



The Small Business Owners' Guide To IT Support And Services

What You Should Expect To Pay For IT Support For Your Creative Agency

(And How To Get *Exactly* What You Need Without
Unnecessary Extras, Hidden Fees And Bloated Contracts)

Read this guide and you'll discover:

- ✓ The three most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ✓ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.
- ✓ 21 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data.

Provided as an educational service by:

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



From The Desk Of: Ty Romstadt
CEO of Razz Professional Services, Inc.

Dear Colleague,

If you are the small business owner of a creative agency in Los Angeles that is currently looking to outsource some or all of the IT support for your creative agency, this report contains important information that will be extremely valuable to you as you search for a competent firm you can **trust**.

My name is Ty Romstadt, CEO of Razz Professional Services, Inc.. We've been providing IT services to businesses in the Los Angeles area for over 13 years now. You may not have heard of us before, but I'm sure you're familiar with one or more of the other creative agencies that are clients of ours. A few of their comments are enclosed.

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

1. I wanted an easy way to answer this question and educate all prospective clients who come to us on the most common ways IT services companies package and price their services, and the pros and cons of each approach.
2. I wanted to bring to light a few "industry secrets" about IT services contracts and SLAs (service level agreements) that almost no small business owner thinks about, understands or knows to ask about when evaluating IT services providers that can end up burning you with hidden fees and locking you into a long-term contract when they are unwilling or unable to deliver the quality of service you need.
3. I wanted to educate small business owners on how to pick the **right** IT services company for their specific situation, budget and needs based on the **VALUE** the company can deliver, not just the price, high OR low.

In the end, my purpose is to help you make the most informed decision possible, so you end up working with someone who helps you solve your problems and accomplish what you want in a time frame, manner and budget that is right for you.

Dedicated to serving you,



About The Author

Ty Romstadt, founder and CEO of Razz Pro has been helping small businesses in Los Angeles manage their technology needs since 2010.

He began his career with computers as an audio recording engineer and editor back in the early 2000s. He worked for Apple from 2007-2009 in addition to working at a few other local businesses (graphic design and creative agencies), doing systems and network administration.

In 2010 Ty discovered a love for IT consulting and he decided to start a business of his own. Having worked with dozens and dozens of businesses over the last decade, Ty has developed systems and processes that enable business growth, provide competitive advantage and ensure business continuity through streamlined IT services & IT support. Ty holds certifications from Apple, Cisco and Google. He travels around the country to stay on top of the latest tools for technology and IT business strategies.



When Ty is not tangled up in ethernet wires, he loves singing and playing guitar with his wife and two boys.

Razz Pro is based in Culver City, CA.

We manage technology in a way that it will facilitate in growth, increased productivity and profitability of our clients. Our primary purpose is to free up successful business owners and their staff so they can focus on what they are passionate about. Our promise to our clients is to eliminate the worry, stress and anxiety for IT related problems and enable our clients to achieve their goals.

The value of our IT support offering is derived from our company core beliefs which are listed below.

Client experience is priority number ①
Refinement of process is always ongoing
We take pride in exceptional response times
If we recommend it, it's because we use it

We have dozens of client success stories posted on our website, over 40 5-star reviews on the Apple Consultants Network as well as several 5-star reviews on Google, Clutch, UpCity and Yelp. We care about our clients and are deeply invested in the success of their businesses, but don't take our word for it, read the reviews.



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 with another, you need to understand the three predominant service models most of these companies fit within. Some companies offer a blend of all three, while others are strict about offering only one service plan. The three 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 fixing a problem with your e-mail, or it may encompass a large project, like a network upgrade or move that has a specific result and end date clarified. Some companies will offer staff augmentation and placement under this model as well.
- **Managed IT Services.** This is a model where the IT services company takes the role of your fully outsourced "IT department" and not only installs and supports all the devices and PCs that connect to your server(s), but also offers phone and on-site support, antivirus, cyber security, backup, and a host of other services to monitor and maintain the health, speed, performance and security of your computer network.
- **Software Vendor-Supplied IT Services.** Many software companies will offer IT support for their customers in the form of a help desk or remote support for an additional fee. However, these are typically scaled-back services, limited to troubleshooting their specific application and NOT your entire computer network and all the applications and devices connected to it. If your problem resides outside of their specific software or the server it's hosted on, they can't help you and will often refer you to "your IT department." While it's often a good idea to buy some basic-level support package with a critical software application you use to run your business, this is not enough to provide the full IT services and support most businesses need to stay up and running.

