

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

What You Should Expect To Pay For IT Support For Your 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: Jack Marder
CEO, ZanaCore Technologies

Dear Colleague,

If you're a CEO or business manager in metro Atlanta, and you're currently looking to outsource some or all of the IT support for your company, then 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 Jack Marder, President of ZanaCore Technologies. We've been providing IT services to businesses in the Atlanta area for over 14 years now. You may not have heard of us before, but I'm sure you're familiar with one or more of the other law firms or manufacturers who are clients of ours. A few of their comments are enclosed.

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 about 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,

Jack Marder

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 used by most of these companies. 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 this specific scenario, I do not think the break-fix approach is a good idea for most IT support for one very important 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 try 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 service 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 75 employees to hire a full-time IT person, because you can usually outsource this function of your business far cheaper and with a lot less work. Generally, it's better to outsource to a professional to maintain your network 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 service company has no incentive to stabilize your computer network or to resolve problems quickly because they are getting paid by the hour. 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 the “Break-Fix” 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 in the Atlanta Area charge between \$95 and \$150 per hour with a one-hour minimum. Rates vary widely, but beware, so do their technical skills. 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 you’re their 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 service firms will quote you a MONTHLY fee roughly based on the number of devices / users they need to maintain, and support. In metro Atlanta, the monthly fee can range between \$100 to \$150 per server or desktop. The problem is that the services included by these Managed IT Service Providers (MSPs) vary greatly along with their prices. You can’t judge the real value by the price 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 to get the most value for your investment: (make sure you read your contract to validate this):

- All onsite and remote labor required for reactive and proactive support of network
- After-Hours emergency support for critical systems
- Multi-Tier backup systems w/ monitoring and offsite data
- Quarterly analysis of systems to align with industry best practices. (very important)
- Quarterly test restores of backups (very important!)
- Monitoring all server systems to watch for signs of failure
- Security patches applied weekly, if not daily, for urgent and emerging threats
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Monitoring disk space on workstations and servers
- Spam-filter installation and updates
- Spyware detection and removal

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
- Project Work to setup or configure anything new on the network
- On-site support (many do not include this, but should)
- Emergency After-Hours Support (many do not include this)
- User moves, adds, or changes (many do not include this, but should)
- PBX / Phone system support
- Support for 3rd Party applications

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 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 voicemail and wait for someone to call you back?

Our Answer: We answer our phones live from 8:30 a.m. to 5:30 p.m. and give all clients an emergency after-hours number they may call if a problem arises, even on weekends.

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

Our Answer: We guarantee to have a technician working on a critical problem within 60 minutes or less of your call. This is written into every service agreement we give to our clients because it’s our 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 passionate about helping others and are trained to have the “heart of a teacher”. They will take time to answer your questions and explain everything in simple terms.



Adam Pomeranz - CEO
Annandale Village

“Customer service is by far the most important criteria I use to evaluate our vendors”

As technical as your world can get, the simple concept of customer service is by far the most important criteria I use to evaluate our vendors. Jack and his team provide excellent customer service and I appreciate it very much. In fact, though we do something very different than Zanicore, I hope we provide the same level of customer service to our customers as consistently as they do.

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 is help our clients be more profitable, efficient and competitive with these meetings. We never bill our clients for our technology consulting and our clients tell us this is one of the most valuable services we provide!

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: Yes, we have both types of coverage. It’s hard to imagine that this is even an issue to consider. It’s sad, but often true that some companies don’t carry insurance.

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!

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. Frequently, small problems are often detected and fixed by our after-hours crew before our clients arrive at work in the morning.

Q9: Do they provide you with periodic reports 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: 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 exclusive 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” NetGuard support plan is just that — all-inclusive. Fixed-price, all-inclusive plans are actually a good thing because they’ll save you a lot of money in the long run. But Be Careful!! Many IT Service Companies offer “all-inclusive” or “all-you-can-eat” plans that are not truly all-inclusive. Here are some things to consider. The following items are all included in our Zanicore NetGuard plan but often excluded by our competitors:

- Is onsite labor included or extra?
- Emergency after-hours support? If you have a major disaster, is restoring your network included or extra?
- What about network upgrades, replacing workstations, or adding/removing users?
- Do they include technology consulting services at no extra charge? (Our clients tell us this is one of our most valuable services!)
- Is support included for VoIP phone system?
- What about 3rd-party software support? (We recommend that this IS included.)
- Is any hardware and/or software included? (we include firewall, backup drives and backup software, etc.)
- If the hardware and software is included, what happens if you cancel the contract?
- Are off-site backups included? To what degree?
- Are small projects included or extra?

At Zanicore, when we say ‘all-inclusive’, we mean it. Our objective is to include everything essential to keep your network healthy and secure. And we never bill for hidden services. We even include small infrequent projects so you never have to guess what your costs will be from month to month. Our monthly fixed-fee includes everything necessary except major projects.

Q13: Does their agreement lock you into a long-term contract? What are the costs / consequences of early cancellation?

