

“An Overlooked Way For Small Business Owners To Lower Their IT Costs By 30% - 50% While Avoiding Expensive, Productivity-Killing Computer Problems”

If You Depend On Your Computer Network To Run Your Business, This Is One Report You DON'T Want To Overlook!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

You'll Discover:

- The single most expensive mistake most small business owners make when it comes to protecting their company data.
- The universal misconception business owners have about their computer networks, and how it can end up costing between \$9,000 to as much as \$60,000 in damages.
- 6 Critical security measures every small business should have in place.
- How to greatly reduce – or even completely eliminate – frustrating crashes, slow performance, and other annoying computer problems.
- How to avoid expensive computer repair bills and get all the computer support you need for a low, fixed monthly rate.

From The Desk Of: Igor Pinchevskiy
President/CEO
IT Support LA



Igor Pinchevskiy
CEO
IT Support LA

Dear Colleague,

Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.

Imagine what would happen if your network went down for days, where you couldn't access e-mail or the information on your PC. How frustrating would that be?

Or, what if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server...do you have an emergency recovery plan in place that you feel confident in?

How quickly do you think you could recover, if at all?

Many small business owners tend to ignore or forget about taking steps to secure their company's network from these types of catastrophes until disaster strikes. By then it's too late and the damage is done.

But That Could Never Happen To Me!

(And Other Lies Business Owners Like To Believe About Their Businesses...)

After working with over dozens of small and mid-size businesses in the Los Angeles area, we found that 6 out of 10 businesses will experience some type of major network or technology disaster that will end up costing them between \$9,000 and \$60,000 in repairs and restoration costs *on average*.

That doesn't even include lost productivity, sales, and client goodwill that can be damaged when a company can't operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact computer problems have on your business, you can't deny the fact that they do have a negative effect. If you've ever had your business grind to a screeching halt because you and your employees could not access the data or systems necessary for operations, you must have some idea of the frustration and financial loss to your business even if you haven't put a pencil to figuring out the exact cost.

Take a look at these statistics:

- Companies experience an average of 501 hours of network downtime every year, and the overall downtime costs an average of 3.6% of annual revenue. (Source: *The Costs of Enterprise Downtime, Infonetics*)

- 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. (Source: National Archives & Records Administration in Washington.)
- 20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. (Source: Richmond House Group)
- This year, 40% of small to medium businesses that manage their own network and use the Internet for more than e-mail will have their network accessed by a hacker, and more than 50% won't even know they were attacked. (Source: Gartner Group)
- Of those companies participating in the Contingency Planning & Management Cost of Downtime Survey: 46% said each hour of downtime would cost their companies up to \$50,000, 28% said each hour would cost between \$51,000 and \$250,000, 18% said each hour would cost between \$251,000 and \$1 million, and 8% said it would cost their companies more than \$1million per hour. (Source: Cost of Downtime Survey Results, 2001.)
- Cyber-criminals stole an average of \$900 from each of 3 million Americans in the past year, and that doesn't include the hundreds of thousands of PCs rendered useless by spyware. (Source: Gartner Group)

What These Failures Are REALLY Costing Your Business

Even if you don't factor in the soft costs of lost productivity, there is a hard cost of repairing and restoring your network. Most major network repairs will require a minimum of four to eight hours on average to get the network back up and running. Plus, most consultants cannot get on-site to resolve the problem for 24 to 48 hours. That means your network could be down for one to two days.

Since the average computer consultant charges over \$100 per hour plus a trip fee and a surcharge if it's an emergency, the average cost of these repairs is \$600 to \$1,000; and that doesn't even include any software or hardware costs that may also be required. Over a year, this results in \$1,800 to \$3,000 in costs without even considering hardware and software costs, or other soft costs of lost sales and work hours. Of course, those numbers quickly multiply with larger, more complex networks.

