

# The Atlantic Canadian Business Owner's Guide To IT Support Services And Fees

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## 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, Or Bloated Contracts)



**Provided as an educational service by:**

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“Too many businesses are hindered by ineffective IT.

We provide IT solutions that liberate businesses from inadequate IT environments.  
When you have effective IT, your employees become more productive, your customers are better served, and your business thrives.”



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

From the Desk of Sean Robertson  
CEO & President, Strategic Technology Associates  
Author, Amazon Bestselling Book “The Business Owner’s Essential Guide to IT and All Things Digital”

Dear Colleague,

If you are the CEO of a business in Atlantic Canada, and currently looking to outsource some or all of your company’s IT support, you’ll want to keep this report handy. It contains important information that will be extremely valuable to you as you search for a competent firm you can **trust**.

My name is Sean Robertson, President of Strategic Technology Associates, and author of the Amazon bestselling book “The Business Owner’s Essential Guide to IT and All Things Digital”. We’ve been providing IT services to businesses in Atlantic Canada since 2007. You may not have heard of us before, but I’m sure you’re familiar with one or more of the businesses who have sought our help in the past. A few of their comments are enclosed.

**One of the most common questions prospective clients will ask an IT provider 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 put this report together. It’s probably my hardest-working employee, it’s doing three jobs.

- It gives an easy way to answer that common question and to educate all prospective clients who come to us on the standard ways IT companies package and price their services, as well as the pros and cons of each approach.
- It brings to light a few “industry secrets” about IT service contracts and SLAs (Service Level Agreements) that almost no business owner thinks about, understands, or even knows to ask about. IT service contracts can end up burning you with hidden fees or locking you into a long-term contract where the company is unwilling or unable to deliver the quality of service you need.
- It educates business owners on how to pick the right IT services company for their specific situation, budget and needs based on the VALUE that 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 can work 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,

*Sean Robertson*



## **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.
  - 17 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data.
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# About the Author

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Sean has been working with technology for more than thirty-five years. When he was only sixteen years old, still in high school, he co-founded Universal Programming in Halifax, Nova Scotia. After working his way through school by developing payroll and manufacturing systems, he accepted his first “real job” supporting and installing accounting, point of sale and front desk systems throughout Atlantic Canada. After settling in Moncton, New Brunswick, Sean accepted a leadership role with General Electric Appliances Canada and was able to further round out his experience with diverse leadership roles in Technology, Customer services and Logistics.

After several years with GE, Sean accepted a role with a Moncton-area manufacturer leading the company’s Customer Service, Manufacturing Operations and Technology teams as Vice President of Operations and Chief Information Officer.



**SEAN ROBERTSON**  
**PRESIDENT & CEO**

**STRATEGIC TECHNOLOGY ASSOCIATES**

In 2007 Sean recognized an opportunity to bring enterprise level technology management to small and medium-sized business and founded Strategic Technology Associates (STAI). Spending so many years managing corporate customer service teams and technology teams at an executive level provided a strong foundation for building a customer focused, results oriented technology management company. His first customer is still a valued client.

Sean authored an Amazon bestselling book in 2015, “The Business Owner’s Essential Guide to IT and All Things Digital.” This book is a number one best seller in six categories and was written with 21 other IT experts from across North America.

Most recently, Strategic Technology Associates was named one of the top 500 IT companies in the world, and one of the top with 10 or less employees.

Strategic Technology Associates operates throughout Atlantic Canada, using a different strategy than most other technology service providers. STAI’s business model does not permit profit from client computer problems. Instead networks, desktops, and servers are managed proactively to minimize downtime and save clients money.

## Comparing Apples To Apples: The Predominant IT Service Models Explained

Before you can accurately the fees, services and deliverables of one IT services company to another, you need to understand the 4 predominant service models most of these companies operate under. Some companies offer a blend of all 4, while others are strict about offering only one service plan. The 4 predominant service models are:

- **Time and Materials.** In the industry, this is called “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 by buying a block of hours. The scope of work could be as small as resolving a specific problem (like removing a virus) or encompass a large project like a computer network upgrade or move with a specific result and end date. 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.” Not only do they install and support all the devices and PCs that connect to your server(s), they also offer 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.
- **Co-Managed IT Services.** In this model the client provides some level of IT service but needs assistance in other areas. Typically, the client provides help desk service and the IT services company provides server and network support, vice versa. In either case, the client’s tools are provided by the IT services company and both teams act as one IT department.
- **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 - NOT your entire computer network with 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 likely refer you to “your IT department.” While it’s often a good idea to buy some basic-level support package with a critical software applications you use to run your business, does not 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. Let’s dive into the pros and cons of each 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; that's why it is my sincere belief that the Managed IT Services approach is by far the most cost-effective and smartest option for any small business. The only time I would recommend a "Break-Fix" approach is if you already have a competent IT person or team proactively managing your computer network and have a specific IT project to complete that your in-house team doesn't have the time or expertise to implement (such as a network upgrade, installing a backup solutions, etc.). Outside of that specific scenario (and I really do mean that specific scenario. In any other context where you already have a competent It person or team, I would recommend Co-Managed IT Services), I do not think the break-fix approach is a good idea for one very important, fundamental reason: Like Benjamin said, 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 that 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, and one thing only: Compromise your networks for illegal activities.

