

# RevITup™ Worry-free IT Seminar Series

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## Stop Rewarding Your IT Provider When Your Systems Are Down!



*You pursue your vision...  
we'll manage the technology*

The Launch  Pad

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# The Launch Pad – Welcome to the New Face of IT

Let's face it; even with "proactive" support contracts and retainers, your current IT provider profits when your systems are down.

## THE OLD MODEL OF IT



*Putting out fires – reactive, break/fix, costly downtime*

### About The Launch Pad

The Launch Pad is a leading web and technology services provider with a customer base spanning professional services, medical, legal, non-profit and small manufacturing sectors.

#### Operations

- Founded in 1992
- Accredited member of the MSP Alliance
- 24x7x365 monitoring and proactive management of all customer devices
- More than 150 years of industry experience in the 24x7x365 Help Desk
- Web Services, Professional Services, Sales & Data Cabling

## OUR APPROACH



Our **ReviTup™ Business Care Managed Services** mean our clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. We only profit when our customers don't face disasters and technology systems run at top efficiency. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network.

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# How Investing In the Wrong Technology Can Be One of the Most Costly Mistakes Business Owners Make

## Technology Spending Increased Exponentially for SMBs Last 5 Years

Forced to re-buy or replace too soon because of wrong hardware or software purchases = big \$\$\$.

Small businesses lack deep pockets and have slim profit margins. Wrong spending can be very damaging.



## Employee Frustration

Wrong technology will create lack of acceptance within your company.

Business processes are not improved or are worsened.



## Customer Frustration

Cannot provide same efficiencies and service level as competition.

Automation is expected and customers are frustrated if client-facing technology does not work consistently.

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## The 5 Biggest Mistakes Small Businesses Make in Operating, Managing and Maintaining a Network

1

- **Improper Cabling/Components**– Too many try to scrimp on cabling. This is the foundation of the house. Not solid and problems will plague your network for ever.

## How Does Your Current Provider Measure Up?

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• **Do-It-Yourself Approach to Management**– SMB often lack IT staff, don't proactively manage, update and monitor network. Wait until something breaks than call IT consultant to fix it.

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• **No Backups or Improper Backups**– Backups must be monitored and managed. Tape is not reliable. Most SMBs do not have proper backups and no process for testing and restoring data.

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- 4 • **No Backups or Improper Backups**– Backups must be monitored and managed. Tape is not reliable. Most SMBs do not have proper backups and no process for testing and restoring data.
- 5 • **Improper/Incomplete Security**– Antivirus/Antispyware software not running or up to date. No spam filtering. Firewalls are not set up properly – particularly wireless. No security standards.

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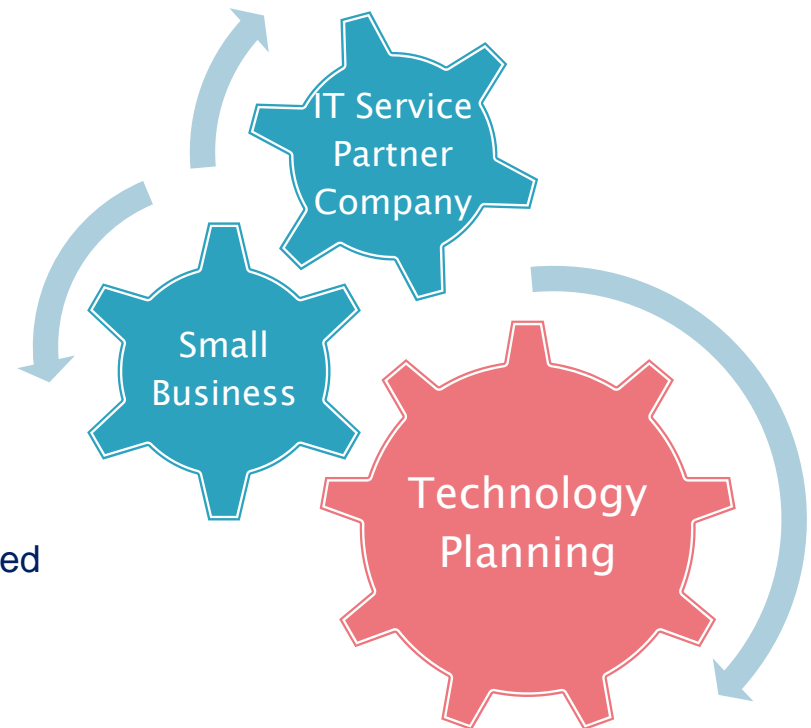
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**Sound technology planning and partnering with the right IT provider can save you thousands, insure your technology systems are always running and help you maximize growth.**

