



The IT Buyers Guide

What Every Business Owner MUST Know About 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

937-533-4683 | info@opti-vise.com | www.opti-vise.com

The Greater Dayton 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 service 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, email and data.

Provided as an educational service by:

Kyle Hamilton | Vice President & Co-Founder

Opti-Vise IT

127 West Main Street

Eaton, OH 45320

937-533-4683 | info@opti-vise.com | www.opti-vise.com

Never Ask an IT Services Company, "***What Do You Charge for Your Services?***" Instead, You Should Ask, "***What Will I Get for My Money?***"

Dear Colleague,

If you are the CEO of a business in Greater Dayton and are currently looking to outsource some or all of the IT support for your company, this report contains important information that will be extremely valuable as you search for a competent firm you can **trust**.

My name is Kyle Hamilton, Vice President & Co-Founder of Opti-Vise IT. We've been providing IT services to businesses just like yours in the area for over 15 years. You may not have heard of us before, but I'm sure you're familiar with one or more of the clients that we serve. A few of their comments are enclosed in this report.

One of the most common questions we get from new prospective clients calling our office is "What do you guys charge for your services?" Since this is such a common question - and a very important one to address - I decided to write this report for 3 reasons:

- I wanted an easy way to answer this question and educate all prospective clients who come to us on the most common ways IT service companies package and price their services, and the pros and cons of each approach.
- I wanted to bring to light a few "industry secrets" about IT service contracts and SLA's (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.
- I wanted to educate business owners on how to pick up the ***right*** IT service 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.



About Opti-Vise IT

Opti-Vise IT was founded in 2007 in response to a common need. Local business owners were becoming increasingly dependent on IT to run their operations, but couldn't afford to hire an in-house resource to manage the effort. This need led Kent and Kyle Hamilton to create a vision for delivering IT Network Management Solutions specifically tailored to small and medium business environments.

Over the past 15 years we have established ourselves as a trusted IT partner, serving 70+ small and medium business clients in the Greater Dayton Area. As an IT business partner, we believe that our team should serve as an extension of your team. That is why we go above and beyond to serve you with integrity, with open and honest communication as the core of our values. Our clients commend us for our ability to communicate both the technical impact and business value in terms that are easily understood. This empowers you with the knowledge and confidence required to make sound business decisions in today's technology driven environment.

By establishing a solid IT network infrastructure and managing the services required to maintain and secure the environment, we provide a predictable and reliable IT experience. Our team of local and responsive technicians are available to you on-demand, serving as an extension of your team. For significantly less than the cost of one in-house resource, we provide an all-inclusive solution that scales to fit your business and your budget.

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 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 service 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, cybersecurity services, backup and disaster recovery services, 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 services 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 managed IT approach is, by far, the most cost-effective, smartest option for any 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 Prevention 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 email addresses.

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

Should You Just Hire a Full-Time IT Manager?

In most cases, it is not cost-effective for companies with under 50 employees to hire a full-time IT person, because you can outsource this function of your business far cheaper and with a lot less work, but you DO want to hire a professional to perform basic maintenance just as you would hire an attorney to handle your legal matters or an accountant to prepare your taxes. **And if you truly understand the cost of your TIME and factor in employee productivity, the managed IT services model is considerably less expensive over time than the "break-fix" model.**

Why "Break-Fix" Works Entirely in the Consultant's Favor, Not Yours

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

Under this model, the IT consultant can take the liberty of assigning a junior (lower-paid) technician to work on your problem who may take two to three times as long to resolve an issue that a more senior (and more expensive) technician may have resolved in a fraction of the time. There is no incentive to properly manage the time of that technician or their efficiency, and there is every reason for them to prolong the project and to find MORE problems than solutions. Of course, if they're ethical and want to keep you as a client, they *should* be doing everything possible to resolve your problems quickly and efficiently; however, that's akin to putting a German Shephard 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 forms. We are providing this information to give you a general idea of what most IT services forms 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 \$101.00 and \$200.00 per hour with a one-hour minimum. In most cases, they will give you a discount of 5% to as much as 30% 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 Dayton, that fee is somewhere in the range of \$100.00 to \$150.00 per server device per monthly and \$25.00 to \$50.00 per desktop device monthly.