When looking to outsource your IT support, the two service models you are most likely to end up having to choose between are the "managed IT services" and "break-fix" models. Therefore, let's dive into the pros and cons of these two options, and then the typical fee structure for both.

Managed IT Services Vs. Break-Fix: Which Is The Better, More Cost-Effective Option?

You've probably heard the famous Benjamin Franklin quote, "An ounce of prevention is worth a pound of cure." I couldn't agree more – and that's why it's my sincere belief that some form of managed IT is essential for every creative agency.



In our company, we offer different managed IT solutions to fit the needs of our clients. In some cases, where the business is small, we might offer a smaller set of solutions to ensure the most essential maintenance and protections are in place. For our smallest clients, they often find this the most economical. But for some of our midsize organizations, we set up a fully managed and much wider set of IT solutions and protections. By doing this, we can properly staff for accounts and ensure all of our clients get the fast, responsive support and expertise they need.

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 nor expertise to implement (such as migrating to a cloud-based solution, implementing a cyber security plan, etc.). Outside of that specific scenario, I do not think the break-fix approach is a good idea for general IT support for one very important, fundamental reason: you'll ultimately end up paying for a pound of "cure" for problems that could have easily been avoided with an "ounce" of prevention.

Why Regular Monitoring And Maintenance Is Critical For Today's Computer Networks

The fact of the matter is computer networks absolutely, positively need ongoing maintenance and monitoring to stay secure. The ever-increasing dependency we have on IT systems and the data they hold – not to mention the *type* of data we're now saving digitally – has given rise to very smart and sophisticated cybercrime organizations that work around the clock to do one thing: hack into your network to steal data or money or to hold you ransom.

As you may know, ransomware is at an all-time high because hackers make millions of tax-free dollars robbing one small business owner at a time. But that's not their only incentive.

Some will attempt to hack your network to gain access to bank accounts, credit cards or passwords to rob you (and your clients). Some use your computer network to send spam using YOUR domain and servers, host pirated software and, of course, spread viruses. Some even do it just for the "fun" of it.

And don't think for a minute these cybercriminals are solo crooks working alone in a hoodie out of their basement. They are highly organized and well-run operations employing *teams* of hackers who work together to scam as many people as they can. They use advanced software that scans millions of networks for vulnerabilities and use readily available data on the dark web of YOUR usernames, passwords, e-mail addresses and other data to gain access.

Of course, this isn't the only IT danger you face. Other common "disasters" include rogue employees, lost devices, hardware failures (still a BIG reason for data loss), fire and natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds. Then there's regulatory compliance for any business hosting or touching



credit card or financial information, medical records and even client contact information such as e-mail addresses.

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

Should You Just Hire A Full-Time IT Manager?

In most cases, it is not cost-effective for companies with under 100 employees to hire a full-time IT person for a couple of reasons.

First of all, no one IT person can know everything there is to know about IT support and cyber security. If your company is big enough and growing fast enough to support a full-time IT lead, you probably need more than one guy. You need someone with help-desk expertise as well as a network engineer, a network administrator, a CIO (chief information officer) and a CISO (chief information security officer).

Therefore, even if you hire a full-time IT person, you may still need to supplement their position with co-managed IT support using an IT firm that can fill in the gaps and provide services and expertise they don't have. This is not a bad plan; what IS a bad plan is hiring one person and expecting them to know it all and do it all.

Second, finding and hiring good people is difficult; finding and hiring skilled IT people is incredibly difficult due to the skill shortage for IT. And if you're not technical, it's going to be very difficult for you to interview candidates and sift and sort through all the duds out there to find someone with good skills and experience. Because you're not technical, you might not know the right questions to ask during the interview process or the skills they need to do the job.

