

A close-up photograph of a network switch or patch panel. The panel is dark grey or black with multiple rows of RJ45 ports. Each port is numbered, with visible numbers including 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, and 22. Numerous blue Ethernet cables are plugged into the ports, creating a dense array of connections. One prominent red Ethernet cable is plugged into port 15, standing out from the rest of the blue cables. The lighting is warm, highlighting the textures of the cables and the metallic surface of the switch.

Making the Right Connections

An IT Buyer's Guide

Mike Bubernack
CEO, ET&T Inc.



What You Should Expect to Pay for IT Support for Your Small to Mid-Size 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.
- ✓ 20 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:

Michael Bubernack

**ET&T Inc.
2360 Avenue A
Bethlehem, PA 18017
610-433-1000
www.et-t.com**

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: Michael Bubernack
CEO, ET&T

Dear Colleague,

If you are the CEO or IT professional, of an eastern PA area business that is currently looking to outsource some or all of the IT support for your organization, 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 Michael Bubernack, CEO of ET&T, and author of “Making the Right Connections- An IT Buyers Guide.” We’ve been providing IT services to businesses in the eastern PA area for 55 years now. You may not have heard of us before, but I’m sure you’re familiar with many of the area businesses who are clients of ours.

One of the most common questions we get from 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 few business owners consider, 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 better educate you on how to pick the **right** IT services company for your specific situation, budget and needs based on the **VALUE** the company can deliver, and not just the price.

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,

Michael Bubernack

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 manages and supports all the devices and workstations that connect to your server(s), but also offers remote 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. The benefit of this model is that your networks are being watched proactively and preventing major issues and outages from occurring.
- **Co-Managed IT Services.** When there is too much work and not enough people to effectively manage the workload in your IT department, that is when a “Co-Managed” solution can make sense. Trying to manage end users, help desk, upgrades, etc., is a full-time job in itself. Add in the need to manage various antivirus, back-up, spam filtering, and cyber security programs, plus all the one-off IT projects and you’ve got a concerning problem. In this scenario, the workload could be distributed as needed between your IT department and your preferred outsourced IT provider.

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 to mid-size 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.). The break-fix approach is **NOT** a good IT solution 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 who work around the clock to do one thing: compromise your networks for illegal activities.

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

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

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 50 employees to hire a full-time IT person, because you can outsource this function of your business far cheaper and with a lot less work; but you DO want to hire a professional to perform basic maintenance just as you would hire an attorney to handle your legal matters or an accountant to prepare your taxes. **And if you truly understand the cost of your TIME and factor in employee productivity, the managed IT services model is considerably less expensive over time than the “break-fix” model.**

Why “Break-Fix” Works Entirely in the Consultant’s Favor, *Not Yours*

Under a “break-fix” model, there is a fundamental conflict of 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... just 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 \$100 and \$200 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.

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 PA, that fee is somewhere in the range of \$125 to \$325 per server, and \$50 to \$150 per desktop.

If you hire an IT consultant and sign up for a managed IT services contract, here are some things that SHOULD be included (make sure you read your contract to validate this):

- Security patches applied weekly, if not daily, for urgent and emerging threats
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Backup monitoring and test restores

- Spam-filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed
- Fast, Safe and Secured Internet Browsing

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.
- Software licenses
- On-site support

Warning! Gray areas of “all-inclusive” service contracts. In order to truly compare the “cost” of one managed IT services contract to another, you need to make sure you fully understand what IS and ISN’T included AND the “SLA” or “service level agreement” you are signing up for. It’s VERY easy for one IT services provider to appear far less expensive than another UNTIL you look closely at what you are getting.

The following are 20 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**.

20 Service Clarification Questions You Should Ask Your IT Services Firm Before Signing a Contract

Customer Service:

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

Our Answer: We answer our phones live from 8:00 a.m. to 5:00 p.m. and give all clients an emergency after-hours number they may call if a problem arises, even on weekends. Why? Because many of the CEOs and executives we support work outside normal hours and find it the most productive time they have. If they cannot access their computer network AND can’t get hold of anyone to help them, it’s incredibly frustrating.

Q2: Do they offer a written, guaranteed response time to your calls?

Our Answer: First we promise a 15-minute service request acknowledgment, or the next service call up to \$500 is on us. Then if we haven't met or exceeded your expectations and provided you with exceptional service, we will offer you one additional year of warranty free of charge on your install projects.

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.

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 detailed invoices that clearly explain what you are paying for?

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

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

Our Answer: Here's something to consider: if THEY cause a problem with your network that causes you to be down for hours or days or to lose data, who's responsible? Here's another question to consider: if one of their technicians gets hurt at your office, who's paying? In this litigious society we live in, you better make darn sure whomever you hire is adequately insured with both errors and omissions insurance AND workers' compensation — and don't be shy about asking to see their latest insurance policies!

True Story: A few years ago, Geek Squad was slapped with multimillion-dollar lawsuits from customers for bad behavior by their technicians. In some cases, their techs were accessing, copying, and distributing personal information they gained access to on customers' PCs and laptops brought in for repairs. In other cases, they lost a client's laptop (and subsequently all the data on it) and tried to cover it up. Bottom line: make sure the company you are hiring has proper insurance to protect YOU.

Q7: Do they guarantee to complete projects on time and on budget?

Our Answer: All projects are fixed-priced and guaranteed to be completed on time, in writing. This is important because many unethical or incompetent computer guys will only quote “time and materials,” which gives them free rein to nickel-and-dime you as well as take as much time as they want completing a project.

Maintenance Of Your Network:

Q8: Do they insist on remotely monitoring your network 24/7/365 to keep critical security settings, virus definitions and security patches up-to-date and PREVENT problems from turning into downtime, viruses, lost data, and other issues?