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

- Security patches applied weekly, if not daily, for urgent and emerging threats
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Backup monitoring and test restores
- Spam-filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed

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, PC's, laptops, etc.
- Software licenses
- On-site support
- Etc.

Warning! Gray areas of "all-inclusive" service contracts. In order to truly compare the "cost" of one managed service 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 expansive than another until you look closely at what you are getting.

The following 21 questions to ask your IT services provider that will clarify exactly what you are 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 it 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 8:00 a.m. to 5:00 p.m. and give all clients an emergency after-hours phone number they may call if a problem arises, even on weekends. Why? Because many of the CEOs and executives we support work outside normal hours and find it the most productive time they have. If they cannot access their computer network AND can't get a hold of anyone to help them, it's incredibly frustrating.

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

Our Answer: We guarantee to have a technician working on a problem within 60 minutes or less of your call. This is written into every service agreement we give our clients because it's standard procedure.

Q3: Do they take the time to explain what they are doing and answer your questions in terms that you can understand (not geek-speak), or do they come across as arrogant and make you feel stupid for asking simple questions?

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

Just look at what one of our clients have to say about the service they receive from our experienced technicians:



The Staff Demonstrates Care Beyond Our Use of IT

"I appreciate the fact that we are more than just clients or an organization. There is an understanding from the staff at Opti-Vise which demonstrates care beyond our use of IT. The greatest value are the relationships and time given to meet our needs. Get to know the staff and their care for you and your work. They will determine what is best,

from an IT standpoint, to help you and your business accomplish your goals."

Dan Denlinger, *Eaton Community Church*

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 monthly and quarterly review meetings with our clients to look for new ways to help improve their operations, lower costs, increase efficiencies and resolve any problems that may be arising. Our goal with these meetings is to help our clients be more profitable, efficient, and competitive.

Q5: Do they provide detailed invoices that clearly explain what you are paying for?

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

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

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

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

Bottom line: make sure the company you are hiring has proper insurance to protect YOU.

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

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

Maintenance of Your Network:

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

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

Q9: Do they provide you with reports that can show 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: We have detailed reporting that shows an overall health score of your network and the updates to 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 monthly update on this material to 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 make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

Q11: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?

Our Answer: Yes; and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, any of our technicians can pick up where another one has left off.

Q12: When they offer an "all-inclusive" support plan, is it TRULY all -inclusive, or are their "gotchas" hidden in the fine print?

Our Answer: Our "all-inclusive" support plan is just that- all-inclusive, One of the more popular service plans offered by consulting firms today is an "all-inclusive" or "all-you-can-eat" managed services plan. These are actually a good thing because they'll save you a lot of money in the long run. HOWEVER, make sure you REALLY understand what is and isn't included. Some things to consider are:

- Is phone/email help desk included or extra?
- What about network upgrades, moves or adding/removing users?
- Is hardware and/or software included?
- What about 3rd-party software support? (We recommend that this IS included.)
- What are the costs/consequences of early cancellation?
- What if you aren't happy with their services? Do they offer a money-back guarantee?
- If the hardware and software is included, what happens if you cancel the contract?
- Are off-site backups included? To what degree?
- If you have a major disaster, is restoring your network included or extra?
- What about on-site support calls? Or support to remote offices?
- Are home PC's used to access the company's network after hours included or extra?

Backup and Disaster Recovery:

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

Our Answer: We do not allow our clients to use tape backups because tape backups are incredibly unreliable. We make sure all of our clients have Datto backup solutions in place. These solutions:

- Backup entire systems
- Files are stored locally and transmitted offsite
- All backups are tested automatically
- The user-friendly interface allows employees to regain access to their files quickly
- Datto uses image software to recreate your entire failed system with little to no downtime required

Just look at what one of our clients have to say about our backup solutions:

Our server went down on April 10th, during the busiest week of the year, and we were able to be back up and running that day.