More often than not, the hard and soft costs of building an internal IT department for general IT support just don't provide the best return on investment for the average small to midsize business. An internal IT department typically doesn't make sense until you have closer to 40 employees OR you have unique circumstances and need specialized skills, a developer, etc., but not for day-to-day IT support and maintenance.

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 prevent problems, stabilize your network or resolve problems quickly because they are getting paid by the hour when things stop working; 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 – one who may take two to three times as long to resolve an issue that a more senior (and more expensive) technician might resolve 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 find MORE problems than solutions. Of course, if they're ethical and want to keep you as a client, they *should* be doing everything possible to resolve your problems quickly and efficiently; however, that's akin to putting a German shepherd in charge of watching over the ham sandwiches. Not a good idea.

Second, it creates a management problem for you, the customer, who now has to keep track of the hours they've worked to make sure you aren't getting overbilled, and since you often have no way of really knowing if they've worked the hours they say they have, it creates a situation where you really, truly need to be able to trust they are being 100% ethical and honest AND tracking THEIR hours properly (not all do).

And finally, it makes budgeting for IT projects and expenses a nightmare since they may be zero one month and thousands the next.

What Should You Expect To Pay?

Important! Please note that the following price quotes are industry averages based on a recent IT industry survey conducted of over 750 different IT services firms. We are providing this information to give you a general idea of what most IT services firms charge and to help you understand the VAST DIFFERENCES in service contracts that you must be aware of before signing on the dotted line. Please understand that this does NOT reflect our pricing model or approach, which is simply to understand exactly what you want to accomplish FIRST and then customize a solution based on your specific needs, budget, and situation.

Hourly Break-Fix Fees: Most IT services companies selling break-fix services charge between \$80 and \$300 per hour with a one-hour minimum. In most cases, they will give you a discount of 5% to as much as 20% on their hourly rates if you purchase and pay for a block of hours in advance.

If they are quoting a **project**, the fees range widely based on the scope of work outlined. If you are hiring an IT consulting firm for a project, I 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, workflow, costs, security, access, etc. The more detailed you can be, the better. Detailing your expectations up front will go a long way toward 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 Los Angeles, that fee is somewhere in the range of \$200 to \$800 per server, \$50 to \$400 per desktop and approximately \$25 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 consistently for urgent and emerging threats
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Backup monitoring and test restores
- Spam-filter installation and updates
- Monitoring workstations and servers for signs of failure
- Optimizing systems for maximum speed
- Documentation of your network, software licenses, credentials, etc.

The following services may **NOT be included** and will often be billed separately. This is not necessarily a "scam" or unethical UNLESS the managed IT services company tries to hide these fees when selling you a service agreement. Make sure you review your contract carefully to know what is and is NOT included!

- Hardware, such as new servers, PCs, laptops, etc.
- Software licenses
- Special projects

Warning! Beware the gray areas of "all-inclusive" service contracts. In order to truly compare the "cost" of one managed IT services contract with another, you need to make sure you fully understand what IS and ISN'T included AND the "SLA" or "service level agreement" you are signing up for. It's VERY easy for one IT services provider to appear far less expensive than another UNTIL you look closely at what you are getting.

The following are 21 questions to ask your IT services provider that will clarify exactly what you're getting for the money. Some of these items may not be that important to you, while others (like response time, adequate insurance and uptime guarantees) may be critical. Make sure you fully understand each of these items before making a decision about who the right provider is



for you, then make sure you get this IN WRITING.

21 Questions You Should Ask Your IT Services Company Or Consultant Before Hiring Them For IT Support

Customer Service:

Q1: When I have an IT problem, how do I get support?

Our Answer: When a client has a problem, they "open a ticket" in our IT management system so we can properly assign, track, prioritize, document and resolve client issues. However, some IT firms force you to log in to submit a ticket and won't allow you to call them. This is for THEIR convenience, not yours. Trust me, this will become a giant inconvenience and thorn in your side. While a portal is a good option, it should never be your ONLY option for requesting support.