What's most exasperating about this situation is that 100% of these disasters and restoration costs could have been completely avoided or greatly mitigated easily and inexpensively with a little planning and proactive maintenance.

Why Small Business Are Especially Vulnerable To These Disasters

With the constant changes to technology and the daily development of new threats, it takes a highly-trained technician to maintain even a simple 3 to 5 person network; however, the cost of hiring a full-time, experienced technician is just not feasible for most small business owners.

In an attempt to save money, most try to do their own in-house IT support and designate the person with the most technical expertise as the part-time IT manager. This never works out because this makeshift IT person has another full-time job to do and is usually not skilled enough to properly support an entire computer network anyway.

This inevitably results in a network that is ill-maintained and unstable. It also means that the backups, virus updates, and security patches are not getting timely updates, giving a false sense of security.

It's only a matter of time before the network crashes. If you're lucky, it will only cost you a little downtime; but there's always a chance you could end up like one of these companies:

Auto Body Shop Shells Out \$20,000 To Clean Up A Virus

A local auto body shop with multiple locations discovered the importance of preventative maintenance the hard way. Without warning, a virus was downloaded to their server and started replicating and attaching itself to files. This virus corrupted their data, impaired their customer management system, and immediately brought down their Exchange server (no e-mail could come in or go out).

Preventing this disaster would have only cost them 1/25th of the cost (\$800 per month) AND they would have experienced better performance and fewer problems with their network. Instead, they were forced to spend a whopping \$20,000 to remove the virus and restore their network. Even then, this huge enormous fee only got them back up and running; their systems were still not optimized, secured, and updated, as they should have been.

Two Failed Hard Drives Cost Health Products Company \$40,000 and 9 Days of Downtime

The back office of a health products company had two hard drives fail at the same time, causing them to lose a large number of critical customer files.

When they contacted us to recover the data from the system backups, we found the backups weren't functioning properly. Even though they appeared to be backing up all of this company's data, they were in fact worthless. In the end, recovering the data off of these failed drives took a team of disaster recovery specialists 9 days and \$15,000. In addition to the recovery costs, they also incurred \$25,000 in other services to get their network stabilized.

Had they been properly monitoring their network, they would have been able to see that these hard drives were failing and that the backups were not performing properly. This would have prevented the crash, the downtime, and the \$40,000 in costs to get them back up and running, not to mention the 9

days of lost productivity while their network was down.

Property Management Company Spends \$9,000 And Weeks Of Downtime For A Simple Inexpensive Repair

A 10-user property management company was not monitoring or maintaining their server. Due to the overuse and lack of maintenance, it started to degenerate and eventually shut down under the load. This caused their entire network to be down for two full days and cost them \$3,000 in support fees to get them back up and running. Naturally the costs were much higher when you factored in the lost productivity of their ten employees during that time.

This client did not want to implement a preventative maintenance program so the same problem happened again two months later, costing them another \$3,000 and two days of downtime.

Six months later it happened yet another time bringing their total to \$9,000 in hard costs plus tens of thousands in productivity costs for a problem that could have quickly been detected and prevented from happening.

Six Things You Must Do At A Minimum To Protect Your Company From These Types Of Disasters:

While it's impossible to plan for every potential computer problem or emergency, a little proactive monitoring and maintenance of your network will help you avoid or greatly reduce the impact of the vast majority of computer disasters you could experience.

Unfortunately, I have found that most small business owners are NOT conducting any type of proactive monitoring or maintaining their network, which leaves them completely vulnerable to the types of disasters you just read about. This is primarily for three reasons:

#1. They don't understand the importance of regular maintenance.

#2. Even if they DID understand its importance, they simply do not know what maintenance is required or how to do it.

#3. They are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. That means no one is watching to make sure the backups are working properly, the virus protection is up-to-date, that critical security patches are being applied, or that the network is "healthy" overall.

While there are over 37 critical checks and maintenance tasks that need to be performed on a daily, weekly, and monthly basis, I'm going to share with you the 6 that are most important for protecting your company.