"Our server went down on April 10th, during our busiest week of the year, and we were able to be back up and running that day. If we were doing it ourselves, our information, and possibly some of our clients, would have been lost. Opti-Vise responds quickly and resolves issues in a timely manner. When your computers are vital to your organization, why would you leave it to someone who does IT part time? Opti-Vise IT

has been there every time we've called." **Eric Thompson**, *Lloyd, Darner, Gunther & Ellis*

Q14: 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 monthly "fire drill" and perform a test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. After all, the WORST time to "test" a backup is when you desperately need it.

Q15: Do they insist on backing up your network BEFORE performing any type of project or upgrade?

Our Answer: We do, and that's simply as a precaution in case a hardware failure or software glitch causes a major problem.

Q16: 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 with their office, but at a minimum, their network will be covered should something happen.

Technical Expertise and Support:

Q17: Is there help-desk U.S.-based or outsourced to an overseas company or third-party?

Our Answer: We provide our own local 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.

Q18: Do their technicians maintain current vendor certifications and participate in ongoing

training- or are they learning on your dime?

Our Answer: Our technicians are required to keep the most up-to-date vendor certifications in all the software we support. Plus, our hiring process is so stringent, 99% of the technicians who apply don't make it through. (Guess who's hiring them?)

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 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. 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 important information on how to request a FREE IT Network Assessment 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.

Conversation with our Experts & Free IT Network Assessment

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: Kyle Hamilton
Vice President & Co-Founder, Opti-Vise IT
Eaton, OH

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 phone 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** then 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 Discovery Call With Our Experts, On-Site IT Network Assessment & Customized IT Optimization Plan

If I just described your situation, I want to give you a free Discovery Call and Network Assessment with me to 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 get to know you, your company, and your operations by having a Discovery Call. In this call we will discuss any specific concerns that you have with your current IT situation and what IT goals you want your company to achieve. During this call I will also tell you more about our company, our approach to network management, and the services that we offer. During this call we will schedule an on-site Network Assessment.

This Network Assessment has no charge or obligation. It only requires 60 minutes with me and one of my senior technicians. After doing these types of assessments for 15 years, we've truly perfected a process for helping companies like yours to get their IT systems working the way they are supposed to. We will take a look at all of your systems, make recommendations, and check on any concerns or points that you brought to my attention in our Discovery Call meeting.

After the Network Assessment, we'll be able to answer questions such as:

- Are your IT systems truly secured from hackers, viruses and rogue employees?
- Are your backups configured properly to ensure that you could be back up and running again fast in a disaster?
- Are you unknowingly exposing your company to expensive fines and litigation under new Ohio data-breach laws?
- Could you utilize cheaper and more efficient cloud-computing technologies to lower IT costs and make it easier to work remotely?
- Are your systems optimized for maximum speed and performance? (I can tell you, 99% of the computer networks we review are NOT.)

Once we have a clear picture of the state, health, and performance of your current IT systems, we'll then deliver a **customized IT Optimization Plan** that will show you how to eliminate every single nagging problem, enable you to work faster and easier and lower IT costs wherever possible.

At the End of this Assessment, One of Three Things Will Happen:

You love the plan and decide to implement it on your own. If this is the case, we'll wish you the best of luck and *ask that you keep in touch with us to let us know how you're doing.*

You love the plan and ask to become our client so we can personally help you implement it ASAP. *If that's the case. we'll knock it out of the park...and that's a promise.*

Or finally...

In the unlikely and *unprecedented* event that you feel like you wasted your time, and that we don't find a way to dramatically improve your situation, **we will send you a check for \$100 immediately.** No questions asked. Your time is your most valuable asset, and I respect that. To date, we've NEVER had anyone say that we've never wasted their time, so I feel completely comfortable making this guarantee to you.

Think about this...

The "worst" that can happen is you get \$100 for "wasting" an hour having an independent third party validate and review the security, speed and health of your computer network.

The best that can happen is we work together to finally take all IT complaints off your plate.

Here's How This Will Work:

First, you'll fill out a quick request to get started with the customized IT Optimization Plan on our website: www.opti-vise.com/discoverycall

You can select a meeting time for your discovery call once you fill out the form or Lorin from our office will call you to set up a convenient time.