Their intent is to access financial information and passwords to rob you (or your clients), create fake identities for credit card fraud, and so on. In other cases they may want to use your computer network to send illegal spam, host pirated software, spread viruses, etc. Some do it just for the "fun" of being able to make computer systems inoperable (Seriously!). 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 your systems have to remain ever vigilant against their attacks.

Of course, this doesn't even take into consideration other common data disasters: Rogue employees, lost devices, hardware failures (which are the #1 reason for data loss), fire and natural disasters, and a host of other issues which 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 event client contact information such as e-mail addresses. Trust me, it's not something you want to have to deal with.



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 (in other words, what a “Break-Fix” company does).

## Should You Just Hire A Full-Time IT Manager?

in most cases, it is not cost-effective for companies with less than 100 employees to hire a full-time IT person, because you can outsource this function of your business for far cheaper, and with a lot less work. That being said, 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. **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 interest 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. The more problems you have, the more they profit - 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 longer to resolve an issue than a senior technician, who could have resolved it in a fraction of the time. There is no incentive to properly manage the time of that technician or their efficiency; they have every reason 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: The reality is they won’t.

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. Since you likely 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. Can you?

Finally, it makes budgeting for IT projects and expenses a nightmare: 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 with over 750 different 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 to understand exactly what you want to accomplish FIRST and then customize a solution based on your specific needs and budget.

**Hourly Break-Fix Fees:** Most IT services companies selling “Break-Fix” services charge between \$75 and \$225 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, fees range widely based on the scope of work outlined. If you are hiring an IT consulting firm for a project, you should 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 are, the better. Detailing your expectations upfront will go a long way in avoiding miscommunications and additional fees later on, and getting you what you REALLY want.
- **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 Atlantic Canada, that fee is somewhere in the range of \$125 to \$350 per server, \$110 to \$195 per desktop and approximately \$15 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 updates and monitoring.
- Firewall updates and monitoring.
- backup monitoring and test restores.
- Spam-filter installation and updates.
- Spyware detection and removal.
- Monitoring hardware for signs of failure.
- Optimizing systems for maximum speed.
- Unlimited access to a helpdesk.
- Unlimited technology consulting, from a qualified consultant.

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, or laptops.
- Software licenses, such as Microsoft Office365.
- On-site support.
- A user’s home PC when trying to access the network.
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**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 17 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 which provider is right for you. Then make sure you get this IN WRITING.



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# 17 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 phone 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 executive we support work outside normal hours and consider it their most productive time, If they can't access their computer network and can't get hold of anyone to help them, we're failing them.

**Q2: Do they take 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 reasonable questions?**

Our Answer: Our technicians are trained to have the "heart of a teacher" and will take time to answer your questions, explaining everything in understandable terms.

**Q3: 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.

**Q4: 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'll never have to guess what you are paying for. We also double-check our invoices for accuracy before they are sent to you.

### **Q5: Do they adequate errors and omissions insurance as well as workers' compensation insurance to protect YOU?**

Our Answer: Here are a few things 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? 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 errors and omissions insurance AND workers' compensation - don't be shy about asking to see their latest insurance policies!

True Story: A few years ago in the US, Geek Squad was slapped with multimillion-dollar lawsuits from customers for bad behavior by their technicians. In some cases, their techs where 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.

### **Q6: 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 to take as much time as they want completing a project.

## **Maintenance Of Your Network**

### **Q7: 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.

### **Q8: 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, 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.

### **Q9: 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 adding/removing users?
- Is hardware and/or software included?
- What about 3rd-party software support? (We recommend this be 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 hardware and software are included, what happens if you cancel the contract?
- Are off-site backups included? To what degree?
- If the event of a major disaster, is restoring your network included or extra?
- What about on-site support calls, or support to remote offices?
- Are home PC’s, being used to access the company’s network after hours, included or extra?

## **Backups and Disaster Recovery**

### **Q10: Do they INSIST on monitoring an off-site as well as an on-site backup, or are they letting you rely on outdated backups?**

Our Answer: We do not allow our clients to use tape backups because they are, frankly, incredibly unreliable. We make sure all of our clients have image-based backup solutions - this means whole servers can be recovered in less than 30 minutes.

### **Q11: 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: Your backups are tested every day. We can always confirm that your data is safe and sound. After all, the WORST time to “test” a backup is when you desperately need it.



## **Q12: 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 the rare case a hardware failure or software glitch causes a major problem.

## **Q13: 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**

## **Q14: Is their helpdesk internal or outsourced or provided by an overseas company?**

Our Answer: It can be difficult dealing with an outsourced or overseas helpdesk; that's why we have our own in-house helpdesk team, and overflow support from a team of over 240 engineers located across North America.

## **Q15: 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're sharp dressers and show up on time - if they can't (for some odd, unforeseen reason), we always notify the client immediately. We believe these are minimum requirements for delivering a professional service.