- ❖ Avoid making costly purchases that are not appropriate to solve your issues or meet objectives
- ❖ Technology planning saves money, automates business process and improves efficiencies
- ❖ Work with an IT services company that has experience with SMBs. Check references!
- ❖ Your network is set up according to best practices. Investing now will SAVE you money in the long run
- ❖ Your network and systems can managed and monitored
- ❖ Partner with a Managed IT Services Provider

Finding the right technology partner, making educated technology investments and proactively managing your IT can save your company thousands of dollars.



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## 8 & 9 Reasons Managed IT Services are the Smartest and Most Cost-Effective Way for SMBs to Maximize Technology Investments

### OLD – BREAK/FIX

Wait for something to break – putting out fires

Unpredictable downtime/Lost \$\$

Reactive vs. Proactive

Higher IT costs and lost productivity

IT company benefits when something breaks

High staff frustration/low technology buy-in

Small problems cause performance issues

Must wait for technician to get onsite

Technology costs fluctuate month to month

### NEW - MANAGED IT SERVICES

24X7 Remote Monitoring, Error Alert/Correction

Virtually eliminate downtime/increased revenue

Proactive vs. reactive

30 - 50% Lower IT costs and 100% productivity

IT company only benefits when systems are up

Increase staff morale & technology acceptance

Increase network, server & desktop performance

90 % Remote tools & Instant Remediation

Predictable monthly investment – fixed-fee

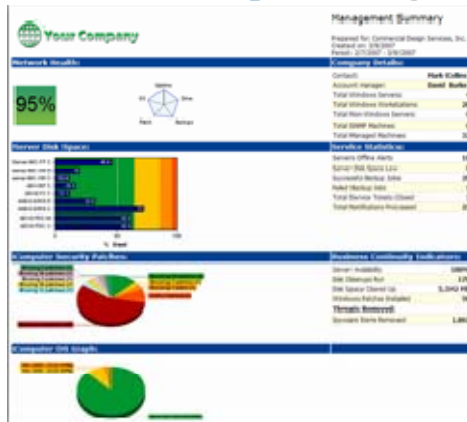
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## So, What's in the Box?

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### Executive Management Report

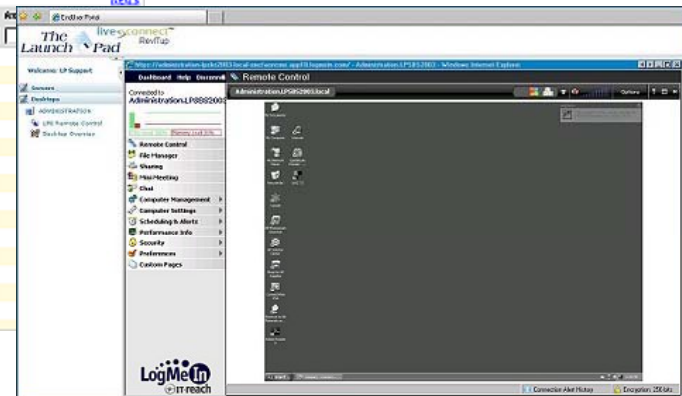


The Online Customer Portal screenshot shows a list of support tickets with columns for ID, Summary, Contact, Entered, Status, and Updated. The tickets are listed in a table format.

ID	Summary	Contact	Entered	Status	Updated
10193	set up of 1000 file on s...	Jody Bone	12/15/2008	New [o...	12/17/2008
10666	antivirus definitions not u...	Jody Bone	12/14/2008	Closed ...	12/19/2008
10332	Microsoft Office 2007 i...	Jody Bone	12/11/2008	Closed ...	12/11/2008
10420	Desktop LiveCheck call to...	Jody Bone	11/28/2008	Closed ...	11/28/2008
10388	Desktop LiveCheck call to...	Jody Bone	11/26/2008	Closed ...	11/28/2008
10386	Desktop LiveCheck call to...	Jody Bone	11/26/2008	Closed ...	11/28/2008
10318	antivirus not updating...	Jody Bone	11/25/2008	Closed ...	11/28/2008
10203	customer's computer error...	Jody Bone	11/24/2008	Closed ...	11/24/2008
10209	customer's computer error...	Jody Bone	11/24/2008	Closed ...	11/24/2008
10159	customer's computer error...	Jody Bone	11/20/2008	Closed ...	11/24/2008
10154	customer's computer error...	Jody Bone	11/20/2008	Closed ...	11/24/2008
10149	Desktop LiveCheck call to...	Jody Bone	11/20/2008	Closed ...	11/24/2008
10147	customer's computer error...	Jody Bone	11/20/2008	Closed ...	11/24/2008
10146	customer's computer error...	Jody Bone	11/20/2008	Closed ...	11/24/2008
10143	Desktop LiveCheck call to...	Jody Bone	11/20/2008	Closed ...	11/24/2008
10139	customer's computer error...	Jody Bone	11/20/2008	Closed ...	11/24/2008