We will then schedule your on-site Network Assessment in our Discovery Meeting.

After the Network Assessment, 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 mentioned before, 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 client testimonials.)

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:

- **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 or more 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: 937-533-4683.
- **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 schedule your Discovery Call to get started. Don't worry, it's EASY, simple and unobtrusive.

www.opti-vise.com/discoverycall

Step 2: Once you've completed the Discovery Call fields, if you do not schedule the appointment on the browser yourself, Lorin from our office will call you and set up the meeting.

This initial Discovery Call Meeting will be between 30 and 60 minutes. This is where we will learn more about your company, your operations, your current IT situation, and hear the goals you have for your IT moving into the future. We will also give you information about us, our company, and our approach to network management, to see if we would work well together and be a good fit. After this meeting, if you wish to proceed, we will schedule your free, no-obligation Network Assessment.

Step 3: After the Network Assessment is conducted on-site, we'll prepare a customized IT Optimization Plan and "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 of ours - *that's OK too*. By the way, we've *never* had anyone fee; 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 and you'll be glad you did:

www.opti-vise.com/discoverycall

Dedicated to your success,

Kyle Hamilton
Vice President & Co-Founder | Opti-Vise IT
937-533-4683

See What Other Business Owners Are Saying

Financial Services



It's An Investment That Gives Us Peace Of Mind

"We moved to the Optimize-IT Network Support program a few years ago. We felt like we were always one step behind when it came to technology. After hiring Opti-Vise, we feel like we are now one step ahead. They took the time to get to know our business and our specific needs and helped to upgrade our company's tech infrastructure, so our operations are more streamlined and efficient. Continuous monitoring helps prevent problems before before they cause harm or network downtime, and we know that Opti-Vise is available should an emergency arise.

For small businesses like us, hiring an IT company can have huge financial impacts. We feel like it is a necessary investment that gives us peace of mind. If you are looking for a reputable IT company with experience and expertise to keep your office running smoothly and efficiently, you should contact Opti-Vise." **Brad VanVleet, VanVleet Insurance**



Opti-Vise Surpasses The Competition By Being Very Responsive To Our Needs

"The single biggest benefit that our company has received since partnering with Opti-Vise is the peace of mind we have gained, A big advantage for us is knowing that our IT department and security of our clients' information is handled by a professional service that is up to speed in the ever-changing IT environment. Opti-Vise surpasses the competition by being very hands on and responsive to our needs. We know we can count on them to manage our IT and handle any other issues we may experience. The quality of service that Opti-Vise provides is much better than all the other IT services we have worked with in the past. Our experience has been excellent, and I feel that Opti-Vise would do an outstanding job for anyone's IT needs. "

Tim Miller, *Harrington-Hoch Insurance*



IT Solutions Delivered Professionally and Timely

"Opti-Vise has always delivered solutions in a professional and timely manner for our agency. We've established a strong relationship that has been in force for many years. When Kent Hamilton first started this business, he wrote programs to meet the needs of a business I ran back in the 1980's. I believe I was on of his very first clients! In short, this business relationship has spanned multiple decades and I am glad it has!"

Carol Unger, *Roselius Insurance*



The Ability To Confidently Outsource Our Network Management To A Competent And Capable Team Is A Huge Benefit To Us

"Having the ability to confidently outsource our network management to a competent and capable team is a huge benefit to us. The value and attention that we receive makes it an easy decision when compared to hiring our own in-house resource. I would tell any business looking for IT support that Opti-Vise has provided our bank with a valuable service for over 11 years, and we have never even thought about looking for an alternative. I think the longevity of the partnership speaks volumes as to what Opti-Vise can provide any company who is considering their services." **Brian Shera**, *Twin Valley Bank*



They Do A Great Job Communicating With Our Team

"By partnering with Opti-Vise IT, my company has been able to transition from utilizing an in-house resource, to outsourcing the effort. With plans to update our software, we have the confidence that Opti-Vise can work with us to identify the best solution, and work through that transition smoothly. They do a great job communicating with our team members, and we are very thankful for their daily support and customer service." **Tak Kuroda**, *Suncall America Inc.*