Also, make sure they HAVE a reliable system in place to keep track of client "tickets" and requests. If they don't, I can practically guarantee your requests will sometimes get overlooked, skipped and forgotten.

Requesting support should also be EASY for you. So be sure to ask how you can submit a problem to their support desk for resolution. We make it easy. Calling our dedicated support number or submitting a ticket via our portal puts your IT issue on the fast track to getting resolved. And we provide a shortcut on every supported device and instruct the end users that we support during our onboarding process.

Q2: Do you have a written, guaranteed response time?

Our Answer: We guarantee to have a technician working on a problem within 12 business hours or less of your call and a majority of our requests are responded to within a few hours. This is written into every service agreement we give to our clients because it's standard procedure. See what our clients have to say about our response times:



Responsiveness is second to none

Having Razz Pro IT Solutions **allows me to focus on my business** because I know my IT is monitored, maintained and secure. I want to concentrate on what I do and leave the IT to someone else and Razz Pro has made that possible. If I ever have an issue, I can rely on Razz Pro to get me back up and running with minimal disruption. The responsiveness of Razz Pro is second to none and they are committed to personalized service. They ask the right questions and **allow me to make informed decisions**. Try Razz Pro IT Solutions, there are no long term commitments and you won't be disappointed

Robert Stenson

President

Equassure, Inc.

Q3: Do you answer your phones live or do you always have to leave a voice mail 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 continue to monitor both voicemails and new support tickets outside these hours, including 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 hold of anyone to help them, it's incredibly frustrating.

Q4: Do you take the time to explain what you are doing and answer questions in terms that anyone can understand (not geek-speak), or do you come across as arrogant and make others 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.

Q5: Do you consistently (and proactively) offer new ways to improve your IT services and performance, or do you wait until we have a problem to make recommendations?

Our Answer: We conduct technology business 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.



IT Maintenance (Managed Services):

Q6: Do you offer true managed IT services and support?

Our Answer: You want to find an IT company that will proactively monitor for problems and perform routine maintenance on your IT systems. If they don't have the ability to do this, or they don't offer it, we strongly recommend you look somewhere else. 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.

Q7: What is NOT included in your managed services agreement?

Our Answer: Another "gotcha" many IT companies fail to explain is what is NOT included in your monthly managed services agreement that will trigger an invoice. Their so-called "all you can eat" option is RARELY true – there are limitations to what's included and you want to know what they are BEFORE you sign.

It's very common for projects to not be included, like a server upgrade, moving offices, adding new employees and, of course, the software and hardware you need to purchase.

Be sure you're clear on this before you sign, because surprising you with a big, fat bill is totally and completely unacceptable.

Other things to inquire about are:

- Do you offer truly unlimited help desk? (Make sure you are not nickel-and-dimed for every call.)
- Does the service include support for cloud services such as Microsoft 365?
- Do you charge extra if you have to resolve a problem with a line-of-business application, Internet service provider, phone system, leased printer, etc.? (What you want is an IT company that will own the problems and not point fingers. We are happy to call the vendor or software company on your behalf.)
- What about on-site support calls? Or support to remote offices?
- If our employees had to work remote (due to a shutdown, natural disaster, etc.), would you provide support on their home PCs or would that trigger a bill?

Our managed services agreement is completely transparent listing what is covered and what is excluded.

Q8: Is your help desk local or outsourced?

Our Answer: Be careful because smaller IT firms may outsource this critical function. As a result, you may get a tech who is not familiar with you, your network, previous problems, and personal preferences. Or worse, they may not be as qualified. This can be frustrating and lead to the same



problems cropping up over and over, longer resolution time and you having to spend time educating the tech on your account.

Fortunately, we provide a dedicated technician to your account who will get to know you and your company, as well as your preferences and history. When you work with our local help desk technician, they'll be more capable of successfully resolving your IT issues and handling things the way you want.

Q9: Do you have adequate errors and omissions insurance as well as workers' compensation insurance to protect US?

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' 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.

Q10: Do you offer documentation of our network as part of the plan, and how does that work?

