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WE MAKE **IT** PERSONAL

## **The New York Metro Area Business Owner's 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)**

*This Free guide is provided as an educational service by:*

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## Dear Colleague,

If you are the owner or managing partner of a business in the New York Metro area that is currently looking to outsource some or all of the IT support for your company, this report contains important information that will be extremely valuable to you as you search for a competent IT partner that you can really **trust**. We are Jason Silverglate, CEO and Ross Brouse, COO of Continuous Networks, LLC, coauthors of *"Hassle-Free Computer Support."* You may not have heard of us before, but we are sure you're familiar with one or more of our clients. (A few of their comments are enclosed). One of the most common questions we get from new prospective clients calling our office is: **"What do you guys charge for your services?"** *Instead You Should Ask, "What Will I Get For My Money?"*.

### We decided to write this guide for 3 reasons:

- 1) We 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) We wanted to bring to light a few "industry secrets" about IT \service contracts and SLAs (Service Level Agreements) that almost no business owner or manager 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.
- 3) We wanted to educate 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, our 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.

## Continuously serving you,

**Jason Silverglate** Chairman & CEO | **Ross Brouse** President & COO

## Read this guide and you'll discover:

- ❖ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ❖ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ❖ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ❖ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.
- ❖ 21 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data.

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## **Continuous Networks, LLC is a locally owned IT company specializing in making **IT** Personal.**

Continuous was started in 1997 as a web hosting company, providing organizations with Windows and Unix cloud hosting. Continuous became increasingly aware of the need for small businesses to offload their internal IT applications from in-house data closets to data centers with redundant power and networks and built their first datacenter in 2004.

With the increasing reliance on hosted technologies now called the “cloud”, Continuous expanded its services to include personal IT consulting, hardware procurement and provisioning, and MSP services built upon our advanced cloud technologies and expertise.

For over 20 years, Continuous has helped companies expand past their IT closet with Cloud technologies, such as daily backups and high availability. Continuous has 20 employees and 24/7 monitoring and managing over 1,000 servers, representing 1,000 companies across 100 countries worldwide.



## Jason Silverglate Chairman & CEO

I got my first “computer” in 1984 from my parents. This sparked my interest in computers prompting me to start a web design company at the age of 16. I attended Rutgers University with a double major in Computer Science and Finance. By age 19, my web design business changed into “Fortressitx” the predecessor of Continuous Networks and has been growing since then.

I am always looking for and learning about emerging technologies, keeping my pulse on the industry—  
Continuously! I set the bar high for myself and my teams and love to see results in hours/days is such a contrast to months and even years!”  
change to " I set the bar high for myself and my teams and love to see results in hours/days in contrast to months and even years!”

**Jason Silverglate**  
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## Ross Brouse President & COO

I have been practicing my geeky techno-wizardry and out of the box thinking since the late 1990s. I attended New York University Tisch School of the Arts and graduated with a degree in Film and Television production in 2000. After college I helped build a graphic design business with my colleagues from NYU and Cooper Union.

My entrepreneurial spirit led me to go solo and build two of my own businesses "SovarVPS" one of which became a predecessor to Continuous Networks.

I have an overly-keen eye for detail and fanatical passion for mastering technologies and providing customers with an IT experience that is second to none.

I have a provocative mind and a singular vision; To help companies grow and prosper by building a foundation of mutual trust & collaboration that allows me to become their most trusted technology advisor.

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## 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 only 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 services 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, antivirus, 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." We couldn't agree more – and that's why it's our sincere belief that the managed IT approach is, by far, the most cost-effective, smartest option for any business. The only time we 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, we 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 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) or 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 is 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 300 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 shepherd in charge of watching over 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 that 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**

**Hourly Break-Fix Fees:** Most IT services companies selling break-fix services charge by the 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, we 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 timeframe 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, backup and support. If you hire an IT consultant and sign up for a managed IT services contract, here are some things that SHOULD be included (make sure you read your contract to validate this):

- ❖ Security patches applied weekly, if not daily, for urgent and emerging threats
- ❖ Antivirus updates and monitoring
- ❖ Firewall device with content filtering
- ❖ 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
- ❖ Unlimited Help Desk support calls
- ❖ Offsite Data Backups
- ❖ Asset Inventory
- ❖ Smartphone e-mail configuration and support

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, third party software agreements
- ✦ On-site support (depending on agreement)
- ✦ After hours and weekend/holiday rates
- ✦ Travel time for service visits

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

## 21 Service Clarification Questions You Should Ask Your IT Services Firm Before Signing a Contract

The following are 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 this IN WRITING.

