

Chicagoland 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.
- ✓ 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:**

Stephen Taylor | CEO

LeadingIT

(815) 308-2095

<http://GoLeadingIT.com>

# Never Ask An IT Support Company, “What Do You Charge For Your Services?” Instead You Should Ask, “What Will I *Get* For My *Money*?”



From The Desk Of:  
Stephen Taylor | CEO | LeadingIT

Dear Colleague,

If you are the owner, President, or manager of a small business in the Crystal Lake 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 Stephen Taylor, CEO of LeadingIT and author of “What’s the Fuss with Cloud Computing?”. We’ve been providing IT services to businesses in the Crystal Lake area for over 3 years now. You may not have heard of us before, but I’m sure you’re familiar with one or more of the other Crystal Lake businesses like Black Diamond, Curran Group, and Village of Lakewood who are clients of ours. A few of their comments are enclosed.

**One of the most commons 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 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,



Stephen Taylor

## About The Author

**Stephen** -- Always tied to technology, Stephen focuses on bringing the best technology to businesses. He has been the driving force behind LeadingIT – the energy, the vision, and the success. LeadingIT has since become a standout in the Crystal Lake area for technology and cloud support companies, honored locally as well as in the industry.

Stephen was always involved in technology at a young age and studied at Milwaukee School of Engineering for Computer Science, he is also Microsoft Certified for Small Business Server. Of interest is that fact that everything Stephen knows has been learned hands-on, not in the classroom.

At LeadingIT, Stephen and his team support the Crystal Lake community -- in 2013 raised \$2,000 towards Extra Life (benefiting local children's hospitals). They plan to earn more at the 2014 event and to do even more work this year for the community.

Under Stephen's direction, LeadingIT is on track to continue growth of over 50% every year since opening in 2010. LeadingIT currently serves over 2200 staff members, at 80+ client businesses, with an internal staff of 10 full-time engineers – all on a monthly flat fee basis. We hold a 95% client satisfaction rating. And we're just getting started!

Outside of working hard, Stephen enjoys going fast in karts and cars, summertime, good food and cooking especially Cuban sandwiches, and great electronic music from around the world.



**LeadingIT** is a Chicagoland technology and cloud support company supporting local businesses with 20-200 staff in many different industries including government, non-profits, manufacturers, and construction.

**Our vision** is to help your company become more capable, more efficient, and more profitable by implementing great technology. **Our goal** is to offer the next generation of technology support with friendly, knowledgeable staff at a reasonable price.

## 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 100 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. 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 \$185 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, work flow, 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 Crystal Lake, that fee is somewhere in the range of \$100 to \$400 per server, \$50 to \$100 per desktop and approximately \$20 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 weekly, if not daily, for urgent and emerging threats
- Antivirus software, updates and monitoring
- Firewall updates and monitoring
- 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
- Backups both on-site and off-site with proper verification

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, such as Windows and Office.
- On-site support, could be billable.
- Upgrades, such as server installs.
- Moves/adds/changes, new staff, new offices, new equipment set up.

**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 I talk to a live person when I call?**

Our Answer: We answer our phones live all day, every day. We are here for you whenever you need. No after-hours phone, no call queues. Why? Because many of the CEOs and executives we support work outside normal hours and find it to be 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: How fast will you respond to my problem?**

Our Answer: We answer the phone live and/or respond to your email within an hour.

#### **Q3: Do you take time to explain?**

Our Answer: Our technicians are trained to take time in explaining and helping you understand an issue as well as its resolution.

#### **Q4: Are you proactive with improving the performance of our network?**

Our Answer: Not only are we making improvements and recommendations, but we also have quarterly reviews looking for new ways to help our clients improve their operations, lower costs, increase efficiencies. Our goal is help our clients be more profitable, efficient and competitive with these meetings.

#### **Q5: Do you provide detailed invoices that clearly explain what I am paying for?**

Our Answer: We provide invoices that include every inch of detail of what happened and what was done. You won't see a half empty invoice with "maintenance" as a line item.

#### **Q6: Do you keep errors and omissions, liability, and workers compensation coverage?**

Our Answer: Absolutely! We keep adequate coverage for all lines, we'll even show you a copy.

#### **Q7: Do you guarantee to complete projects on time and on budget?**



Our Answer: We quote our projects at a fixed price. We will complete the work and you'll get an invoice for that amount. Many other computer guys will quote say "ten hours" but then bill you for twenty because the job "took longer".

## Maintenance of Your Network

### **Q8: Why do you insist on remote monitoring?**

Our Answer: 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 you provide any reports that show what you did as far as all the updates, security patches, and status of every machine on our network so we know for SURE our systems have been secured and updated?**

Our Answer: 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, etc.).

### **Q10: Is it standard procedure for you to provide you with written, network documentation detailing what software licenses we own, critical passwords, user information, hardware inventory, etc.?**

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 you have other technicians on staff who are familiar with our 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 you 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 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?
- Is offsite backups included? To what degree?
- If you have a major disaster, is restoring your network included or extra?
- What about onsite 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 you INSIST on monitoring an offsite as well as an onsite backup?**

Our Answer: We do not encourage our clients to use tape backups because they are incredibly unreliable. We recommend our clients, at a minimum, have some sort of online backup service.

### **Q14: Do you do periodical 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.

### **Q15: Do you backup up our 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 your 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 to keeping your data secure.

### **Q17: Do your technicians maintain current vendor certifications and participate in on-going training – or are they learning on our 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 your technicians arrive on time and dress professionally?**

Our Answer: Our technicians are professionals that you would be proud to have in your office. They dress professionally, 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.