Our Answer: Network documentation is exactly what it sounds like: the practice of maintaining detailed technical records about the assets you own (computers, devices, software, directory structure, user profiles, passwords, etc.) and how your network is set up, backed up and secured. Every IT company should provide this to you at no additional cost and update it on a quarterly basis.

Why is this important? There are several reasons:

First, it shows professionalism and integrity in protecting YOU. No IT person or company should be the only holder of the keys to the kingdom. Because we document your network assets and passwords, you have a blueprint you can give to another IT person or company to take over if necessary.

Second, good documentation allows the engineers working on your account to resolve problems faster because they don't waste time fumbling their way around your network trying to find things and uncover accounts, hardware, software licenses, etc. Third, if you had to restore your network after a disaster, you'd have the blueprint to quickly put things back in place as they were.

Finally, and most important, if you ever need to switch IT providers, your replacement company will be able to take over quickly because the network has been documented properly.



All our clients receive this at no additional cost. We also perform regular updates on this material and make sure certain key people from your organization have this information and know how to use it, giving you complete control over your network.

Side note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

Q11: Do you meet with your clients quarterly, annually or bi-annually as part of your managed services agreement?

Our Answer: To us, there's nothing more important than face-to-face time with our clients (even if it's virtual). Therefore, we make it a priority to meet with our clients quarterly, annually or bi-annually (sometimes more often), to provide a "technology review."

In these meetings, we provide you with the status updates of projects you're working on and of the health and security of your network. We also make recommendations for new equipment and upgrades you'll be needing soon or sometime in the near future. Our meetings with you are C-level discussions (not geek-fests) where we openly discuss your business goals, including your IT budget, critical projects, compliance issues, known problems and cyber security best practices.

Our goal in these meetings is to help you improve operations, lower costs, increase efficiencies and ensure your organizational productivity stays high. This is also your opportunity to give us feedback on how we're doing and discuss upcoming projects.

Q12: Do you have other technicians at the ready in case your regular technician goes on vacation or gets sick?

Our Answer: Yes; and since we keep detailed 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.

Q13: When something goes wrong with your Internet service, phone systems, printers or other IT services, do you own the problem or do you say, "That's not our problem to fix"?

Our Answer: We feel WE should own the problem for our clients so they don't have to try and resolve any of these issues on their own – that's just plain old good service and something many computer support companies won't do.

Cyber Security:

Q14: What cyber security training do you and your in-house team have?



Our Answer: It's important that your IT firm have *some* type of *recent* training and they should be able to answer this question, which demonstrates a dedication to learning and keeping up with the latest cyber security protections. If they don't have any, and they aren't investing in ongoing training for their engineers, that's a red flag. Some business owners won't invest in training and give this excuse: "What if I spend all this money in training my employees and then they leave us for another job?" Our response is, "What if you DON'T train them and they stay?"

You can feel confident that our in-house technicians have extensive amounts of cyber security training.

Q15: How do you lock down our employees' PCs and devices to ensure they're not compromising our network?

Our Answer: As above, the question may get a bit technical. The key is that they HAVE an answer and don't hesitate to provide it. Some of the things they should mention are:

- 2FA (two-factor authentication)
- Advanced end-point protection, NOT just antivirus
- When the pandemic hit our clients were able to easily pivot to remote work as the vast majority of them already had the proper infrastructure and support systems in place to work remotely. Because of this we were able to focus on helping specific end users troubleshoot and improve home network and work from home setups that were less than ideal. We were also able to help plan and transition downsizing of several offices in order to cut costs. In other situations we were able to migrate companies off of aging on premise solutions and move them to cloud based solutions creating greater flexibility for team members, increasing productivity and providing easier management for those organizations.

Because a combination of these lockdown strategies is essential to protecting your network and data, we employ ALL of these for our clients. Effective cyber security should never compromise between choosing this OR that. It should feature every weapon in your arsenal.

Maintenance Of Your Network:

Q16: Do you insist on remotely monitoring our systems 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 monitoring system watches over your devices to constantly look for developing problems, security issues and other problems so we can address them BEFORE they turn into bigger problems.