### Customer Service:

**Q1: Do they answer their phones live or do you always have to leave a voice mail and wait for someone to call you back?**

Any reputable computer consultant will answer their phones live from at least 8:00AM to 5:00PM and give all clients an emergency after hours/weekend number they may call if a problem arises. Why? Because many CEOs and executives work outside normal hours and find it to be 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.

**Q2: How quickly do they respond to you and how efficiently do they resolve your issues?**

Your IT firm should provide you with a dedicated consultant who treats you like you are their only customer. That consultant should provide you with timely, courteous and helpful responses that address the issue you are experiencing. They should not waste your time with fluff responses that are designed only to meet their SLA ( Service Level



Agreements ) but instead they should provide you with real solutions that allow you to remain productive.

**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 arrogant and make you feel stupid for asking simple questions?

Good technicians are trained to have the 'heart of a teacher' and will take time to answer your questions and explain everything in simple terms.

**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?**

Your technology consultant should routinely conduct quarterly review meetings with you to look for new ways to help improve your technology, lower costs, increase efficiencies and resolve any problems that may be arising. Their goal should be to help you be more profitable, efficient and productive with these meetings.

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

Do you hate it when your technology service company sends you a bill and you have no idea what work was done? This is completely unacceptable behavior. You should demand that your technology consultant provide you with detailed invoices that show

what work was done, why and when so you never have to guess what you are paying for.

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

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 is another question to consider: if one of their technicians gets hurt at your office, who is 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 multi-million dollar lawsuits from customers for bad behavior of 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.*

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

All projects should be given a fixed priced or acceptable price range 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

reign to nickel and dime you as well as take as much time as needed on completing a project.

## **Maintenance of Your Network:**

**Q8: Do they insist on remotely monitoring your network 24-7-365 to keep critical security settings, virus definitions and security patches up-to-date and PREVENT problems from turning into downtime, viruses, lost data and other issues?**

A remote network monitoring system watches over your network to constantly look for developing problems, security issues and other problems so your technology consultant can address them BEFORE they turn into bigger problems and network downtime.

**Q9: Do they provide you with a monthly report that shows 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?**

Ask for a detailed monthly report that shows an overall health score of your network and the updates to your antivirus, security settings, patches and other important network checks (like hard drive space, backups, speed and performance, etc.). Even if you don't read through the report every month, it's important to know that this is happening.

**Q10: Is it standard procedure for them to provide you with proper documentation detailing hardware, software licenses, critical passwords, important user information, etc., or are they the only person with the “keys to the kingdom?”**

Every business should have this in written and electronic form at no additional cost. Your technology consultant should also perform a quarterly update on this material and make sure certain key people from your organization have this information and know how to use it, giving you control over your own 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. 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?**

Since they are keeping detailed network documentation and updates on your account, be sure that more than one of their engineers has access to that information and is capable of supporting your account so that others can easily pick up where another one has left off.

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

One of the more popular service plans offered by consulting firms today is an “all-inclusive” or “all-you-can-eat” managed services plan. These are actually a good thing because they’ll save you a lot of money in the long run – HOWEVER, make sure you REALLY understand what is and isn’t included.

**Some things to consider are:**

- ❖ Is phone/e-mail help desk included, or extra?
- ❖ What about 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?
- ❖ Is offsite backups included? To what degree?
- ❖ If you have a major disaster, is restoring your network included or extra?
- ❖ What about onsite support calls? Or support to remote offices?

## **Backups and Disaster Recovery:**

**Q13: Do they INSIST on offsite backups, or are they letting you rely on outdated onsite backups? Worse yet, are they performing tape backups?**

We would never encourage any business these days to use tape backups because they are incredibly unreliable. Our backup solution is a distributed platform sitting in a highly secure data center taking incremental snapshots throughout the day. It ensures your data remains offsite and provides you with disaster recovery capabilities that have your data accessible as quickly as 15 minutes of your server failing. This ensures your company has minimal downtime.

**Q14: Do they INSIST on doing periodical test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?**

Your computer consultant should perform a regular “fire drill” and perform a test restore from the backup 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.

**Q15: Do they insist on backing up your network BEFORE performing any type of project or major maintenance event?**

This is a simple 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?**

At minimum, you should have a simple disaster recovery plan for your data and network. We would also encourage you to do a full disaster recovery plan for your office, ensuring at a minimum, your computer network will be covered should something happen.

## **Technical Expertise and Support:**

**Q17: Is their helpdesk US-based or outsourced to an overseas company or third party?** An in-house helpdesk helps to ensure 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 for keeping your data secure.

**Q18: Do their technicians have a broad knowledge of various IT infrastructures?**

Engineers should be cross-trained against numerous platforms to ensure they do not have to dispatch someone from a different department. Your dedicated account engineers should be able to resolve the majority, if not all, of your issues whether it is software, hardware, printer repair or a full migration.