### **Q19: Are you familiar with (and can they support) our 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.

**Q20: When something goes wrong with our Internet service, phone systems, printers or other IT services, do you own the problem or do you 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!

Stephen Taylor  
CEO | LeadingIT  
Phone: (815) 308-2095  
Web: <http://goleadingit.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:  
Stephen Taylor  
CEO | LeadingIT  
Crystal Lake, IL

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 and technology 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  
57-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 **57-Point IT Systems Security and Performance Assessment** on your computer network (one that's taken me a year to perfect).

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 almost 4 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?
- 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 brief IT Analysis Questionnaire on our web site: <http://GoLeadingIT.com/ITSurvey>. This gives us the basic information we need about you to prepare for our meeting.

Once you complete this, Mike from our office will call you and set up a convenient time for us to come to your office and perform our **57-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 10 workstations.**

Our services and advice work best for companies that have at least one server and 10 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: (815) 308-2095

**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 our IT Analysis Questionnaire. Don't worry, it's simple and unobtrusive; if you don't know the answers to certain questions, just put "I don't know" as your answer:

<http://GoLeadingIT.com/ITSurvey>

**Step 2:** Once we've received your application and reviewed it, Jon 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 **57-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:

<http://GoLeadingIT.com/ITSurvey>

Dedicated to your success,



Stephen Taylor  
CEO | LeadingIT  
Phone: (815) 308-2095

Web: <http://goleadingit.com>



## See What Other Business Owners Are Saying:



“Stephen and his team at LeadingIT have been terrific since the day we hired them. They handle the planning, implementation and support of all of our IT services. Most important is the fact that they have proven to be excellent problem solvers as well as a “patient” support staff. I recommend them for any size company that wants a full-time IT department without the cost or worry of hiring IT personnel direct.”

### Chris Budris

**The GFS Group**

“I’ve been very impressed with the knowledge of the techs and how fast they can solve problems. Service has been incredible. It’s very nice to be able to call about a problem and have a tech come out that same day – sometimes within hours or be able to fix it remotely. It’s great that they can understand our non-computer knowledge explanations and fix the problem.”

### Barb Majkrzak

**Village of Fox River Grove**



“These guys are awesome. They read the customer service manual and live it. I have used for several years. LeadingIT has an impressive team which delivers on their promise and is a stand out performer in the IT support. I would recommend them to all business’s that would like expert results.”

### Rick Sperando

**Black Diamond Plumbing**



“ALL of the individuals at LeadingIT Solutions are wonderful to work with. They respond quickly and professionally to all of our issues. They display genuine concern for our organization and they go out of their way to assist us. They are trustworthy, knowledgeable, and very patient. It is a great comfort to have their technical support for our non-profit organization!”

### Chantel Madson

**Challenger Learning Center**

“LeadingIT has been unbelievable for our agency. Their staff is always available to help our staff members resolve any and all IT related issues. Additionally, LeadingIT has helped our Agency transition from outdated hardware to the most up-to-date, state of the art hardware- allowing us to increase efficiency and cut costs. We are very proud to have LeadingIT Solutions as our IT provider.”

## **Matt Schoenholtz**

### **Senior Services Associates**



“THANK YOU. I can’t even tell you what a difference all this technology has made— just being able to have all my systems sync and be able to delete email only once is life changing-!”

## **Tyler Lewke**

### **Lewke Partners**



“Stephen at LeadingIT Solutions does great work. He bails me out of my IT problems at least once a month and I have always been happy with his performance, knowledge and reliability.”

## **Eric Schroeder**

### **Mortgage Capital Group**

“What a great bunch of people to work with. They are a young motivated, innovative group with the drive to keep our company up to date with the leading edge of technology. Dependable, reliable, and fast problem solvers on many levels. I have had the pleasure to work with Stephen and his crew on a daily basis and have the confidence that whoever answers the call, I will be taken care of in a fast professional manor. Kudos to Stephen and his company.”

## **Al Teson**

### **Woolf Distributing**

## **8 Reasons Why You'll Want To Outsource Your IT Support To Us:**

### **1. We (the techs) answer our phones all day, everyday**

When you call us, you get help. You don't get a receptionist, you don't reach an outsourced help desk, you don't hear from a salesperson, you'll talk with one of us.

### **2. We work as a team, not individual technicians**

Working with us, you'll get the attention of our entire team. Not one tech, who will inevitably go on vacation and take sick days. Our team will understand your network.

### **3. We are young and we are fast**

Any computer problem is a nuisance; our team responds quickly and moves quickly. You'll never find yourself waiting on a callback or waiting for a tech to show up.

### **4. We quote a project and we bill that exact amount**

When you work with us on a project, you'll receive a detailed quote. If the project takes an extra few hours, you'll still get a bill matching our quote.

### **5. We take care of security and backups**

When we setup a server, a network, a backup; we take precautions. You won't find lazy passwords, insecure networks, or single backups with us. You're safe.

### **6. We invoice clearly, fairly, and affordably**

Your invoice will detail any work completed, so you know what you are paying for. We don't bill for 10 minute phone calls. Our rates are middle of the road and affordable.

### **7. We aren't scared of change and neither should you be**

When it comes to technology, you don't want to get behind the curve. Yet some support companies will leave you in the dark, costing you more later on. We use technology to improve your business and help you every step of the way.

### **8. We offer "freebies" to our clients**

If necessary, we'll loan you a server. We buy you a firewall and security software. We provide new backup hard drives each year.