

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

What You Should Expect To Pay For IT Support For Your Small 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: Chris Cummings
Chief Executive Officer, Petra Technologies

Dear Colleague,

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

My name is Chris Cummings, CEO of Petra Technologies. We’ve been providing IT services to businesses in the Salem area for over 40 years now. You may not have heard of us before, but I’m sure you’re familiar with one or more of the other accounting and medical offices 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 owner thinks about, understands or knows to ask about when evaluating IT service providers that can end up burning you with hidden fees and locking you into a long-term contract when they are unwilling or unable to deliver the quality of service you need.
3. I wanted to educate business owners on how to pick the **right** IT services company for their specific situation, budget and needs based on the **VALUE** the company can deliver, not just the price, high OR low.

In the end, my purpose is to help you make the 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,

A handwritten signature in black ink, appearing to read "Chris Cummings", is written over a white background. The signature is fluid and cursive.

Chris Cummings, CEO

About The Author



Chris Cummings is part of a second-generation IT services company founded in 1980 in Salem, OR. After being part of the original company since 1989, Chris met up with Mark Hicks of Hicks Technology Services (founded in 1993) to form Petra Technologies in 2019. With each having over 25 years of IT experience, Chris and Mark have seen many methods and products pushing the evolution of the technology business.

“Serving the community in which we live in is key to our business,” Chris notes. “We see other owners at local events, restaurants, and grocery stores where we can carry the relationship in and out of the business environment.” Founded as a family-owned business, Petra keeps the family culture present among the staff today. Chris and the team keep that deep relationship with all Petra clients as well. That translates into how Petra delivers support to each person that uses a computer.

Over the last 30 years, Chris has seen many applications and computing devices come and go. However, he believes relationships outlast them all. “I would rather provide a solution that allows me to sleep well at night, rather than strain a relationship with cheap or unsecure solutions,” Chris says. It’s a difficult balance. In the world of threats, ransomware, and now, extortionware, security is paramount. It’s the part of the budget that so many clients have difficulty figuring out. Chris and the team believe in providing education and guidance to business owners and managers that allows them to shore up a part of their business that is commonly tough to understand.



The outsourced team approach allows many skills to be a resource to every Petra client that would otherwise be very challenging for a one- or two-person internal IT department. Petra invests in training and R&D that is spread across all Petra clients so that they can benefit from the current industry standards and best practices. Furthermore, many of the good/reliable IT products can be expensive for smaller businesses. Spreading those products across a thousand computers drives down cost. Chris notes, “this is THE best way to get the higher-level skills and knowledge into sub-one hundred user businesses for the money.”

Petra Technologies serves the greater Willamette Valley of Oregon; Salem and surrounding areas.

Comparing Apples To Apples: The Predominant IT Service Models Explained

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

- **Time and Materials.** In the industry, we call this “break-fix” services. Essentially you pay an agreed-upon hourly rate for a technician to “fix” your problem when something “breaks.” Under this model, you might be able to negotiate a discount based on buying a block of hours. The scope of work may be simply to resolve a specific problem (like removing a virus), or it may encompass a large project like a computer network upgrade or move that has a specific result and end date clarified. Some companies will offer staff augmentation and placement under this model as well.
- **Managed IT Services.** This is a model where the IT services company takes the role of your “IT department” and not only installs and supports all the devices and PCs that connect to your server(s), but also offers phone and on-site support, antivirus, security, backup and a host of other services to monitor and maintain the health, speed, performance and security of your computer network.
- **Software Vendor-Supplied IT Services.** Many software companies will offer IT support for their customers in the form of a help desk or remote support for an additional fee. However, these are typically scaled-back services, limited to troubleshooting their specific application and NOT your entire computer network and all the applications and devices connected to it. If your problem resides outside of their specific software or the server it’s hosted on, they can’t help you and will often refer you to “your IT department.” While it’s often a good idea to buy some basic-level support package with a critical software application you use to run your business, this is not enough to provide the full IT services and support most businesses need to stay up and running.