**Q19: Do their technicians arrive on time and dress professionally?**

Any technicians working on your network are a part of your staff while they are there. Are the technicians you're used to dealing with true professionals that you would be proud to have in your office? Do they dress professionally, have a clean appearance, and show up on time?

**Q20: Are they familiar with (and can they support) your unique line of business applications?**

Any computer consultant should own the problems with all of your line of business applications. That doesn't necessarily mean that they can fix faulty software – but they SHOULD be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you.



## A Final Word

We 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 we stated in the opening of this guide, our 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.

## 5 Ways To Tell If Your Current IT Provider Is Really Adequately Supporting You:

It's very common for businesses to be unhappy with the quality of service and support they're getting from their current IT provider, 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.

**1:** Do you have a **nagging suspicion** that your current IT provider couldn't really get you back up and running after a disaster? Are they *truly* maintaining critical security updates for your IT systems?

**2:** Are you experiencing **chronic problems** with your computer network that your IT provider just never seems to resolve.

**3:** Maybe **your IT staff is overwhelmed with work**, but you don't want to hire another person.

**4:** Is it just easier to "work-around" the problem or **try to fix IT problems yourself** rather than to call your IT provider.

**5:** Feeling sick and tired of sending a check every month for IT services but **you don't really know what you're paying for.**

If what we just described is similar to your situation, then we want to give you a **customized IT Optimization Plan For Free** that will reveal what's REALLY going on in your computer network

**Below you will find information on how to request a FREE IT Optimization Plan for your company as a next step in engaging with us. There is no cost or obligation, and we guarantee you will find this consult to be extremely valuable and eye-opening.**

Looking forward to your call!

**Jason Silverglate Chairman & CEO | Ross Brouse President & COO**



## **FREE IT Optimization Plan**

**In 3 Easy Steps, We Guarantee We Can Show You How to Eliminate System Slowness, Crashes, Viruses and a Host of Other Annoying IT Problems – and Never Pay for Unnecessary IT Expenses and Repairs Again**

### **Free Customized IT Optimization Plan and 27-Point IT Systems Security and Performance Assessment**

We will show you the fastest and most efficient way to get our 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**, Jennifer Taillac (Our Director of Client Services at Continuous Networks, LLC) will discuss with you how you use technology in your business and the challenges you are facing.

**Second**, one of our senior engineers will perform our proprietary IT Systems Security and Performance Assessment on your computer network. After doing this type of thing for over 17 years, we've truly perfected a process for helping companies like

yours to get their IT systems working the way they are supposed to. And there's no charge for this service.

**Third,** After conducting this Free Assessment, we'll be able to answer your top questions, such as:

- ❖ Are your IT systems truly secured from hackers, viruses and rogue employees?
- ❖ Are your backups configured properly to ensure that you could be back up and running again fast in a disaster?
- ❖ Could you utilize cheaper and more efficient cloud computing technologies to lower IT costs and make it easier to work remotely?
- ❖ Are your systems optimized for maximum speed and performance? (I can tell you, 90% 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:**

**1.** 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.

**2.** 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...**

**3.** 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 we respect that. To date, we've NEVER had anyone say that we've wasted their time, so we 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!**

### **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 below.)

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. We don't like pushy sales people any more than you—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 our "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 we're SO confident that we can deliver extreme value that we have no concerns over putting this type of guarantee on our time together. 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?

**The ONLY catch is that we can't help everyone, so we have a strict (but reasonable) set of criteria that needs to be met in order for us to proceed.**

**Here it is:**

- 1. You have to have at least 1 server and 20 workstations.** Our services and advice work best for companies that have at least one server and 10 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: 212-951-0701.
- 2. A person having the authority to approve the project must be present at our meetings.** Due to the nature of the advice we'll give you, it only will be actionable for the owner or key decision making executive.
- 3. You must have an open mind and be willing to listen.** Come to the meeting with a positive attitude and an open mind to really engage with us. If you won't at least consider our recommendations, we can't help you.

## IF You Meet the Criteria Above, Here's How We Get Started with these

### 3 easy steps:

**Step 1:** Go to the website below to complete our IT Assessment Questionnaire. Don't worry, it's simple and unobtrusive; if you don't know the answers to certain questions, just put "I don't know" as your answer: [www.continuous.net/itsurvey](http://www.continuous.net/itsurvey)

**Step 2:** Once we receive your application and have reviewed it, our team will meet with you to discuss how your business uses technology, any challenges you are facing with it and what you envision in your future. They will then initiate our **IT Systems Security And Performance Assessment**.

