critical protections. It is not the "bargain" their clients think it is.

## 21 Questions You Should Ask Your I.T. Services Firm **Before** Signing A Contract

**Q9**

**Do they provide you with weekly or monthly reports 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?**

**Our Answer:** Every quarter, our clients get a detailed report that shows an overall health score for their network and the updates we've made to their network. We reassess their security, stability and compliance every quarter to ensure we are doing OUR job in watching over critical operations and data to drastically reduce the chances of a disaster or cyber-attack.

**Q10**

**Is it standard procedure for them to provide you with written network documentation detailing what software licenses you own, user information, hardware inventory, etc., or are they the only person with the "keys to the kingdom"?**

**Our Answer:** All clients receive this in written and electronic form at no additional cost. We 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.

If your current I.T. company doesn't provide you with any documentation and they keep you in the dark about what "inventory" you have of equipment, software licenses, system passwords, etc., you are being "held hostage" and should NEVER allow an I.T. person to have that much control over your company. If you get the sneaking suspicion that your current I.T. 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!

**Q11**

**Do they, and their leadership team, understand regulatory compliance such as the HIPAA, PCI compliance, FTC Safeguards Rule**

**Our Answer:** Yes

**Q12**

**Have they asked to review your cyber liability, ransomware or crime insurance application to ensure they are doing what is required in your policy for coverage?**

**Our Answer:** Many businesses now carry insurance to help cover the costs of a ransomware attack or other cyber fraud case where money is stolen from your organization. HOWEVER, all insurance carriers are now requiring strict cybersecurity protections be implemented BEFORE they will cover you. If your I.T. company has not talked to you about this, you might be at risk to have your claim denied for coverage due to your failure to meet the cyber standards YOU agreed to in the policy.

If a ransomware attack happens, your insurance company won't simply pay out. They will investigate the matter first to determine what happened and who caused it. If they discover you didn't have adequate preventative measures in place (as outlined on the application you completed to get coverage) they are within their right to deny coverage.

You might think your I.T. company is actually doing what is outlined on the policy, but there's a very good chance they aren't. We see this all the time when reviewing potential new clients' networks. One of the things we can do for you in a complimentary Risk Assessment is review this important area of protection and see whether or not you're meeting basic cybersecurity requirements that are in most insurance policies.

## 21 Questions You Should Ask Your I.T. Services Firm **Before** Signing A Contract

### Backups And Data Recovery

#### **Q13** Do they **INSIST** on immutable backups for your data?

**Our Answer:** The only kind of backup you should have is an “immutable” backup, which means your backup data cannot be changed or corrupted. This is important because ransomware attacks are designed to infect your backups so you are forced to pay the ransom to get your data back. This is why cyber insurance policies now require the companies they are insuring to have immutable backups in place. If you’re working with an I.T. firm, they should not only know about this type of backup, but insist you have it.

#### **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 perform a monthly “fire drill” and perform a test restore from backup for our clients to make sure their 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?

**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, such as an office fire or ransomware attack, do they have a written plan for how your network could be restored **FAST** and/or enable you to work from a remote location?

**Our Answer:** All our 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 Service:

#### **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 supportive. We consider this one of the most important aspects of customer service, plus we feel it’s important to keeping your data secure.

## 21 Questions You Should Ask Your I.T. Services Firm **Before** Signing A Contract

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**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. Plus, our hiring process is so stringent, 99% of the technicians who apply don't make it through. (Guess who's hiring them?)

**Q19**

**Do their technicians conduct themselves in a professional manner?**

**Our Answer:** Our technicians are true professionals who are not only polite, but trained in customer service, communication and high standards. They won't confuse you with "geek-speak," make you feel stupid or talk down to you. If they have to be on-site at your office, you would be proud to have them there. 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 line-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.

**Q21**

**When something goes wrong with your Internet service, phone systems, printers or other I.T. services, do they own the problem or do they say, "That's not our problem to fix"?**

**Our Answer:** We feel WE should own the problem for our clients so they don't have to try to resolve any of these issues on their own – that's just plain old good service and something many computer guys won't do.

**To Schedule Your FREE Assessment,**

Visit <https://www.securafy.com> or call our office at (330) 325-4484

# See What Other Business Owners Are Saying:



**“I was asked what Securafy Inc did better than other Managed Service Providers. I said it’s about teamwork, prompt, and complete service along with sound advice. Securafy is proactive in ensuring we are safe, our data is safe, and our client’s information is safe.”**

**John Hall,**  
Founder and President,  
Freedom Health LLC



**“When I was asked what the single biggest benefit, we realized in selecting Securafy Inc as our managed security service provider, I said peace of mind.**

**As you can imagine, the safety and security of our data, our employee’s data, our customer’s data, even out vendor’s data is of paramount concern to us.**

**Their Quick Response To Resolve Any Issue!”**

**Brandt Camp,**  
General Manager/Vice President,  
RCO Sales



**“Securafy Inc does far more than other IT firms we have worked with in the past. Securafy Inc continues to enhance their service by constantly adding new layers of cyber security to the managed services they provide us.”**

**Having a dedicated IT team that is there when we need them!”**

**Brent Bradbury,**  
Chief Financial Officer,  
The New Albany Company



**“One of the biggest benefits we realized after engaging with Securafy Inc as our managed security service provider, was not having to worry about anything to do with our computers, servers, or security anymore.**

**One of the things I like best about Securafy is how quick they are to respond EVERY TIME!”**

**Milinda Money Penny,**  
Office Manager,  
Amer Cunningham Co. L.P.A.



# Are You Done With Frustrating I.T. Support And Never-Ending I.T. Problems?

If you want to find an I.T. company you can trust to do the right thing, the next step is **simple**: call my office at **(330)325-4484** and reference this report to schedule a brief 10- to 15-minute initial phone consultation.

You can also go online and schedule the call here: [www.website.com/call](http://www.website.com/call)

On this call we can discuss your unique situation and any concerns you have and, of course, answer any questions you have about us. If you feel comfortable moving ahead, we'll schedule a convenient time to conduct our proprietary **I.T. Systems And Risk Assessment**.

This Assessment can be conducted with or without your current I.T. company or department knowing (we can give you the full details on our initial consultation call). **At the end of the Assessment, you'll know:**

- ✓ Whether or not your I.T. systems and data are truly secured from hackers and ransomware, and where you are partially or totally exposed.
- ✓ If your data is actually being backed up in a manner that would allow you to recover it quickly in the event of a data-erasing emergency or ransomware attack.
- ✓ Where you are unknowingly violating <<insert specific data breach or compliance regulations specific to care groups here>>.
- ✓ How you could lower the overall costs of I.T. investments, improving communication, security and performance, as well as the productivity of your employees.

**Fresh eyes see things that others cannot** – so, at a minimum, our free Assessment is a completely risk-free way to get a credible third-party validation of the security, stability and efficiency of your I.T. systems. There is no cost and no obligation. We are here to earn your trust and demonstrate a far better way to get you the I.T. services and support you need.

**To Schedule Your FREE Assessment,**

Visit <https://www.securafy.com> or call our office at (330) 325-4484

Dedicated to serving you,

**Randy Hall**  
Securafy Inc.

