

SLIDE ONE

Title Slide

ITSO Name, Program Name

SLIDE TWO

Introduction

Presenters

Background

SLIDE THREE

What is {ITSO Program Name}?

{ITSO Program Name} provides small businesses with end-to-end IT management services for a fixed monthly cost

No surprise invoices or fear of calling for service

- Recovering from catastrophic failures costs more than preventing them.
- Avoid large, untimely invoices through prevention and best practices.

Small businesses can now manage their systems like large corporations

- I don't need to tell small business owners how unreliable computer systems can be – they experience it everyday. Have you wondered how large corporations manage hundreds or thousands of these unreliable systems? Large corporations have figured out how manage computer systems efficiently, and {ITSO Name} has acquired that technology to support our small business clients.

SLIDE FOUR

What is {ITSO Program Name}?

It's different than how your computer systems are managed today

Not Managed!

- Downside:
 - Unreliable systems
 - New computers work great at first, then slow down
 - Anything can wrong at any moment
 - No plan to respond to problems
- Upside:
 - Do nothing = cost nothing

Best-employee model

- Downside:
 - Least experienced technician
 - Remove focus from core competency
 - Only fixes problem – doesn't prevent them
- Upside:
 - Immediate support as needed
 - No extra cost – already on payroll

Break-fix model

- Downside:
 - Expensive hourly rates
 - Unpredictable bills
 - Never sure if you are paying a fair price
 - Call only when the problem obstructs business activities
 - Outsources only hardware/software acquisition and helpdesk
 - Not aligned with business goals
 - Commission-based partner
 - Technology partner only sells what is profitable
- Upside: No commitment
 - Change technology partners anytime
 - Knowledge transfer is important – and costly

Block-time model

§ Downside:

- Must commit to volume purchase ahead of time
- The conundrum: If I don't use all of the time, then did I get a good deal? If I always use all of the time, then how does my company become more efficient? How does my technology "partner" become more profitable?
- Your technology partner has a company to run just like you. We both know we are more profitable by one of four ways:
 - Get more customers of the type you want
 - Increase the number of transactions per customer (get customers to come back more often)

- Increase the value of each transaction
 - § Upsell – McDonalds – would you like fries with that?
 - § Pricing – Raising prices is the easiest way to increase profits
 - Run our company more efficiently
- § Upside:
- If you buy enough (or if you're a good negotiator), you can save money from the break/fix model

SLIDE FIVE

What is {ITSO Program Name}?

{ITSO Program Name} is the next evolution in computer management services

- **Upside:**
 - Pay-as-you-go model
 - Low up-front investment
 - Monthly charge per device, employee or service
 - No long-term commitments
 - Everything that can be done to prevent computer problems will be done
 - The reliability of your computer systems is now the responsibility of the technology partner, not the business owner
 - Unlimited remote technical support
 - Faster than standard support
 - Leverages industry-recognized best practices and “best-of-breed” software, hardware and services
- **Downside:**
 - Broadband Internet access required.

SLIDE SIX

Does this sound like you?

I just purchased this computer and it needs to be fixed.

- It's not the computer that is slow – it's the software. Hardware is inexpensive and we can quickly diagnose if that is a problem.
- Your computer has dozens of applications on it (many of them are from Microsoft and are included with Microsoft Windows). It can be difficult to determine exactly which application – or applications – are causing the problem. Too often, it is not possible to recreate the problem which makes diagnosis difficult and time consuming (if not impossible).
- Computer software is poorly documented. Error messages mean slightly more to us than you. It certainly doesn't translate to "software ABC does not like hardware XYZ and is crashing the computer everyday at 2:00pm."

Somehow the "warranty" doesn't cover my problem. I always end up paying.

- Most computer manufacturers include a warranty for the hardware, but that doesn't mean your computer will be fixed immediately. Dell, for example, will most likely have to ship parts overnight to my office and then we schedule someone to come on-site to install the part. You pay for the warranty and our time, so there is always a cost to exercise the warranty.

I've had one major problem that cost me thousands of dollars in labor alone. Could it be prevented?

- Many computer problems can be prevented with proactive services. If problems do occur, they can be detected and resolved much faster.

I avoid reporting small problems because you fear the invoice?

- That small problem could be costing you more than you think. Small problems can sometimes lead to reduced productivity.

SLIDE SEVEN

Why do I need {ITSO Program Name}?

Technology is getting more complicated

- For you that means more expensive

You are frustrated with computers

- They are expensive, unreliable

Having a computer is no longer an advantage

- Maximizing technology is the new advantage
- Large companies spend millions of dollars analyzing why and when your computer will have problems. To maximize their technological dollar, large companies know most computer problems can be prevented with PROACTIVE MANAGEMENT.