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

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

You’ve probably heard the famous Benjamin Franklin quote, “An ounce of prevention is worth a pound of cure.” I couldn’t agree more — and that’s why it’s my sincere belief that the managed IT approach is, by far, the most cost-effective, smartest option for any small business. The only time I would recommend a “time and materials” approach is when you already have a competent IT person or team proactively managing your computer network and simply have a specific IT



project to complete that your current in-house IT team doesn't have the time or expertise to implement (such as a network upgrade, installing a backup solution, etc.). Outside of that specific scenario, I do not think the break-fix approach is a good idea for general IT support for one very important, fundamental reason: you'll ultimately end up paying for a pound of "cure" for problems that could have easily been avoided with an "ounce" of prevention.

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

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

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

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

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

Should You Just Hire A Full-Time IT Manager?

In most cases, it is not cost-effective for companies with under 85 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. Most businesses within this size have many things on an internal IT person's plate that gets handled predominately reactive verses planning the hours to do it right and be proactive. Outsourced technical resources are based on the size of your business. When the business

grows, the support services grows. In typical businesses, the cost of technical staff along with their benefits and vacations often results in mediocre user support and network security, forcing the internal IT people (by default) to take shortcuts to fix the most apparent issue--the "squeaky wheel." This creates a huge network security risk and inefficient processes for the rest of the staff. We refer to this as soft costs. This cost does not show up as an expense of IT but rather as an expense of the current process among all staff. Also, when internal IT people are sick or on vacation the rest of the office is stuck until their return. Outsourcing also provides optimal IT efficiencies and best practices based on many other businesses like yours that will reduce soft costs and produce greater revenues. **And if you truly understand the cost of your TIME and factor in employee productivity, the managed IT services model is considerably less expensive over time than the "break-fix" model.**

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

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

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

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

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

What To Look For In A Managed IT Services Agreement 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 \$90 and \$150 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.

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, workflow, 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.
- **Define how additional work (out of scope) will be addressed.** Have a plan in place to address priority and resources to tackle additional work you request during the project.

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 the Salem area, that fee is somewhere in the range of \$150 to \$350 per server, \$45 to \$95 per desktop and maybe a few bucks per smartphone or mobile device.

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 – with NEW viruses and hacker attacks cropping up DAILY, this is a CRITICAL part of maintaining your network
- Antivirus updates daily and monitoring 24/7
- Firewall updates monthly and monitoring 24/7
- Backup monitoring 24/7 and test restores quarterly
- Spam-filter installation and updates daily
- Spyware/malware detection and removal
- Monitoring disk space on workstations and servers 24/7
- Monitoring hardware for signs of failure 24/7
- Optimizing systems for maximum speed daily
- Monitoring network user access and failed attempts 24/7

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, etc.
- Projects for new business application or hardware installation/upgrades
- Microsoft Office 365 licenses
- On-site support
- DNS Management
- Email encryption solution
- Two/Multi-Factor Authentication (2FA/MFA) solution

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” or “service targets” you are signing up for. It’s VERY easy for one IT services provider to appear far less expensive than another UNTIL you look closely at what you are getting.

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

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

Customer Service:

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

Our Answer: We answer our phones live from 8:30 a.m. to 5:00 p.m. and we have an on-call pager system if a problem arises after-hours, including evenings and 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 have a written, response time targets to your calls?

Our Answer: Although we have 30 minute written target for responding to critical issues, our average response for everything is 15 minutes—yes, we clock it! For those things that stop a significant part of your business we have a written target of resolving that within 4 hours. This is written into every service agreement we give to our clients because it's standard procedure.

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 Darren Harmon had to say:

Petra communicates in a way we can understand!

Having the peace of mind that our systems are secure is very important to us since IT functions can get overwhelming really fast. Having a dedicated company that you can reach out to that can help you through your issues is valuable. This way you don't need to hire a dedicated person to work your IT.

Darren Harmon, General Manager
Bullwinkle's Wilsonville

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 quarterly review meetings with our clients 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 invoices that clearly explain what you are paying for?

Our Answer: We provide detailed invoices that show what work was done, 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. In addition to that, we provide real-time portal and dashboard views so that you know what's always going on. You will have no question about "are they working on that?"

Q6: Do they have adequate Professional Liability insurance as 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 "Professional Liability" insurance --NOT JUST general liability insurance – 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 complete projects on time and on budget?

Our Answer: Our industry-standard projects are fixed-priced and scheduled. 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 on completing a project. We will also do a number of different projects that are "estimated" on the high side so you are still not caught off guard.

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.

Q9: Do they provide you with a report or a live/online dashboard that shows all the updates, security patches and the status of every machine on your network so you know for SURE your systems have been secured and updated?