Step#1: Make Sure You Are Backing Up Your Files Every Day

It just amazes me how many businesses never back up their computer network. Imagine this: you write the most important piece of information you could ever write on a chalkboard and I come along and erase it. How are you going to get it back? You're not. Unless you can remember it, or if YOU MADE A COPY OF IT, you can't recover the data. It's gone. That is why it is so important to back up your network. There are a number of things that could cause you to lose data files. If the information on the disk is important to you, make sure you have more than one copy of it.

Step #2: Check Your Backups On A Regular Basis To Make Sure They Are Working Properly

This is another big mistake I see. Many business owners set up some type of backup system, but then never check to make sure it's working properly. It's not uncommon for a system to APPEAR to be backing up when in reality, it's not. There are dozens of things that can go wrong and cause your backup to become corrupt and useless. That is why it's not enough to simply back up your system; you have to check it on a regular basis to make sure the data is recoverable in the event of an emergency. Remember the Health Products Company that shelled out \$40,000 to recover data they THOUGHT they backed up? Don't let that happen to you.

Step #3: Keep An Offsite Copy Of Your Backups

What happens if a fire or flood destroys your server AND the backup tapes or drive? This is how hurricane Katrina devastated many businesses that have now been forced into bankruptcy. What happens if your office gets robbed and they take EVERYTHING? Having an offsite backup is simply a smart way to make sure you can get your business back up and running in a relatively short period of time.

Step #4: Make Sure Your Virus Protection Is ALWAYS On AND Up-To-Date

You would have to be living under a rock to not know how devastating a virus can be to your network. With virus attacks coming from spam, downloaded data and music files, instant messages, web sites, and e-mails from friends and clients, you cannot afford to be without up-to-date virus protection.

Not only can a virus corrupt your files and bring down your network, but it can also hurt your reputation. If you or one of your employees unknowingly spreads a virus to a customer, or if the virus hijacks your e-mail address book, you're going to make a lot of people very angry.

Step #5: Set Up A Firewall

Small business owners tend to think that because they are "just a small business", no one would waste time trying to hack in to their network, when nothing could be further from the truth. I've conducted experiments where I connected a single computer to the Internet with no firewall. Within hours, over 13 gigabytes of space was taken over by malicious code and files that I could not delete. The simple fact is that there are thousands of

unscrupulous individuals out there who think it's fun to disable your computer just because they can.

These individuals strike randomly by searching the Internet for open, unprotected ports. As soon as they find one, they will delete files or download huge files that cannot be deleted, shutting down your hard drive. They can also use your computer as a zombie for storing pirated software or sending spam, which will cause your ISP to shut YOU down and prevent you from accessing the Internet or sending and receiving e-mail.

If the malicious programs can't be deleted, you'll have to re-format the entire hard drive causing you to lose every piece of information you've ever owned UNLESS you were backing up your files properly (see 1 to 3 above).

Step #6: Update Your System With Critical Security Patches As They Become Available

If you do not have the most up-to-date security patches and virus definitions installed on your network, hackers can access your computer through a simple banner ad or through an e-mail attachment.

Not too long ago Microsoft released a security bulletin about three newly discovered vulnerabilities that could allow an attacker to gain control of your computer by tricking users into downloading and opening a maliciously crafted picture. At the same time, Microsoft released a Windows update to correct the vulnerabilities; but if you didn't have a process to ensure you were applying critical updates as soon as they become available, you were completely vulnerable to this attack.

Here's another compelling reason to ensure your network stays up-to-date with the latest security patches...

Most hackers do not discover these security loopholes on their own. Instead, they learn about them when Microsoft (or any other software vendor for that matter) announces the vulnerability and issues an update. That is their cue to spring into action and they immediately go to work to analyze the update and craft an exploit (like a virus) that allows them access to any computer or network that has not yet installed the security patch.

