PRO MANAGED IT
WE'LL KEEP YOU UP AND RUNNING

CUSTOMER EXPERIENCE

6404 Glacier Lane North
Maple Grove, MN 55311
P: 612-444-3174 • F: 612-444-3175
www.ProManagedIT.com

"I was tired of all the network headaches. I just wanted it to work!" - CEO, Technology Company

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As the IT Manager at *TC[1],* Bill looked forward to reporting the results of his hosted IT project to his bosses:

- ✓ **Savings**: $41,000 in capital outlay on the new IT network
- ✓ **Productivity**:   Up 25%.
- ✓ **Internal Rate of Return**:   173% over 4 years

"With PRO Managed IT, we had no capital outlay and our network HW/ SW[2] is replaced every 2-3 years, at no cost to us. We are more productive because the time and resources we had been spending on IT network issues are now used for other high priorities. Our network is more secure, reliable and up-to-date than ever before."

The Backstory

For decades, *TC* has been a leader in the innovative design, manufacturer, installation and maintenance of thousands of complex products and technical systems that have stood the test of time. Bill was solely responsible for company Operations, including all of IT. *"I have good general IT skills and I know that managing our network backbone is important, but it's not my core competency."* He often took IT support calls during work and after hours but wasn't able to hire a full-time IT person or to keep up on the latest network technology.

"I had no more IT capital budget and I was concerned that our 8-year-old servers were going to fail at the worst possible moment. Constantly fixing end-user PC problems helped workers stay on task but kept me from paying more attention to the network and getting my own non-IT projects done." So, Bill set out to find a reliable partner to take care of their IT network in a cost-effective way. He was open to a managed IT (hosted) solution if it was flexible and priced to solve his main issues -- Bill turned to *PRO Managed IT*.

PRO Managed IT took the time to understand *TC's* business objectives, operations and daily processes. They then conducted a thorough technical assessment of *TC's* entire IT network infrastructure[3] (HW & SW) and tailored our *Hosted Service™* to fit *TC's* specific needs. Bill's report on this project included the following results:

Deliverables:

- *PRO Managed IT* bought, installed, and maintains virtually all of *TC's* new IT network HW & SW infrastructure including: Anti-virus protection, BDR items, Web filtering, spam filtering, data theft protection, all HW & SW updates & upgrades -- and seamlessly replaces the HW every 2-3 years   with **No capital outlay for *TC*.**

- *PRO Managed IT* redeployed existing servers for TC's CAD requirements, for onsite duplicate data storage; and placed the new network infrastructure and back-up in our **Tier III hardened, resilient datacenter in Minneapolis.**

- *PRO Managed IT* set-up a **secure file & folder structure** that only allowed authorized employees to access certain confidential files.

Benefits to *TC*:

- *TC* had **No capital outlay** for their new IT network:
  - **Saved $41,000** in Capital outlay (HW/SW) in Year 1
  - **Productivity ≈ $26,000** annualized at 25% of the IT Manager's time on revenue producing projects
  - **TC saves future capital outlay** when the network is replaced by *PRO Managed IT* (every 2-3 Years).
  - **Internal rate of return of 173%** over 4 years.

- *TC* is **confident in network security & reliability** and got the ability to do hourly back-ups and recover their data onsite and from our Minneapolis data center.

- *TC's* management team gained **peace of mind** about how they are protecting their sensitive company data. **… Now *TC* focuses on growing their business.**

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[1] The names of this Technology Company and IT Manager are withheld due to the confidentiality requirements with their customers.
[2] HW and SW refers to network-related hardware and/or software.

"The way I see it," Bill says, *"A 25% productivity improvement is like giving me 3 months of time every year. My IT expenses are lower and much more predictable. I stopped worrying about the network going down and now my time and capital budgets are focused on priorities that produce revenue for the company."*

A Whole New Ballgame

Until a few years ago, SMBs might have gotten away with using obsolete network equipment with outdated software then forgetting about it until it died – but those days gone.

IT networks touch everything your company does and today's dangerous new cyber threats require constant vigilance and more investment in capital and people. Hidden IT costs also keep going up because IT network problems cut into productivity forcing management teams to spend a lot more time dealing with IT to avoid hurting their bottom line.

As one senior IT executive stated: *"The network is in the middle of virtually every service offered and is a core component to every person in the business ecosystem. That means that if the network has a problem, potentially everything that's built on top of it has a problem.[4]"*

No doubt about it: From a business and a technology perspective, operating a reliable IT network infrastructure that safeguards your data and your company has become a whole new ballgame. More than ever, you need to keep your network up and running in the best, most cost-effective way possible.

Reflection and Wrap-up:

Before selecting us, the CEO of a successful SMB spoke to our President, Kevin Daly, about his IT environment and said, *"Kevin, I'm just tired of all the network issues and headaches. I just want it to work!" ...* That's what *PRO Managed IT* delivers.

All MSPs and their offerings are not the same:

- **Experience**: Our team has decades of executive, operations, project management and IT experience.
- **Pricing**: Our *Hosted Service™* financial model delivers more features and benefits than any other MSP.
- **Network**: The technical design parameters we apply to every customer's network (for performance, reliability, security, redundancy, etc.) go far beyond what SMBs can normally afford to do for themselves.
- **Partner**: We have a reputation for being easy to do business with and we foster a *do the right thing* approach to serving customers.

   . . . All of this is why we've never lost a customer to a competitor.

We enjoy getting better acquainted even if your IT project is planned for further down the road. So give us a call. We're happy to explain how at *PRO Managed IT, "We'll keep you up and running.***"**

For More Information, contact Bob Mariner at 612-444-3174, Ext. 2 or visit www.ProManagedIT.com

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[3] TC operated their environment with a mixture of in-house and outsourced IT support: Their 60+ employees were on 2 'old' servers running many virtual servers; TC's ERP package has 27 users; CAD 4 users; and their CRM package 5 users. TC outsourced its offsite data backup process. They have standard anti-virus protection, but no web filter. TC's currently uses Exchange 2007.

[4] Vaidy Iyer, Founder and CEO of appsFreedom and former senior manufacturing consultant for SEAL Consulting.