Q17: Do you provide us with easy to read reports and spreadsheets that make the status of your systems crystal clear in regards security, backups, etc?



Our Answer: We maintain templated spreadsheets for our clients regarding their backups in place, their security posture and anything else IT related that may be specific or of critical nature to their business. We go over these items during our Technology Business Reviews and confirm there is an understanding of the current status, our recommendations and any declined status/accepted risk.

Backups And Disaster Recovery:

Q18: Can you provide a timeline of how long it will take to get my network back up and running in the event of a disaster?

Our Answer: There are two aspects to backing up your data that most business owners aren't aware of. The first is "fail over" and the other is "fail back." For example, if you get a flat tire, you would fail over by putting on the spare tire to get to a service station where you can fail back to a new or repaired tire.

If you were to have a disaster that wiped out your data and network – be it a ransomware attack or natural disaster – you want to make sure you have a fail-over solution in place so your employees could continue to work with as little interruption as possible. This fail-over should be in the cloud and locked down separately to avoid ransomware from infecting the backups as well as the physical servers and workstations.

But, at some point, you need to fail back to your on-premise network, and that's a process that could take days or even weeks. If the backups aren't done correctly, you might not be able to get it back at all.

So, one of the key areas you want to discuss with your next IT consultant or firm is how they handle both data backup AND disaster recovery. They should have a plan in place and be able to explain the process for the emergency fail-over as well as the process for restoring your network and data with a timeline.

In this day and age, regardless of natural disaster, equipment failure or any other issue, your business should ALWAYS be able to be operational with its data within six to eight hours or less, and critical operations should be failed over immediately.

We understand how important your data is and how getting your team up and running quickly is essential to your business success. Therefore, in the event of any disaster, we can confidently get your network back up and running.

Q19: Do you INSIST on doing periodic test restores of my backups to make sure the data is not corrupt and could be restored in the event of a disaster?

Our Answer: A great IT consultant will place eyes on your backup systems every single day to ensure that backups are actually occurring, and without failures. However, in addition to this, your IT



company should perform a monthly randomized "fire drill" test restore of some of your files from backups to make sure your 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.

If you don't feel comfortable asking your current IT company to test your backup OR if you have concerns and want to see proof yourself, just conduct this little test: Copy three unimportant files onto a thumb drive (so you don't lose them) and delete them from your server. Make sure one was newly created that same day, one was created a week earlier and the last a month earlier. Then call your IT company and let them know you've lost three important documents and need them restored from backups as soon as possible. They should be able to do this easily and quickly. If not, you have a problem that needs to be addressed immediately!

Verifying your backups daily and testing them on a regular basis is a cornerstone of a successful overall IT strategy. These are the lengths we go to for all our clients, including multiple random "fire drill" test restores to ensure ALL your files are safe because they are always backed up.

Q20: If I were to experience a location disaster, pandemic shutdown or other disaster that prevented me from being in the office, how would you enable me and my employees to work from a remote location?

Our Answer: If Covid taught us anything, it's that work-interrupting disasters CAN and DO happen when you least expect them. Fires, floods, hurricanes, and tornadoes can wipe out an entire building or location. Covid forced everyone into lockdown, and it could happen again.

We could experience a terrorist attack, civil unrest or riots that could shut down entire cities and streets, making it physically impossible to get into a building. Who knows what could be coming down the pike? Hopefully NONE of this will happen, but sadly it could.

That's why you want to ask your prospective IT consultant how quickly they were able to get their clients working remote (and securely) when Covid shut everything down. Ask to talk to a few of their clients about how the process went.

Here's how we handled our clients' needs when it seemed everyone needed to work remote, get laptops and implement security measures almost overnight. When the pandemic hit our clients were able to easily pivot to remote work as the vast majority of them already had the proper infrastructure and support systems in place to work remotely. Because of this we were able to focus on helping specific end users troubleshoot and improve home network and work from home setups that were less than ideal. We were also able to help plan and transition downsizing of several offices in order to cut costs. In other situations we were able to migrate companies off of aging on premise solutions and move them to cloud based solutions creating greater flexibility for team members, increasing productivity and providing easier management for those organizations.



