

March 9th, 2007

[Prospect Company]
[Prospect Name]
[Prospect Address]
[City], [State] [Zip]

Good morning [Prospect Name].

We know it is impossible for you to keep pace with the constant changes and rapid developments in the technology industry. To succeed and grow, you need to have an astute and experienced technology partner on whom you can depend. {ITSO Name} is your new technology partner.

Unlike other “computer consulting” companies, {ITSO Name} specializes in comprehensive, flat-rate computer services for small and mid-sized businesses in the {ITSO Location} area. We have invested in sophisticated tools and developed custom processes to protect your data, keep your computer systems reliable and your employees productive. Our strong commitment to preventative maintenance is a big reason we stand apart from our competitors.

{ITSO Name}'s flagship service is {ITSO Program Name}. {ITSO Program Name} is a flat-rate monthly service that includes all of the labor, software, hardware and services that are required to keep your systems running smoothly. {ITSO Program Name} provides around-the-clock monitoring of your network and computer systems to prevent downtime, outages and other technical problems before they interrupt your business. {ITSO Program Name} also offers unlimited, remote technical support to respond quickly to emergency issues and keep your team productive.

{ITSO Program Name} offers the following advantages over traditional IT services:

- Fixed monthly payments
- Immediate technical support – no more waiting for on-site technicians
- Preventative Maintenance – increased productivity

Why do you need {ITSO Program Name}?

{ITSO Program Name} is a preventative maintenance plan to keep your computer systems running like the day you purchased them. We created the {ITSO Program Name} because our clients were paying us to bring their systems back from a critical situation, often costing much more than if the computer systems were properly maintained.

{ITSO Program Name} also provides direct access to our helpdesk where our technicians solve up to 70% of all technical support issues remotely! Our quick response coupled with a comprehensive preventative maintenance plan will dramatically improve productivity and reduce your overall investment in computer-related services.

What's included?

{ITSO NAME} includes comprehensive monitoring of your servers and network-based equipment, and provides a maintenance schedule to keep your team productive. Our server

maintenance leverages the tools and expertise of our entire company and places that expertise directly in your server room.

{ITSO Name} keeps yours servers, workstations, laptops and all network equipment optimized and secure by performing daily, weekly and monthly maintenance. The {ITSO Program Name} includes:

- Asset Management - Complete hardware, software and user security audit
- Backup / Disaster Recovery – Manage existing backup solution
- Real-Time Monitoring – Monitor all Windows Event Logs, network devices
- Security Management – Remove and prevent anti-virus, anti-spyware security solution
- Microsoft Updates – Install and manage all Microsoft Updates
- Disk Defragmentation - Perform hard disk maintenance on a scheduled basis
- Unlimited Remote Tech Support - Direct access to our helpdesk for immediate support
- Executive Reports – Weekly, monthly and quarterly reports keep you informed

How does it work?

The {ITSO Program Name} management software will monitor all of your computer systems in real-time and provides our office with remote access to your network. When a problem is discovered, the management software can resolve the problem automatically or if the problem persists, the software will notify our support team for further action.

The {ITSO Program Name} management software will appear as a small icon in the Windows system tray. When you need assistance, simply double-click on the icon and answer the three questions on our Support Request form. You may also call our office and request immediate support. You and our support team can interact in real-time to diagnose and resolve issues quickly without our technicians physically visiting the desktop. This process takes minutes and we're confident you won't find such easy, reliable and timely service in {ITSO Location}.

Are there any guarantees?

Your total satisfaction is guaranteed. If at any time you are not completely satisfied with our {ITSO NAME} service, you can exit the relationship. No strings attached. In fact, we'll even help you make the transition. That's how confident we know you will be delighted with our service.

We are offering a free Network and Systems Assessment to only **12** businesses in the {ITSO Location} area (a \$499 value). A Network and Systems Assessment will provide you with a complete overview of the technology you own along with any technical, procedural or business issues discovered along the way.

Please contact me directly to reserve your FREE Network and Systems Assessment. We can't give them away to everyone, so be sure to contact me right away to secure an appointment.

Regards,

Joe Smith

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