**Step 3:** Upon completion of the assessment, our team will return to deliver a **customized IT Optimization Plan and a "Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible. *This meeting should be a real eye-opener for you.*

If you see the value in engaging beyond that, great! We can talk about it at that time. And if you don't want to become a client—that's OK too. By the way, we've never had anyone feel like their time was wasted. EVER. That's why we can make this offer.

**WE DELIVER.**

**WARNING: Time is a Factor** This opportunity is extremely limited because of the intense one-on-one time required to provide you with results. Therefore, we can't do



this for more than a handful of people, and the window of opportunity won't be open long. So do it now and you'll be glad you did: [www.continuous.net/itsurvey](http://www.continuous.net/itsurvey)



## Read What Our Clients Are Saying

### “Continuous Networks is Different”

I have been an office manager at various companies for five years in New York City. One of the hardest vendors to find has always been the IT vendor. I always felt like I had to apologize to my vendors for submitting help requests; somehow, I was bothering them.

Continuous Networks is different. Help requests are welcomed and quickly managed, both remotely and in person. They think about our IT needs as if they were their own, and they do not stop trying to solve issues until they are solved. They geek out on new technologies, always testing them for themselves before they offer new solutions to us. Even better, they never attempt to sell us solutions that do not work well or that we do not need. Their staff is down- to-earth and personable, and they all feel like members of our own staff. They are our IT directors, and IT has never been smoother than it is now.

—*Steven Eheart*, Human Resources Manager, The Interactive Advertising Bureau



## Read What Our Clients Are Saying

### **“The Value, Service, and Peace of Mind is Exemplary”**

I cannot recommend Continuous Networks enough for the service, reliability, and overall peace of mind that they are able to provide my staff. Whenever I send the team questions or support tickets, their response is always immediate and thorough. Continuous has superlative know-how and a customer service mentality. They aren't just a vendor, but a PARTNER. Our company is in a big growth period, and not only does the Continuous team respond to our immediate needs, but they proactively project into the future based on where we're heading. The balance of dealing with current status quo while being able to seamlessly, patiently, and/or quickly move us to our next level is a tall order that Continuous handles with ease and speed. The value Continuous has brought our company is exemplary. Whether it's the day-to-day IT needs, an overhaul of systems and back-end infrastructure, or ad hoc advice, I know we are in good hands. Continuous is an essential part of our security and business continuity; I can't imagine partnering with another IT management company.

**– Chris Staley, Office Manager, The Interactive Advertising Bureau**



## Read What Our Clients Are Saying

### **“Outstanding Customer Service Keeps Comodo Online”**

As the Comodo organization continues to grow, the company relies on the infrastructure and IT support of Continuous Networks to ensure the collection and hosting of information is a growth challenge that is fully supported. The technical service staff of Continuous is able to address any emergency situation for Comodo, and is equally adept at handling rapidly developing situations crucial for bringing new services to market in an expeditious and cost-effective way.

As we consolidated our colocation footprint in the United States, Continuous provided an unparalleled level of flexibility and accommodation, ultimately making the transition flawless. Now that the consolidation is complete, we trust in Continuous’s unique blend of robust infrastructure, security controls and outstanding customer service to keep Comodo services online and fully serviced at all times.

The Comodo organization is a global innovator and developer of cyber security solutions, founded on the belief that every single digital transaction deserves and requires a unique layer of trust and security. Building on its deep history in SSL certificates, antivirus and endpoint

security leadership, and true containment technology, individuals and enterprises rely on Comodo's proven solutions to authenticate, validate and secure their most critical information. With data protection covering endpoint, network and mobile security, plus identity and access management, Comodo's proprietary technologies help solve the malware and cyber-attack challenges of today. With United States headquarters in Clifton, New Jersey, the Comodo organization has offices in China, India, the Philippines, Romania, Turkey, Ukraine and the United Kingdom.

**—Ed Giaquinto, Director of Information Technology, Comodo**



## Read What Our Clients Are Saying

### **“Success Driven Partnership”**

Our partnership with Continuous Networks began with a need for a simple virtual server for a database. From day one, the Continuous team took the time to understand our business and understand us. We soon approached them with the need to deploy a cloud-based file sharing platform with 100% uptime and tight security. We work within a global telecom company's New York City office and their internal network security protocols prohibited access to the platform we wanted to deploy. We needed a firm with extensive networking experience to work with our internal IT team to make this possible. The team from Continuous consulted with each technical team and architected a solution to overcome this roadblock and provide us with exactly what we needed while maintaining the security that our organization demands. The Continuous team is always willing to go the extra mile. Their expertise and focus on our success shows in every interaction we have with them. I can't imagine partnering with anyone else.

**—Rich Simeone - S-One Communications**



**CONTINUOUS**  
WE MAKE **IT** PERSONAL

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