Q21: Show me your process and documentation for onboarding me as a new client.

Our Answer: The reason for asking this question is to see if they HAVE SOMETHING in place. A plan, a procedure, a process. Don't take their word for it. Ask to SEE it in writing. What's important here is that they can produce some type of process. Further, they should be able to explain how their process works.

One thing you will need to discuss in detail is how they are going to take over from the current IT company – particularly if the current company is hostile. It's disturbing to me how many IT companies or people will become bitter and resentful over being fired and will do things to screw up your security and create problems for the new company as a childish way of getting revenge. (Sadly, it's more common than you think.) A good IT company will have a process in place for handling this.

If you consider us as your next IT services firm, we will gladly share our new client onboarding process and documentation. I think you'll be impressed.

Other Things To Notice And Look For:

Are they good at answering your questions in terms you can understand and not in arrogant, confusing "geek-speak"?

Good IT companies won't confuse you with techno-mumbo-jumbo, and they certainly shouldn't make you feel stupid for asking questions. All great consultants have the "heart of a teacher" and will take time to answer your questions and explain everything in simple terms. As you interact with them in the evaluation process, watch for this.

Our technicians are trained to take time to answer your questions and explain everything in simple terms. Just look at what one of our clients had to say:



Explanations are thorough and easy to understand

Razz Pro **thinks about the needs of our company well in advance.** Anticipation in IT is a critical attribute and Razz Pro has the proper systems and processes in place. They are brilliant at solving IT issues and implementing IT solutions.

Explanations are thorough and easy to understand. They are readily available when we have a need. Ty and Razz Pro are the most organized IT firm and they **provide methods for us to easily reach them in a time of need.**

Jordan Kerner

Producer/Owner

The Kerner Entertainment Company



Do they and their technicians present themselves as true professionals when they are in your office? Do they dress professionally and show up on time?

If you'd be embarrassed if YOUR clients saw your IT consultant behind your desk, that should be a big red flag.

How you do anything is how you do everything, so if they cannot show up on time for appointments, are sloppy with paperwork, show up unprepared, forget your requests and seem disorganized in the meeting, how can you expect them to be 100% on point with your IT? You can't. Look for someone else.

Our technicians are true professionals who you would be proud to have in your office. They dress professionally and show up on time, and if they cannot be there on time (for some odd, unforeseen reason), we always notify the client immediately. We believe these are minimum requirements for delivering a professional service.

Do they have expertise in helping clients similar to you?

Do they understand how your business operates the line-of-business applications you depend on? Are they familiar with how you communicate, get paid, service your clients or patients and run your business? We have several creative agency clients. The reason we work well with them is because we've been working with creative agencies for 13 years and know their needs inside and out. Here's what another client of ours had to say:



Trustworthy, Reliable And Responsive

For more than 8 years, Razz Pro has taken care of our IT support and needs. They discuss solutions with us including the Why and How and implement. Action-oriented and ownership are two terms that apply to working with Ty and Razz Pro. The IT support is immediate, period. When it comes to technology, our business needs quick response and expertise. Razz Pro is the first IT support firm who we have worked with who has our complete trust. Ty is as honest as they come. We recommend Razz Pro without hesitation and recommend that you contact them right away to discuss your issues.

Brad Donenfeld

Creative Director

Donenfeld & Associates Inc.



A Final Word And Free Offer To Engage With Us

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 is to help you make an informed decision and avoid getting burned by incompetent or unethical firms luring you in with cheap prices.

The next step is simple: call my office at 310-695-2199 and reference this letter to schedule a brief 10- to 15-minute initial consultation.

On this call we can discuss your unique situation and any concerns you have and, of course, answer any questions you have about us. If you feel comfortable moving ahead, we'll schedule a convenient time to conduct our proprietary 27-Point IT Systems Assessment.