Our Answer: Our clients have 24/7/365 access to an online dashboard 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.).

Q10: Is it standard procedure for them to have 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 have access to online system information at no additional cost. We also perform updates on this material and make sure certain key people from your organization have this information and know how to use it, giving you key access to your network if some unforeseen issue happens to us.

Side note: You should NEVER allow a single 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!

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.

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" Premium 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 hardware and/or software included?
- What about 3rd-party software support? (We recommend that this IS included.)
- What are the costs/consequences of early cancellation?
- What if you aren't happy with their services? Do they offer a service guarantee?
- If the hardware and software is included, what happens if you cancel the contract?
- Are off-site backups included? To what degree?
- If you have a major disaster, is there a plan?
- What about on-site support calls? Or support to remote offices?

Support needs and projects tend to occur in waves. Including the cost of all that labor across the term of our Premium contact is the most effective way of monthly predictable cost.

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 they are incredibly unreliable. We make sure all of our clients have a triple-redundant encrypted backup system with an offsite data center in another state (and not in another country) that is monitored and routinely tested.

Q14: Have they set your backups for hourly and daily revisions, so you don't lose a full day's (or week's) work on client data entry, contracts, a drawing or other project?



Our Answer: We set backups so they take hourly and daily versions of your files so if someone accidentally overwrites a file, or a file becomes corrupt, we can quickly and easily restore it without you having to do HOURS of rework.

Q15: 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 quarterly “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.

Q16: 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.

Technical Expertise And Support:

Q17: Is their help desk US-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 for keeping your data secure.

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

Our Answer: Our technicians keep the most up-to-date vendor training in all the core software and hardware products we support. We do the research and development in-house so that we are not testing with your environment. 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 arrive on time and dress professionally?

Our Answer: Our technicians are true professionals that you would be proud to have in your office. They dress professionally with easy-to-spot logoed attire, 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 with physical security awareness.

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

Looking forward to your call!

Chris Cummings
Chief Executive Officer, Petra Technologies
Phone: 503-363-2693
Web: <https://PetraTechIT.com>



Limited Free IT Optimization Plan:

Give Me 30 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: Chris Cummings,
Chief Executive Officer, Petra Technologies
Salem, OR

Dear Colleague,

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

Maybe you're experiencing **chronic problems** with your computer systems that your IT provider 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 provider.

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 company, but they tolerate it simply because they don't know who else to call, or they're just too darn busy to take the time to find someone else.

Free Customized IT Optimization Plan And 20-Point IT Systems Security And Performance Assessment

If I just described your situation, I want to give you a **customized IT Optimization Plan 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 **20-Point IT Systems Security And Performance Assessment** on your computer network.

There's no charge for this, and it only requires about a 60-minute meeting with me. After doing this type of thing for almost 20 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 Oregon 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 a **customized IT Optimization Plan** that will show you how to eliminate every single nagging problem, enable you to work faster and easier and lower IT costs wherever possible.

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

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 the **customized IT Optimization Plan** on our web site: <https://PetraTechIT.com/free-network-assessment>.

Once you complete this, Matt from our office will call you and set up a convenient time for us to come to your office and perform our **20-Point IT Systems Security And Performance Assessment**.

After that initial meeting, we'll prepare a **customized IT Optimization Plan and a "Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible.

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

So Why Would We Offer This For Free?

For one simple reason:

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

After all, if you like what you see and we show you how to solve a number of IT-related problems in your company, why wouldn't you want to work with us? Of course, we will approach this with no expectations or heavy sales pressure of any kind. I don't like pushy 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 have to at least have a server and 20 workstations.

Our services and advice work best for companies that have at least one server and 20 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: 503-363-2693.

2. You must be the owner 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 time available to make changes you want to make now.

Due to the time-sensitive information acquired from your network, action will need to take place within about 30 days.

If You Meet 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.PetraTechIT.com/free-network-assessment

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

The initial meeting will be approximately 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 **20-Point IT Systems Security And Performance Assessment**.



Step 3: After that initial meeting, we'll prepare a **customized IT Optimization Plan** and a **"Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible. This 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.PetraTechIT.com/free-network-assessment

Dedicated to your success,

Chris Cummings
Chief Executive Officer, Petra Technologies
Phone: 503-363-2693

See What Other Business Owners Are Saying:



Peace of mind!