Online Customer Portal

### RevITup™ Mobile Office



### Fixed Monthly Fee Includes:

- ❖ 24X7X365 Monitoring of over 600 Events for Servers, Workstations & Network Devices at our NOC
- ❖ LiveConnect™ Online Customer Portal for support ticket management, invoice history & service reports
- ❖ Proactive Error Alerting & Instant Remote Remediation with Unlimited Help Desk – Expert Techs/No Wait
- ❖ Patch management with white listing service & deployment
- ❖ Corporate Antivirus, Antispyware, Antispam licensing
- ❖ RevITup™ Mobile Office license for PC & Server – secure remote desktop access from any Web browser
- ❖ Remote & Onsite Preventative Maintenance & Technology Planning Services
- ❖ Monthly Executive Technology Summary

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## Why Back Up Your Data?

- ❖ Lost File
- ❖ System/Hardware Failure
- ❖ User Error/File Deletion
- ❖ File Corruption
- ❖ Data Migration to New Hardware
- ❖ Critical Server Outage
- ❖ Site Disaster
- ❖ Mailbox & Messaging Restore
- ❖ Security
- ❖ Industry Compliance Requirements
- ❖ Maximize Employee Productivity
- ❖ Insure Business Continuity/Survival



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## What's Wrong with the Status Quo?

**TAPE /UNMANAGED DISK-TO-DISK AT BEST ONLY OFFERS A PIECE OF THE PIE**

### A few Gartner Group Statistics:

- ❖ Over 50% of small businesses lack a viable disaster recovery strategy
- ❖ 71% of tape restores fail. [Strategic Research says 54%]
- ❖ Tapes/disk-to-disk at best are only one small slice of the pie
- ❖ 2 out of every 5 businesses that experience a disaster resulting in loss of key data will go out of business within 5 years of the event



Don't risk settling for less



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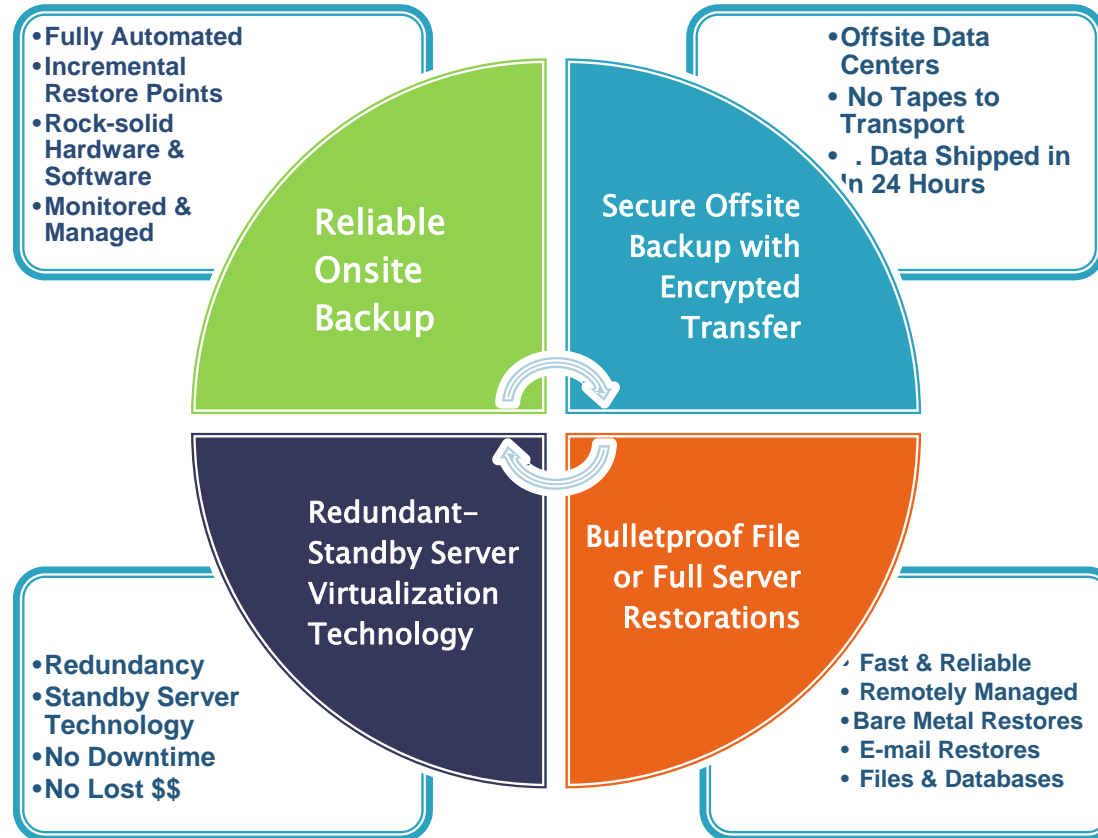
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## The Whole Pie