HAMMELMANN®

Opti-Vise Provides Us With The Immediate Response And Excellent Communication That We Need

"We decided to change IT vendors because we needed a timely response to our technical issues. Opti-Vise IT came highly recommended, and we have not been disappointed! We can call or email their team anytime 24/7 and receive an immediate response every time. Not only do they respond quickly, but they keep us informed about the status of the issue until it is resolved. The communication we receive from their team stands above the competition. We have monthly meetings to discuss all our IT issues and concerns to be certain that everything is aligning with our needs. I would urge any business to proceed with Opti-Vise not only for their superior support, but for their communication and clarity, Opti-Vise was referred to us and we would recommend them without hesitation. WE are very happy with our decision to partner with Opti-Vise IT." **Denny Mesarvey**, *Hammelmann Corp.*

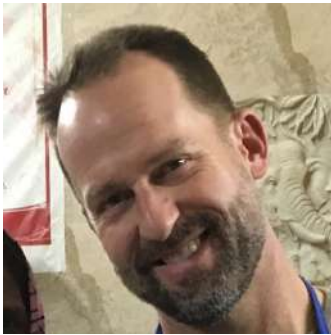


Treat Us Like Family And Have Our Best Interest At Heart

"Opti-Vise respects the importance of our growing private practice, They understand the workflow of our company and gear solutions towards bettering our daily success. The tech team works closely with us to solve issues and provide client education. We have partnered with Opti-Vise for IT management for close to 20 years, which speaks for itself. WE have experienced dedicated technicians, honest feedback, and fair proposals. They treat us like

family and have our best interest at heart. "

Jennifer Miller, *Dayton Center for Neurological Disorders*



We Can Plan Proactively For Our IT Needs

"The single biggest benefit since partnering with Opti-Vise has been the ability to plan proactively for our IT needs. Not only does Opti-Vise serve as a strategic partner, but they also manage proactive services such as updates for our network. They have customized a plan that fits our current need and sets us up for future success.

Dr. Ryan Harris, *Harris Periodontics and Implant Dentistry*



Peace Of Mind Knowing Our Data Is Backed Up

"Peace of mind is a huge benefit working with Opti-Vise! Previously in the event of an IT issue, we had nowhere to turn. Now, if anything happens, the solution is just a phone call away. Not to mention the peace of mind knowing that our data is backed up. Being in the health field, it is imperative that patient records are kept safe. Every problem we have is met with outstanding customer service. As a business owner, I believe that you cannot go

wrong with Opti-Vise. Their customer service, support, and professionalism exceed my expectations. It is worth every penny!"

Dr. Casey W. Stevens, *Runnels Chiropractic*

Agriculture



We Have Never Felt Like a Number On A Service Ticket And Are Always Treated As A Top Priority

"Working with Opti-Vise IT has felt a lot like working with family. We appreciate being able to call their team, knowing that when we have a problem it will ne worked to resolution. They never make us feel like our questions are dumb and do a great job of communicating with kindness and respect. We know the technicians will go above and beyond for us, even when it requires

working with the vendor to get an answer. We have never felt like a number on a service ticket and are always treated as a top priority. There have been several instances when we call to report an issue only to find they are already working on it, and the next thing we

know, there is a tech walking in the door, To receive this level of service, and to know what the bill will be every month without any surprises, is a huge benefit of working with the team at Opti-Vise IT." **Greg Brubaker**, *Brubaker Grain & Chemical*



We No Longer Worry About Losing Data

"We no longer worry about the possibility of losing our data should something catastrophic happen. I no longer worry about spending my time spinning my wheels to fix something if something goes wrong. I can put in a service ticket and I know it will be resolved. If someone was on the fence about choosing Opti-Vise as their IT firm, I would let them know that they couldn't choose an IT firm that cares more about their company than Opti-Vise. Opti-Vise

doesn't just care about business, but they genuinely care about people."

Shauna Deaton, *Deaton Soil Services*

Skilled Services



Large Scale Capabilities With Personal Attention

"There are many things to worry about as a business owner, but with Opti-Vise, the viability and protection of my data has not been one of them. They offer large scale capabilities while still being able to provide us with the personal attention we appreciate. This is a crucial service. Going with Opti-Vise was a good business move for me almost 8 years ago and still is today."