“We don’t have to worry about our security or having someone to turn to for timely assistance and answers. Petra provides timely responses to our requests, and follow-up within an amazingly fast turn-around time. Our software vendors are even impressed with Petra’s assistance—the technicians are knowledgeable, keep track of our systems and can access immediately historical issues with software vendors.”

Kristi Minto, CPA, Partner
Hoots, Bagley & Minto, P.C.
Salem, OR



Many of my wish list items have been checked-off!

“Petra solves problems pro-actively as the issues come up and I don’t have to micro-manage or track them. They allow us to set long term goals and work through them together. It’s a relief to have a company I can trust. I would highly recommend Petra. It’s been a great decision for us.”

Jenny McNally, President
South Town Glass
Corporate Office in Salem, OR



Petra is a member of our team!

“The Petra team builds relationships and has spent the time to learn what we do, how we do business and what’s important to our success. You and your team are very upfront with what is covered under the contract and what will result in an added charge. This helps with budgeting and eliminates surprises. If you are comparing IT Firms look beyond the cost. Look at the depth of service and delivery. Have a conversation with a customer of Petra and ask the hard questions. I’m confident you will choose Petra as your IT partner.”

Nancy Van Dyke, Director of Administrative Services
Cascade Employers Association
Salem, OR



Petra is the most dependable, reliable, and knowledgeable managed IT company that we have ever worked with!

“Our biggest benefit was having Petra take over and help us through every step of setting up our firewall, DMZ and separating our public and private networks. We have peace of mind knowing that Petra is local and responsive.”

Tom Thompson, IT Manager
Morrow Equipment Company
World Headquarters in Salem, OR



I appreciate loyalty!

“The biggest benefit to us from Petra is the personal relationship that we have and when we need something fixed, worked on, or general maintenance, someone is always available to us to take care of our needs. Don’t look at price, look at the relationship and the customer service. It’s outstanding. Shop local.”

Dan Farrington, President
Sunrise Medical Consultants
Corporate Office in Salem, OR

The Top Seven Reasons Why You'll Want To Outsource Your IT Support To Us:

1. **We Respond Within 30 Minutes Or Less.** The average amount of time it takes for our dispatcher to respond to a call or a ticket is about 8 minutes or less. Our technicians typically start working on resolving client problems within 60 minutes. We know you're busy and have made a sincere commitment to making sure your computer problems get fixed FAST. And since most repairs can be done remotely using our secure management tools, you don't have to wait around for a technician to show up.
2. **No Geek-Speak.** You deserve to get answers to your questions in PLAIN ENGLISH, not in confusing technical terms. Our technicians will also not talk down to you or make you feel stupid because you don't understand how all this "technology" works. That's our job!
3. **100% No-Small-Print Satisfaction Guarantee.** Quite simply, if you are not happy with our work, we'll do whatever it takes to make it right to YOUR standards without charging you for it. And if we can't make it right, the service is free.
4. **All Projects Are Completed On Time And On Budget.** When you hire us to complete a project for you, we won't nickel-and-dime you with unforeseen or unexpected charges or delays. We guarantee to deliver precisely what we promised to deliver, on time and on budget, with no excuses.
5. **Lower Costs, Waste And Complexity With Cloud Solutions.** By utilizing cloud computing and other advanced technologies, we can eliminate the cost, complexity and problems of managing your own in-house server while giving you more freedom, lowered costs, tighter security and instant disaster recovery.
6. **We Won't Hold You Hostage.** Many IT companies do NOT provide their clients with simple and easy-to-understand documentation that outlines key network resources, passwords, licenses, etc. By keeping that to themselves, IT companies hold their clients "hostage" to scare them away from hiring someone else. This is both unethical and unprofessional. As a client of ours, we'll provide you with online information of your network and all the resources, software licenses, passwords, hardware, etc., in simple terms so YOU can understand it, upon request. We keep our clients by delivering exceptional service — not by keeping them in the dark.
7. **Peace Of Mind.** Because we monitor all of our clients' networks 24/7/365, you never have to worry that a virus has spread, a hacker has broken in or a backup has failed to perform. We watch over your entire network, taking the management and hassle of maintaining it off your hands. This frees you to focus on your customers and running your business, not on your IT systems, security and backups.