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### 4 KEY ELEMENTS OF COMPLETE BUSINESS CONTINUITY AND DATA PROTECTION



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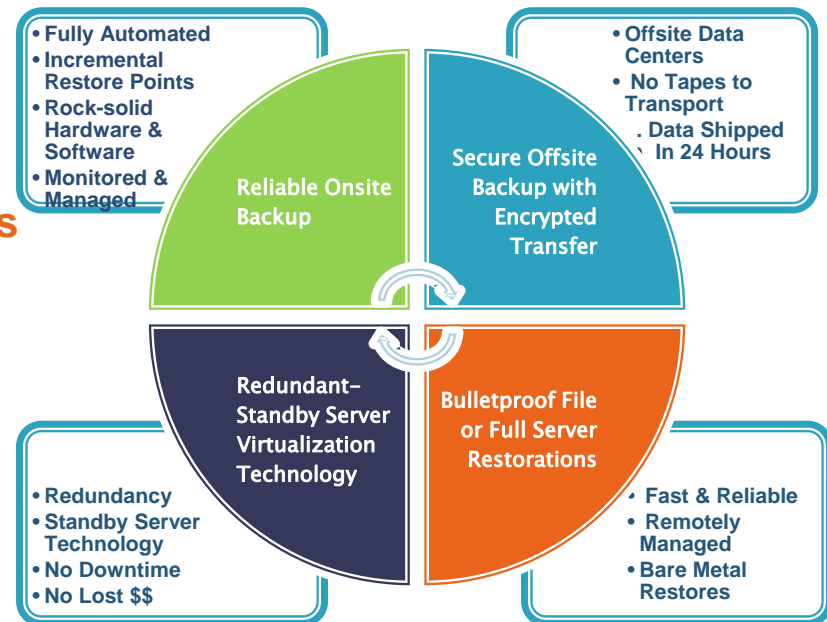
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## The Whole Pie Challenge is \$\$\$\$

- ❖ Traditionally Enterprise Level Solutions
- ❖ Price Tag Starts at 18K – 20K
- ❖ Uses Non-Integrated, Complicated Systems
- ❖ Requires Expert Management



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# Our Solution - RevITup™ BDR –Business Continuity & Disaster Recovery Series

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- ❖ Managed & Monitored 24X7 by our Support Team – Help Desk Included
- ❖ Rapid Disk-to-Disk Onsite and Offsite Backup with 15 Minute Restore Points
- ❖ Restore Files, Databases, Full Servers Including Bare-Metal Restores
- ❖ Standby Server Capable



	TAPE	vs.	NAS
Backup Window	A significant backup window is required to complete a full backup — time lost for access to vital systems.		There is no backup window...your critical business systems remain up and running.
Recovery Point	Systems are typically backed up every 24 hours. Are you ready to lose a day's worth of work?		Data snapshots take place every 15 minutes ...about the same length of time as a coffee break.
Recovery Time	There's nothing automatic about restoring with tape. The process is time-consuming and labor intensive.		Recovery is as simple as pushing a few buttons (or clicking a mouse). Systems are restored in less than a half hour.