Our Answer: Most Managed Service Providers will insist you sign a 3 year contract which will automatically renew unless you cancel it in advance. Be careful because, that will only work against you and may be costly if you’re not happy and want to cancel early. Our Zanicore NetGuard plan requires a 12 month initial term which reverts to month-to-month after the first year. There are numerous reasons why you may need to cancel service and we believe it should be easy for you to do so. Agreements should always be a win-win arrangement.

Backups and Disaster Recovery:

Q14: Do they INSIST on monitoring an off-site as well as an on-site backup, or are they letting you rely on outdated tape or other unmonitored 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 multi-tiered backup system with both local and offsite data, and we monitor them daily to make sure they are working.

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 test restore from backup for each of 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. That’s our standard procedure in case a hardware failure or software glitch causes a major problem.

Q17: If you were to experience a major disaster, do they have a written plan for how your data could be restored FAST and/or enable you to work from a remote location?

Our Answer: All clients receive a simple disaster recovery plan for their data and network. We encourage them to do a full disaster recovery plan for their office, but at a minimum, their network will be covered should something happen.

Technical Expertise and Support:

Q18: 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.

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 and 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.

Q20: 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.

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. 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!

Jack Marder
CEO, Zanacore Technologies
Phone: 678-822-5821
Web: www.zanacore.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: Jack Marder
CEO, Zanicore Technologies
Lilburn, GA

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 computers or VoIP phone system 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 over 14 years 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 14 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 Georgia and Federal 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 we wasted your time, and if 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 for an independent third party to 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: www.zanacore.com/itsurvey. This gives us the basic information we need about you to prepare for our meeting.

Once you complete this, our Service Coordinator 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 one 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: 678-822-5815.

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:

www.zanacore.com/itsurvey

Step 2: Once we've received your application and reviewed it, we'll 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:

www.zanacore.com/itsurvey

Dedicated to your success,

Jack Marder
CEO, Zanacore Technologies
Phone: 678-822-5821

Web: www.zanacore.com

See What Other Business Owners Are Saying:



Jim Ollick – Bus Mgr
Med-Acoustics, Inc.

“Zanacore is like having an IT expert on staff at a much reduced cost”

With today's technology an IT person must stay up to date with all of the latest changes and best practices. Zanacore has years of experience with a proven track record of doing this for us. You may find a less expensive service but, as they say, you get what you pay for, do you want your business processes relying on inexpensive questionable support or would you go with a proven support team. I know where my company puts its IT support money, and that is in Zanacore.

“We can sleep at night knowing our network servers and data are safe”

Intel recommends Zanacore support for Law Firm



Bob Penman - Sr. Partner
Graham & Penman LLP

Before Zanacore, we had experience with two other IT contractors working with our system. We went the cheap, startup route at first and we were able to negotiate specialized deals based on fee swaps and “introduce me to your friends” pricing. While that was fantastic to start, eventually we saw service levels drop. We also had problems with inexperienced providers as they tended to miss deadlines because they weren’t sufficiently staffed and they were difficult to contact when they were servicing larger customers.

“When we had server issues or key applications down, it was expensive, stressful, and unacceptable.”

Then we considered the tradeoff of spending more on direct IT support cost versus the cost of downtime and our lawyers having to deal with IT issues outside our specialty. We realized that fixing something takes far longer than preventing it in the first place and you also have to deal with the side effects in a failure (lost productivity, data, and hair). We knew the additional cost for better proactive support would be justified. We also had confidence Zanacore would perform based on the recommendation we received from Intel’s corporate office and we have certainly been pleased with Zanacore service relative to cost. As an added bonus, we now have happier employees as well.

I found Zanacore’s NetGuard pricing was very competitive when compared like for like service-wise. The pricing we received from other providers would fluctuate automatically based on the number of users or services while your NetGuard model was based more on whether changes were material. Having a fixed monthly price for our support has allowed us to budget better for IT support. We previously used to see big spikes in some months which could cause difficulty with cash flow.

“Before we switched to Zanacore we were at severe risk of catastrophic loss because numerous maintenance issues were being neglected.”

We weren’t getting security updates installed and our computers were subject to viruses or data breaches. The server wasn’t being updated and backed up properly which was a great concern. Now I sleep better at night knowing our network is safe. I recommend Zanacore NetGuard for any business which is dependent on a reliable and stable data network.

“What makes Zanacore different from all the other IT Companies out there?”

Chances are you’ve heard it all before. The other companies will tell you things like: “fast response, honest and friendly technicians, good service, and other platitudes like that. If that is all you hear, then you should get away from them as fast as possible!

Here Are The Top 5 Reasons Why You’ll Want To Outsource Your IT Support To Zanacore

1. **“Our Secret Sauce”** Over the last 14 years, we’ve learned how to get networks healthy and keep them that way. Our “secret sauce” is our proprietary processes for implementing industry best practices. While the other guys are putting out fires and fixing problems, we’re busy preventing problems altogether.
2. **“Remarkable Customer Experience is Everything”** - and it requires much more than fast response and honest technicians. Any decent tech can fix a computer. Our techs are trained to go way beyond that to make it easy for our clients to use their technology, and make it easy to get help when they need it. Every employee on the Zanacore Team has a passion for helping people!
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. **“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.
5. **“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 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.