SLIDE EIGHT

Why do I need {ITSO Program Name}?

Win-Win Solution

The business owner:

Lower cost, lower risk, more reliable, more secure

- Small setup fee – waived for new systems
- Monthly agreement – no commitments
- Proactive maintenance maximizes system uptime
- Each service is customized to meet your needs
- Less expensive than today's break/fix services
- Our team becomes an extension of your office - Virtual IT Department

No more surprise invoices! Fixed-rate monthly payment

- Viruses, spyware, data corruption are a thing of the past!
- Predictive trending allows business owners to budget for new purchases

System and reliability are now {ITSO}'s responsibility

- In the past, if your computers were unreliable, {ITSO} made more money by billing per hour
- With {ITSO Program Name}, you pay a fixed-rate each month – the less reliable your systems are, the less money {ITSO} makes
- Business goals are now aligned

{ITSO Name}:

Recurring revenue – no more commission sales

- Sales people don't have quotas
- Engineers do not have pressure – no quick fixes
- Consultants become advisors – not sales managers

Significantly less emergency calls

- Proactive maintenance prevents many problems
- Predictable labor costs for {ITSO}
- Reduces stress on {ITSO} employees

Concentrate on core competency

- {ITSO} focuses on IT Service Management
- {ITSO} has partnerships with industry leaders to provide end-to-end IT services

SLIDE NINE

What's included with {ITSO Program Name}?

Virtual IT Manager

Proactive network and systems management

- Detect system and network inefficiencies
- Determine when new systems need to be replaced
- Stop replacing hardware by a calendar schedule

Network and System Security

- Managed anti-virus, anti-spyware system
- All software included – no additional cost
- Executive reports show network/systems are secure

Data Protection

- Managed current backup system – online, tape, VTL, etc.
- Verify data is backed up as needed
- No additional cost for configuration, monitoring or restoration

Technology Project Coordinator

- Advice on technology that can improve your business
- Technology that makes you money
- Technology that saves you money

Vendor Management

- Report all technology issues to {ITSO Name} office
- All new purchases go through {ITSO Name} office
- Financing programs available – covers both materials and labor
- Includes warranty management

Weekly, monthly and quarterly executive reports

- Show sample reports
- Proof that services has been delivered

SLIDE TEN

What's Included with {ITSO Program Name}?

Unlimited Remote Technical Support

Call our toll-free telephone number

- Will reach 1 of 3 call centers in the USA
- Staffed by industry-certified engineers

Supports most business hardware/software

- Microsoft applications
- Email and Internet services
- Network appliances and devices
- Server applications – Oracle, SQL, Exchange, etc.

"How-To" questions are included

- If you need help doing a mail merge, the helpdesk will take control of the desktop and teach you how to do it
- No fear of upgrading to new software (i.e. Microsoft Office 2007)

SLIDE ELEVEN

How does the {ITSO Program} work?

Management software deployed on each Windows-based system

Secure connection over the Internet to our management system

- Military grade, 256-bit encryption used at all times
- Agent connects to NOC à no man-in-the-middle attacks
- Works with any network configuration, including home networks and laptops in the field

Silently runs in the background

- {ITSO Name} can hide the software from end-users
- Always running – monitoring systems for problems and alerting technician team as needed
- No performance impact, even on older systems

Users can double-click the icon and request help

- Empower users to request help
- Fixed-rate, unlimited support eliminates the concern of racking-up high bills
- Most efficient method of contacting support – for both parties

SLIDE TWELVE

How do I get started with {ITSO Program Name}?

Complete the {MSP Program} inquiry form and return it to the table at the back of the room
Special Offer

First 10 people to complete {ITSO Name}'s {MSP Program} reservation form will receive a free Network and Systems Audit (\$895 value)

- First 10 only! No exceptions!
- It's a "special offer" as a thanks to the host of the event
- To minimize your expense with the 10 free audits, try to convince the prospect to deploy the Kaseya agent before you arrive on-site. Inside the Kaseya application, you can email the agent software (with attachment or embedded URL) to the prospect. This will allow you to deliver the audit results with the network and system documentation on the first visit, saving you a trip.
- When following-up with people that are not eligible for the free audit, you can offer to apply the \$895 fee towards any remediation services.

Schedule a 1-on-1 meeting

Visit our website and learn more: <http://www.securemycompany.com>

SLIDE THIRTEEN

{ITSO Program Name} – Q&A

Questions?

About our company

About our services

About our presenters

SLIDE FOURTEEN

Thank You

{ITSO Name}

{ITSO Contact Email}

{ITSO Website URL}

{ITSO Phone Number}