The Launch Pad offers the only comprehensive business continuity solution starting at under \$200 per month

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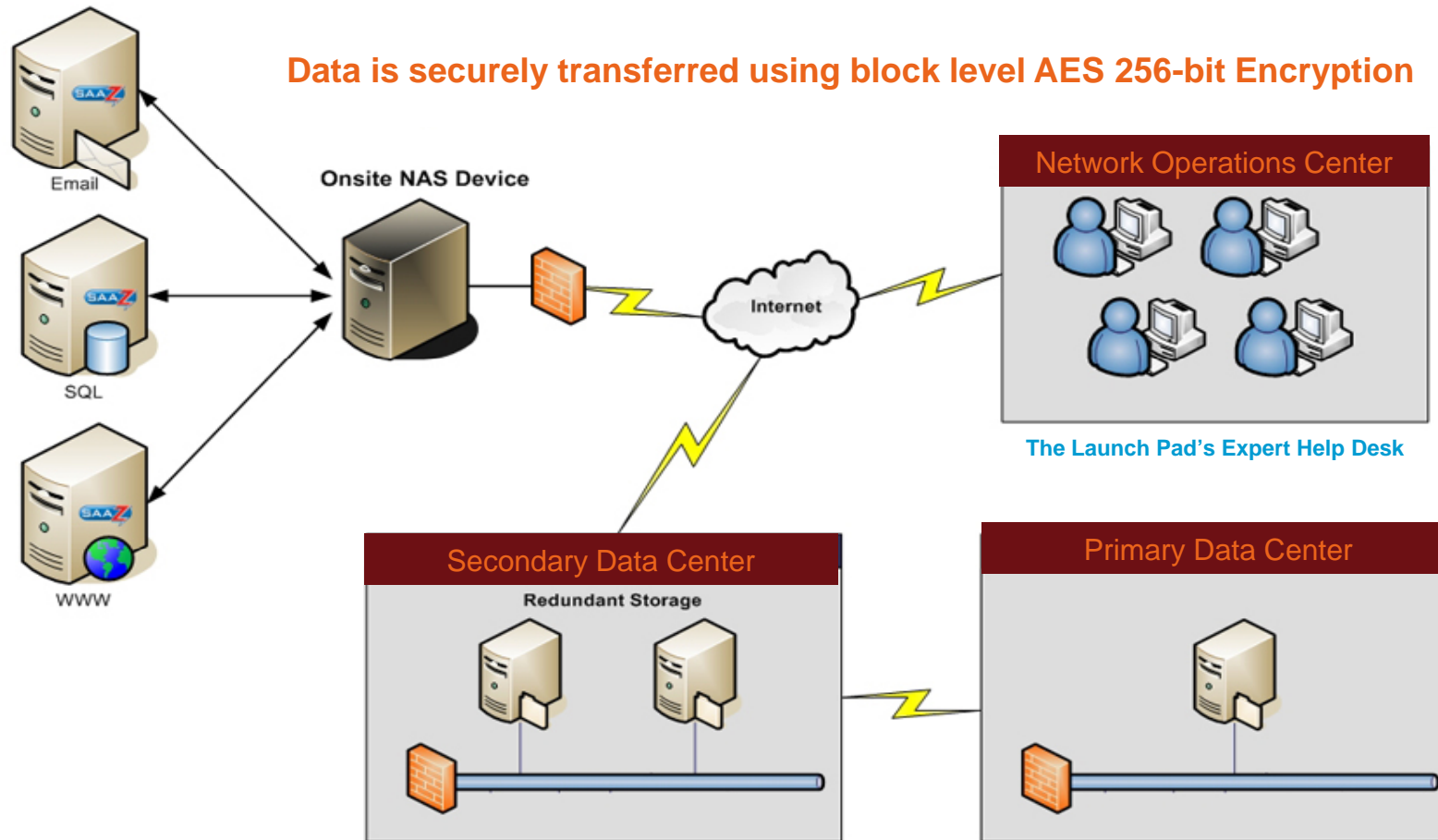
# How It Works - RevITup™ BDR Architecture

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Client Site

Data is securely transferred using block level AES 256-bit Encryption



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# We Give You the Whole Pie

## RevITup™ BDR – Our Business Continuity & Disaster Recovery Series

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Ironclad Protection for your Business

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### Real-Time Onsite/Offsite Secure Backup Every 15 Minutes