In essence, the time between the release of the update and the release of the exploit that targets the underlying vulnerability is getting shorter every day.

When the "nimda" worm was first discovered back in the fall of 2001, Microsoft had already released the patch that protected against that vulnerability ***almost a year before*** (331 days). So network administrators had plenty of time to apply the update. Of course, many still hadn't done so, and the "nimda" worm caused lots of damage. But in the summer of 2003 there were ***only 25 days*** between the release of the Microsoft update that would have protected against the "blaster" worm and the detection of the worm itself!

Clearly, ***someone*** needs to be paying close attention to your systems to ensure that critical updates are applied as soon as possible. That is why we highly recommend small business owners without a full-time IT staff allow their consultant to monitor and maintain their network.

Announcing A Simple And Easy Way To Ensure These Disasters Don't Happen To Your Business:

If you are sitting there thinking, "This all sounds great, but I don't have the time or the staff to handle all of this work," I've got the solution.

Thanks to a service we offer called, "**Unified IT**", we can completely take over the day-to-day management and maintenance of your computer network and **free you from expensive, frustrating computer problems, downtime, and security threats**. You'll get all the benefits of a highly-trained, full-time IT department at only a fraction of the cost.

And here is the best part...

In most cases, we can cut your IT support costs by 30% to 50% WHILE improving the reliability and performance of your network and eliminating spyware, spam, downtime, and other computer frustrations!

The Benefits Are Obvious:

- **You'll eliminate expensive repairs and recovery costs.** Our network monitoring and maintenance will save you money by preventing expensive network disasters from ever happening in the first place. As a matter of fact, we guarantee it.
- **You'll avoid expensive trip fees while receiving faster support.** Our remote monitoring software will enable us to access and repair most network problems right from our offices. No more waiting around for an engineer to show up!
- **How does faster performance, fewer "glitches", and practically zero downtime sound to you?** Under this program, that is exactly what we'll deliver. Some parts of your system will degrade in performance over time, causing them to slow down, hang up, and crash. Our preventative maintenance and network monitoring will make sure your computers stay in tip-top shape for maximum speed, performance, and reliability.
- **You will have ALL of the benefits of an in-house IT department WITHOUT all of the costs.** As a Managed Network Service Plan customer, you'll have access to a knowledgeable support staff that can be reached immediately should you have any kind of problem or question.
- **You'll receive substantial discounts** on IT services that you are already buying. Most IT firms will nickel and dime you over every little thing they do; under this program, you'll pay one flat, affordable rate and get all of the technical support you need. No hidden charges, caveats, or disclaimers.
- **You will never have to fear a big, expensive network repair bill.** Instead, you can budget for network support just like rent or insurance.
- **You'll sleep easier** knowing the "gremlins at the gate" are being watched and kept out of your network.

- **You'll safeguard your data.** The data on the hard disk is always more important than the hardware that houses it. If you rely on your computer systems for daily operations, it's time to get serious about protecting your critical, irreplaceable electronic information.
- **You'll finally put a stop to annoying spam, pop-ups, and spyware** taking over your computer and your network.
- **You'll gain incredible peace of mind.** As a business owner, you already have enough to worry about. We'll make sure everything pertaining to your network security and reliability is handled so you don't have to worry about it.

How Disaster-Proof Is YOUR Network? FREE Security Audit Reveals The Truth

Hopefully this report acted as an eye opener to all small business owners who are not adequately protecting their data and computer network. If you are not doing the 6 steps outlined in this report, your network is an accident waiting to happen and the most important thing for you to do now is take immediate action towards protecting yourself.

One of the biggest, costliest mistakes you can make is to ignore this advice with the false hope that such a disaster could never happen to **you**.

Because you have taken the time to request and read this report, I would like to offer you a FREE Network Security Audit. Normally I charge \$297 for this service, but as a prospective client, I'd like to give it to you for free as a way of introducing our **Unified IT** program to your company.