Fred Treitmaier, *Slabdocs, Inc.*



Enabled Us To Focus On Our Company

"Working with Opti-Vise has enabled us to focus on the needs of our company and have peace of mind knowing that our IT is in good hands. Their team is proactive, as well as reactive to needs when they arise. WE have been able to upgrade and streamline our network, making it much easier to use. And we know that if we have an issue, we have a wonderful, competent network of professionals to help. We have been very happy with Opti-Vise IT."

Doug Mikesell, *Reynolds Plumbing*



We ALWAYS Reach A Person When Calling Their Office

"For us, peace of mind has been the single biggest benefit of working with Opti-Vise IT. Using their Data Protection services, we know that should anything happen to our building or computers, we will always have our most vital information available to operate business as usual. We are confident that the team at Opti-Vise has the experience to get the job done, and we greatly appreciate that we can ALWAYS reach a person

- not just an automated response - when calling their office." **Carrie Tucker**, *Catron's Glass*

Non-Profit



Took Seriously Our Need To Be Back In Business Quickly

"One day we came into work and our server had crashed - hard and permanently. Opti-Vise treated us like we were their number one priority and had a game plan in place and implemented it with barely a hiccup in our daily operations. They took seriously our need to be back in business quickly and marshaled the talent and the equipment to make it happen."

Kelly Henrici, *Greater Dayton Volunteer Lawyers Project*



Working With Opti-Vise Is Like Having Someone On Your Team, Ready To Serve, At A Fraction Of The Cost

"Not only do I know our systems are updated and managed regularly, but if we have a need, the Opti-Vise support team is on hand to assist in a timely manner. This ensures we have less downtime and more time to serve our mission. Opti-Vise provides excellent customer service every time. What would it cost you to hire someone internally who is equally qualified to protect your data and ensure a consistent

workflow? Working with Opti-Vise is like having someone on your team, ready to serve, at a fraction of the cost."

Melissa Vance, *Wayne County Area Chamber of Commerce*



The Response Time Is Remarkable

"The response time from Opti-Vise IT is remarkable. The tech team always get things done quickly and with little direction. They proactively recognize our IT needs while helping us maintain our aging equipment and a high level of security. The benefits will speak for themselves. It is money well invested."

Clayton Genth, H.I.T. Foundation

Local Government



Proactive, Responsive And A Great Team To Work With

"Since partnering with Opti-Vise, we no longer worry about our IT. They are proactive at solving issues and we haven't had any that they couldn't resolve. Other firms we have worked with in the past took days to respond to our service tickets and often struggled to resolve the issue. Not with Opti-Vise. We can always count on them to get the job done quickly and successfully. They are helpful and understanding in our time of need and our tickets always

receive a response the same day we submit. Troubleshooting of our issues often begin within the hour! Their services are worth the investment if you want all IT worries to go away. Opti-Vise is proactive, responsive, and a great team of people to work with."

Valerie Shaffer, EDC of Wayne County



Well Staffed And Quality Of Service

"The biggest benefit to working with Opti-Vise has been having someone that is able to address our IT issues immediately. At Opti-Vise, they are well staffed and able to care for multiple clients at a time without sacrificing the quality of service. If your business is looking for an IT service provider, call and talk with the team at Opti-Vise. You won't be disappointed."

Kevin Schweitzer, City of Clayton



They Help Us Find Solutions In A Proactive Manner

"The biggest benefit since partnering with Opti-Vise is the peace of mind they provide. We do not have to worry about the security and function of our systems, because we know we can rely on them. We are very comfortable with their IT expertise and communication. Opti-Vise is very easy to work with. They help us find solutions for our needs in a proactive manner."

Bradley K. Collins, *City of Eaton*

To read more client success stories visit www.opti-vise.com/client-reviews/

To learn more about your company's network with our Free Network Assessment and to receive your Free IT Optimization Plan, schedule your conversation with our experts at www.opti-vise.com/discoverycall