- ❖ Managed & Monitored 24X7 by our Support Team
- ❖ Bare-metal Restores to Different Server Hardware
- ❖ Onsite Data Storage Server (NAS) Provided by The Launch Pad
- ❖ Redundant Offsite Data Centers
- ❖ AES 256-bit Encryption End to End Offsite Backup (**HIPPA/GLBA/SOX Compliant**)
- ❖ Fast & easy restores from a single file, e-mail, databases and complete servers
- ❖ “Standby” Virtualized Server Capability if Your Server Goes Down
- ❖ Restore User Access to Server Data In Event of Loss of Site
- ❖ Low Monthly Fee – No Costly Outlay for Equipment or Software
- ❖ 100% Reliable - Guaranteed



Give Your Tapes the Pink Slip

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# RevITup™ Business Care Series

## The Total Technology Solution

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### RevITup™ Business Care Series



#### The Launch Pad's Expert Help Desk

- ✓ Fixed Monthly Fee
- ✓ Antivirus/Antispyware Included
- ✓ Unlimited Help Desk
- ✓ Monitored/managed 24x7x365
- ✓ Instant Remote Remediation
- ✓ No Downtime

### RevITup™ BDR Series



+

#### Bulletproof managed backup

- ✓ Real-time onsite/offsite
- ✓ Standby server virtualization
- ✓ Easy File Restores
- ✓ Bare Metal Server Restores
- ✓ Monitored/managed 24x7x365

### RevITup™ Business WebSentry™



+

Complete visibility and control over web content, web applications and web threats

- ✓ Bandwidth Optimization
- ✓ Website Content Filtering
- ✓ Website Blocking/Monitoring
- ✓ User Traffic Reporting
- ✓ Content Filtering
- ✓ User/Bandwidth Web Reporting

*We Make Technology Work for Your Business*

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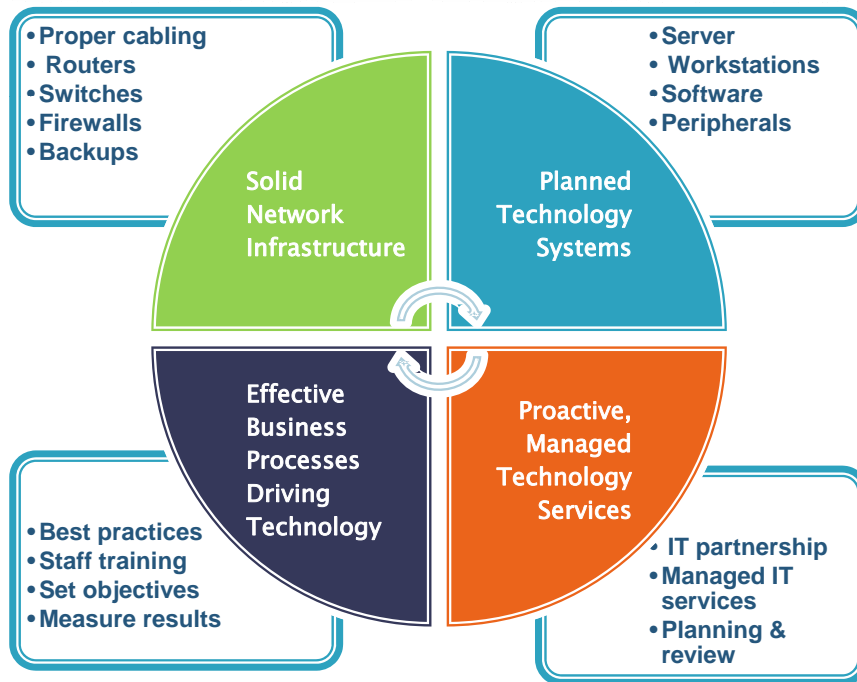
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The Total Technology Solution

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The goal for businesses is to maximize technology investment, improve business processes, automation and productivity and use the tools of technology to grow your business. The Launch Pad provides worry-free managed IT so you enjoy peace of mind while you pursue your vision.

## THE ELEMENTS FOR SMART TECHNOLOGY MANAGEMENT



## MAXIMIZE YOUR INVESTMENT MANAGED SERVICES BENEFITS SUMMARY

- Better service with best practices
- More uptime with 24X7 remote monitoring
- Proactive vs. reactive – instant remediation
- Lower, fixed IT costs – less than in-house
- We do not profit when you are down
- Managed & monitored security
- Increase network & desktop performance
- Eliminate downtime – increase productivity
- Regular technology planning & review
- Measurable reporting & results



A professional society of MSP companies with a mandate to self regulate and to perform ethically and responsibly in providing technology services to clients. [www.mspalliance.com](http://www.mspalliance.com)

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