## **Q16: 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'll happily serve as liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you.

## **Q17: When something goes wrong with your Internet service, phone systems, printers, or other IT services, do they own it? 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 plain ol' good service in our eyes, and something many computer guys won't do.



# **A Final Word And An Assessment Offer To Show You How To Eliminate System Slowness, Crashes And Viruses To Drastically Lower Your IT Maintenance Costs**

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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 an IT Optimization Plan for your company as a next step in engaging with us. This service normally costs \$997. Because you've taken the time to review this report, you'll receive a \$500 discount, I guarantee you will find this consult to be extremely valuable and eye-opening.

Looking forward to your call!

Sean Robertson  
Presiden & CEO  
(506) 854-2576  
[www.GetStrategic.ca](http://www.GetStrategic.ca)

# The 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 Sean Robertson  
President & CEO, Strategic Technology Associates  
Author, Amazon Bestselling Book "The Business Owner's Essential Guide to IT and All Things Digital"

Dear Colleague,

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

Maybe you're experiencing **chronic problems** with your computer and phone systems that your IT provider just never seems to resolve.

Maybe it has become easier for you to find a work-around or, heaven forbid, **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.

## **A Customized IT Optimization Plan, And 27-Point IT Systems Security And Performance Assessment**

If I just described your situation, consider signing up for a customized **IT Optimization Plan** 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. **Here's what I have in mind...**

First, I want to perform our proprietary **27-Point IT Systems Security and Performance Assessment** on your computer network (one that's been molded and perfected over the past decade).

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 more than 10 years, we've truly perfected a streamlined process for helping companies like yours get their IT systems working the way they're supposed to.

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**After conducting this assessment, we'll have the answers to important 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? (Just between you and me, 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 keep in touch with us to let us know how you're doing and how your implementation has gone.*

**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...

In the unlikely and unprecedented event that you feel like you wasted your time, and we don't find a way to dramatically improve your situation. **I'll refund your assessment fee and send you a check for \$100 immediately**, no questions asked. Your time is your most valuable asset; I respect that. To date, we've NEVER had anyone say that their time has been wasted, 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 on 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, and finally take all your IT complaints off your plate.**

## Here's How This Works:

First, you'll fill out a brief IT Analysis Questionnaire on our web site: [www.GetStrategic.ca/IT-survey](http://www.GetStrategic.ca/IT-survey). This gives us the basic information we need about you to prepare for our meeting.

Once you complete this, I'll call you and set up a convenient time for us to conduct our **27-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.

## So Why Would We Provide A Discount For This Service?

**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 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 - **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, check about the next page for **"Value in Advance Promise"** to you...

## You'll Find This Consultation To Be Incredibly valuable Or We'll Refund Your Assessment Fee And Send You A Check For \$100 As Compensation For Your Time

Now, obviously, this is an amazing offer that you'll probably neversee from any other IT company or computer expert. But I'm SO confident 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.

- **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 ten workstations. If that's not you (or you're 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: (506) 854-2576.

- **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 executives. Therefore, the \$500 discount is only available if you are the owner of the business or an executive. You can still receive the assessment, but without the discount.

## **If You Meet The Criteria Above, Here's How We Get Started:**

### **Step 1:**

Go to the website 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.GetStrategic.ca/IT-survey](http://www.GetStrategic.ca/IT-survey)

### **Step 2:**

Once we've received your application and reviewed it, we 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 **27-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.GetStrategic.ca/IT-survey](http://www.GetStrategic.ca/IT-survey)

Dedicated to your success,  
Sean Robertson  
President & CEO, Strategic Technology Associates  
Phone: (506) 854-2576

[www.GetStrategic.ca](http://www.GetStrategic.ca)



# What Other Atlantic Canadian Businesses Are Saying About US

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## Exceptional Hands-On Service

“Strategic Technology deals with clients in a very friendly manner. They know their products; they give valued advice and always find a solution to our problems. Their services are always personalized. They are known to go above and beyond to provide exceptional hands-on service.

They have worked quickly and efficiently, and are consistently helpful with any issues we encounter. I have confidence that Strategic Technology will get the job done.”

**Mathieu Fournier, President, Alltrim Construction**

## Above The Rest

“Strategic Technology is above the rest, especially in the areas of customer service and knowledge. They really know what they’re doing; they are available at any time and I have never had a problem reaching them, an amazing company to work with! They are clear and concise.

They work promptly and efficiently and explain things in a way so as to make me comfortable with the outcome. I have recommended them several times, and will continue to do so.”

**Joanne Despres, Owner, Bone Appetit**

## Not only An IT Service Provider, A Valued Partner

“Strategic Technology Associates has built a good reputation with their professionalism, efficiency, and quick problem-solving skills. From our first meeting, I was impressed with their knowledge and capabilities to support our IT needs. they have since become an important planning resource with their hands-on approach and ongoing effort to understand my business. Strategic Technology Associates is not only an IT service provider, they are a valued partner.”

**Norma Taylor, Office Manager, Actus Law**