During this audit I will come on site and...

- ✓ **Pinpoint any exposure to or risk** from hackers, viruses, spyware, spam, data loss, power outages, system downtime, and even employee sabotage.
- ✓ **Review your system backups** to make sure the data CAN be recovered in case of a disaster. You don't want to discover that your backups were corrupt AFTER a major disaster wiped out your network.
- ✓ **Scan your network for hidden spyware and viruses** that hackers "plant" in your network to steal information, deliver spam, and track your online activities.
- ✓ **Look for hidden problems that cause error messages, slow performance, and network crashes.**
- ✓ **Answer any questions you have** about your network or keeping it running problem free. I can also give you a second opinion on any projects you are considering.

**There Are No Strings Attached,
But You Have To Hurry...**

As you might have guessed, I cannot extend this offer forever, because time and staff limitations simply won't allow it.

If you want to say goodbye to your computer problems and stop worrying about the security of your data from hardware failures, viruses, hackers, and other threats, then you'll want to sign up right now for this Free Network Security Audit.

There is absolutely no obligation or pressure for you to buy anything, or to ever use our services again. As I stated earlier, this is simply an easy way for us to demonstrate how we can help your business at no risk to you.

How To Secure Your Free Network Security Audit

1. Fill in and fax back the enclosed request form.
2. Call me direct at 818-797-5301
3. Send an e-mail to igorp@itsupportla.com with the words, "Security Audit" in the subject line. Be sure to include your company name, address, and phone number so I can follow up with you.

Dedicated to serving you,



Igor Pinchevskiy, CEO

Call me direct: 818-674-4414 or E-mail: igorp@itsupportla.com

Web: www.itsupportla.com

P.S. Please note that this offer for a **FREE Security Audit won't be around forever**. While we would love to be able to give these away to everyone, staff and time limitations simply won't allow it. That's why you must respond to this offer by the date stamped on the enclosed fax-back form today.

You have my word that you will not be under any pressure or obligation to buy anything, or to ever use our services again.

“Yes! I Want To Make Sure My Network And Company’s Data Are Safe From Harm”

☐ **Please sign me up for a FREE Security Audit so I can make sure I am doing everything possible to secure my network.** I understand that I am under **no obligation** to do or to buy anything by requesting this audit. I further understand that these audits are being made available on a **first-come, first-served basis**.

Please Complete And Fax Back:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Number of PCs: _____

Operating System: _____

Fax To: 818-804-3399

Call Me Direct At: 818-797-5301

See What Other Los Angeles Business Owners Are Saying:



“I had some Network issues and I grew tired of having my IT guy coming and check any issue after a week of annoyance, and then having him nickle and dime me for anything he does. I was referred to IT Support LA by another colleague who told me only good things about them and they had this amazing offer of 2 hours free IT consultancy which I took and what I like the most was that they were listening to my issues and suggesting solutions that I actually understood, using a language I actually understood and not that computer jargon some people are using.

They respond to all my issues within 60 minutes and solve all my issues same day and after they do, they even explain and educate me what I did wrong or what happened so that I will be aware of that issues next time. I appreciate all the help and expertise!” - **Alex Mirzaian**, *Epic Auto Leasing*



“IT Support LA will jump through any hoops to get you what you need and the service offered by IT Support LA is unmatched by any provider I’ve dealt with in the past. Using IT Support LA just once will have them doing whatever they can to beat prices, offer service and value to ensure they get your return business.” - **Marco Belmonte**, *Ria Financial*



“IT Support LA has helped me to lay down the IT foundations I needed for my growing business.

Now that my practice accelerates and we need to make sure everything is backed up and running well, their design at early stage really helped us transition to bigger and more complex infrastructure without us suffering from any lack of process or design flaws.