Our Answer: Yes; our remote network monitoring system watches over your network to constantly look for developing problems, security issues and other problems so we can address them BEFORE they turn into bigger problems.

Q9: Do they provide you with a monthly report 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 month our clients get a detailed report 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 provide you with written network documentation detailing what software licenses you own, critical passwords, user information, hardware inventory, etc., or are they the only person with the “keys to the kingdom?”

Our Answer: All clients 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.

Side Note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

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” 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 money-back 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 restoring your network included or extra?
- What about on-site support calls? Or support to remote offices?
- Are home PCs used to access the company's network after hours included or extra?

Backups And Disaster Recovery:

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

Our Answer: We do not allow our clients to use tape backups because tape backups are incredibly unreliable. We make sure all our clients have a robust solution for file backup disaster recovery and the ability to keep a copy of their data in the cloud. The partners we work with provide instant virtualization and the ability for people to keep working.

Q14: Do they ask to conduct 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: During our on-site visits we will recommend running a “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.

Technical Expertise and Support:

Q16: Is their help-desk U.S.-based or outsourced to an overseas company or third party?

Our Answer: We provide our own in-house help desk and make sure the folks helping you are friendly and helpful. We consider this one of the most important aspects of customer service, plus we feel it's important to keeping your data secure.

Q17: 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?)

Q18: Do their technicians arrive on time and communicate results of visit?

Our Answer: Our technicians are true professionals that you would be proud to have in your office. They show up on time, and if they cannot (for some odd, unforeseen reason), we always notify the client immediately. We also inform the client of what was found, how it was addressed and if further attention is needed. We believe these are minimum requirements for delivering a professional service.

Q19: Are they familiar with (and can they support) your unique line of business applications?

Our Answer: We own the problems with all lines of business applications for our clients. That doesn't mean we can fix faulty software — but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you.

Q20: 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 good old 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!

Michael Bubernack
CEO, ET&T Inc.
610-433-1000
www.et-t.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: Michael Bubernack
CEO, ET&T Inc.
Bethlehem, PA

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 network or phone systems that your providers just never seem to resolve.

Maybe it has become easier to find a work-around or **try to fix IT problems yourself** than to call your IT service 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 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 **IT Systems Security and Performance Assessment** on your computer network.

There's no charge for this, and it only requires a 30 to 60-minute meeting with me and one of my top IT consultants. After doing this type of thing for over 50 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 due to data compliance violations?
- 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 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: www.ET-T.com/itsurvey

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

After all, if you like what you see and we show you how to solve a number of IT-related problems in your company, why wouldn't you want to work with us? Of course, we will

approach this with no expectations or heavy sales pressure of any kind. I don't like pushy salespeople any more than you do — **and we stand on the belief that providing extreme value in advance is the best way to showcase our services** and win new business. In fact, here's my "VALUE IN ADVANCE PROMISE" to you...

You'll Find This Consultation to Be Incredibly Valuable or We'll Send You a Check For \$100 To Compensate You for Your Time

Now, obviously this is an amazing offer that you'll probably never see from any other IT company or computer expert in the world. But I'm SO confident that we can deliver extreme value that I have no concerns with putting this type of guarantee on our time together.

The ONLY catch is that we can't help everyone, so we have a strict (but reasonable) set of criteria that need to be met in order for us to proceed. Here it is:

1. You must have at least one server and a total of 10 workstations.

Our services and advice work best for companies that have at least one server and ten 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: 610-433-1000

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.

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.ET-T.com/itsurvey

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

The initial meeting will be between 30 and 60 minutes. This is where we really begin working to figure out exactly what you want and how to make it happen. We'll also initiate our **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.ET-T.com/itsurvey

Dedicated to your success,

Michael Bubernack
CEO, ET&T Inc.
610-433-1000

Here Are Some of the Organizations We've Helped:



pennsylvania
STATE POLICE

The qualities they exemplify are *cooperativeness, thoroughness, and professionalism*... ET&T is to be commended for the *timeliness and innovativeness* of responses to PSP's requests. *It is a pleasure to do business with ET&T.*



The Children's Home of Easton
SINCE 1885

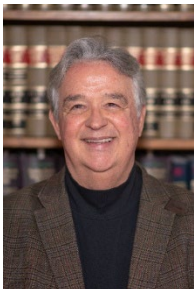
We have a great relationship with ET&T. They always respond quickly and are great at explaining things in terms that we understand.

Dan McMahon, Director of Development
Children's Home of Easton



ET&T's customer service is the best. They go above and beyond to assist clients and potential clients with business demands. As a non-profit, we go through a thorough vetting process with significant purchases. Knowing we could rely on ET&T when we needed them made it an easy choice when we were ready to select a new telecom partner. We no longer have to wait hours to get our phone system back online, which was a significant hardship. I'm not sure we could have managed through the COVID-19 pandemic without them; having our new phone system in place made it possible for our employees to work remotely

Lisa Walkiewicz, President and CEO
Via of the Lehigh Valley



I'm glad I made the decision to utilize your services. I had some other options to choose from as far as IT firms go – one that was very expensive and another that was comparable to your pricing. However, I was familiar with your company through our phone conversations and your mailed offerings to my establishment. I am very pleased with the outcome.

Bradford D. Wagner
Wagner Law

The Top 7 Reasons Why You'll Want to Outsource Your IT Support to Us:

1. **We Respond Within 15 Minutes or Less.** The average amount of time it takes for one of our clients to get on the phone with a technician who can start working on resolving their problem is 15 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 client's "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 full, written documentation of your network and all the resources, software licenses, passwords, hardware, etc., in simple terms so YOU can understand it. 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.