This Assessment should be conducted at your location with or without your current IT company or department knowing (we can give you the full details on our initial consultation call). **At the end of the Assessment, you'll know:**

- Where you are overpaying (or getting underserved) for the services and support you are currently getting from your current IT company or team.
- Whether or not your systems and data are *truly* secured from hackers and ransomware, and where you are partially or totally exposed.
- If your data is *actually* being backed up in a manner that would allow you to recover it quickly in the event of an emergency or ransomware attack.
- How you could lower the overall costs of IT while improving communication, security, and performance, as well as the productivity of your employees.

Fresh eyes see things that others cannot – so, at a minimum, our free Assessment is a completely cost- and risk-free way to get a credible third-party validation of the security, stability, and efficiency of your IT systems.

To Schedule Your Initial Phone Consultation:

<https://razzpro.com/assessment>

Call: 310-695-2199

With appreciation,

Ty Romstadt, CEO
Razz Professional Services, Inc.
Phone: 310-695-2199
E-mail: ty@razzpro.com
Web: <https://razzpro.com>

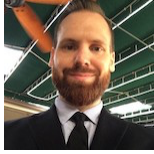
<https://razzpro.com>

(310) 695-2199

4925 Indian Wood Rd Unit 378 Culver City, CA 90230



See What Other Business Owners Are Saying:



Capable, flexible and invested in delivering a quality experience to our users!

A lot of managed service providers have a one size fits all approach. The team at Razz Pro is unique. They embrace the end-user support role and strive to encourage and educate our users. It's great to collaborate on changes or new solutions and know they will be executed with minimal friction or hand-holding.

Jeremy L

IT Director

Hour Media



Nothing but positive feedback from our employees!

Our servers and employees' computers are monitored by Razz Pro remotely. Because of this we have been able to avoid problems like we had in the past, when those devices would go down. The fact that Razz Pro can do so much work remotely makes all of our jobs easier and more efficient. All of our employees are on computers, whether for administrative office work or writing and editing. We have had nothing but positive feedback from our employees regarding the service and support from Razz Pro.

Rick Newcombe

Business Owner

Creators Syndicate



Knowledgeable, communicative and reliable!

When it comes to clear communication and strategic planning/development, other IT support companies we have worked with in the past don't come close to Razz Pro. We have found Razz Pro to be an invaluable resource for the tech needs of our business. If you are considering them for IT Services & Support, don't think twice!

Carmelita Seaman

CFO

Gemini G.E.L.

<https://razzpro.com>

(310) 695-2199

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The Top 5 Reasons Why You'll Want To Outsource Your IT Support To Us:

- 1. Education & Encouragement - IT is complicated.** Let us distill that information to you and your team by clearly explaining things in a way you can understand and not feel overwhelmed. Our team works hard to provide our clients with very personable one on one service and support while consciously avoiding technical mumbo jumbo in our discussions. We strive to educate our clients so they feel more confident and comfortable with the technology they need to use each and every day.
- 2. Alleviating Worry, Stress & Anxiety - Your time is valuable and your day to day tasks don't need to include troubleshooting computers, servers, networks or anything else related to IT and technology.** Let us remove the worry, stress and anxiety that comes along with trying to deploy, maintain, troubleshoot or plan out these systems in your environment. Let us be an enabler for you and your business so you can focus on more pressing matters.
- 3. Process and Standardization - The greatest value our clients receive from our team is not in the toolset we provide, but rather our ability to create process around IT services for our clients organization.** We standardize on procedural tasks as well as the solutions we recommend, which allows us to be extremely efficient and knowledgeable on these solutions. And because our company standardizes on the exact same process and solutions internally, we are continually pushing our limits and finding ways to improve upon the value we bring to our clients.
- 4. Satisfaction and Trust of You & Your Team - Your team members will thank you for investing in an IT support company that cares and is deeply invested in the success of their businesses.** Don't take our word for it. Read our client success stories and case studies on our website. We also have over 40 5-star reviews on the Apple Consultants Network as well as several 5-star reviews on Google, UpCity, Clutch and Yelp.
- 5. Superior Response Times - When your business experiences an emergency, rest assured that we will respond accordingly.** Our clients know that they can call us for any time sensitive needs and emergencies or submit a support request for anything else. We monitor both of these means of communication regularly and set goals to exceed expectations in terms of our response times.