IT Support LA has been crucial to my growing business and I really don’t think I would be relaxed about growing my business if I didn’t have them and had to “figure out things” on the fly like others have to do. I truly cherish their expertise and everything they have done for my practice.” - **Matthew Kanin**, *Law Office of Matthew Kanin*

(Continued on next page)



“In our line of work, we need to have very good data security and data backup to protect our clients’ data. Now that IT Support LA has set up my backup, I have complete peace of mind that it’s all safe and secure – and it’s great not having to worry about my clients’ data. I feel that it’s much better to have a total backup solution that you just don’t need to worry about.” – **Dr. Ogden Page**, *President, Ogden Page Accountancy Corp.*



“WOW! That is all I can say about Igor and the team at IT Support LA! It’s so nice to know that our entire network is handled so I have one less crisis to deal with in my already crazy-busy schedule. I’ve worked with a number of other computer consultants in the past and no one can touch their level of service or expertise.” – **Dianne Pesgado**, *Office Manager, ABR Inc.*



“I like being able to call for IT help and get a near-immediate response. Recently I arrived at my office to find that I was unable to access documents on the network server from my workstation. I was under a court deadline and needed immediate access to the documents. I called IT SUPPORT LA for help. Within 60 minutes I had a tech working on the problem. I don’t spend valuable (billable) time solving IT problems. Also, having IT SUPPORT LA do the IT work has provided invaluable continuity of the IT solutions used in my law firm. Thanks!” – **Edward W. Pilot**, *Edward Pilot Law A Professional Corporation.*



“Before hiring IT Support LA, our network would go down regularly, run slow, and even run into the occasional virus. Since signing up for their network maintenance plan, we haven’t had one single issue. I’m VERY glad we hired these guys to support our network.” – **Ella V.** *Realtor*

The Top 7 Reasons Why You'll Want To Outsource Your IT Support To Us:

1. **We Respond Within 5 Minutes Or Less.** The average amount of time it takes for one of our clients to get on the phone with a technician who can start working on resolving their problem is 3.5 minutes. We know you're busy and have made a sincere commitment to making sure your computer problems get fixed FAST. And since most repairs can be done remotely using our secure management tools, you don't have to wait around for a technician to show up.
2. **No Geek-Speak.** You deserve to get answers to your questions in PLAIN ENGLISH, not in confusing technical terms. Our technicians will also not talk down to you or make you feel stupid because you don't understand how all this "technology" works. That's our job!
3. **100% No-Small-Print Satisfaction Guarantee.** Quite simply, if you are not happy with our work, we'll do whatever it takes to make it right to YOUR standards without charging you for it. And if we can't make it right, the service is free.
4. **All Projects Are Completed On Time And On Budget.** When you hire us to complete a project for you, we won't nickel-and-dime you with unforeseen or unexpected charges or delays. We guarantee to deliver precisely what we promised to deliver, on time and on budget, with no excuses.
5. **Lower Costs, Waste And Complexity With Cloud Solutions.** By utilizing cloud computing and other advanced technologies, we can eliminate the cost, complexity and problems of managing your own in-house server while giving you more freedom, lowered costs, tighter security and instant disaster recovery.
6. **We Won't Hold You Hostage.** Many IT companies do NOT provide their clients with simple and easy-to-understand documentation that outlines key network resources, passwords, licenses, etc. By keeping that to themselves, IT companies hold their clients "hostage" to scare them away from hiring someone else. This is both unethical and unprofessional. As a client of ours, we'll provide you with full, written documentation of your network and all the resources, software licenses, passwords, hardware, etc., in simple terms so YOU can understand it. We keep our clients by delivering exceptional service — not by keeping them in the dark.
7. **Peace Of Mind.** Because we monitor all of our clients' networks 24/7/365, you never have to worry that a virus has spread, a hacker has broken in or a backup has failed to perform. We watch over your entire network, taking the management and hassle of maintaining it off your hands. This frees you to focus on your customers and running your business, not on your IT systems, security and backups.