

Limited Free IT Optimization Plan:

Give Me 30 Minutes, And I Guarantee I 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



From The Desk of: Glenn Mores
President/CEO
MicroData
Beverly, MA

Dear Colleague,

Do you have a **nagging suspicion** that your current IT provider isn't delivering the quality of service you're paying for?

Maybe you're experiencing **chronic problems** with your computer systems, network, and Internet service that your IT provider just never seems to resolve.

Maybe it has become easier to find a work-around or **try to fix IT problems yourself** than to call your IT provider.

Or maybe you're sending a check every month for their services **but don't really know what you're paying for**. Could they really get you back up and running after a disaster? Are they *truly* maintaining critical security updates for your IT systems? Have you outgrown their ability to adequately support you?

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

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Free Customized IT Optimization Plan and 57-Point IT Systems Security and Performance Assessment

If I just described your situation, I want to give you a **customized IT Optimization Plan for free** that will reveal what's REALLY going on in your computer network and show you the fastest and most efficient way to get your 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, I want to perform our proprietary **57-Point IT Systems Security and Performance Assessment** on your computer network (one that's taken me over 10 years to perfect).

There's no charge for this, and it only requires a 30-60 minute meeting with me and one of my top IT consultants. After doing this type of thing for almost 24 years, we've truly perfected a process for helping companies like yours to get their IT systems working the way they are supposed to.

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?
- Are you unknowingly exposing your company to expensive fines and litigation under new Massachusetts data breach laws?
- Could you utilize cheaper and more efficient Cloud, Hybrid cloud, or Private 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, 99% of the computer networks we review are NOT.)

Once we have a clear picture on 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:

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.*

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...

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

Here's How This Will Work:

First, you'll fill out a brief IT Analysis Questionnaire we've posted online: <https://www.surveymonkey.com/r/MicroDataIT>. This gives us the basic information we need about you and your company to prepare for our meeting.

Once you complete this, Steve Vozella from our office will call you and set up a convenient time for us to come to your office and perform our **57-Point IT Systems Security and Performance Assessment.**

After that initial meeting, we'll prepare 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.

And like I said, *there's no charge for this.*

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 attached.)

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. I 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 "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 I'm SO confident that we can deliver extreme value that I have no concerns over putting this type of guarantee on our time together.

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 at least have a server and 15 workstations.**
Our services and advice work best for companies that have at least one server and 15 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: 978.326.8205
- 2. You must be the owner of the business.**
Due to the nature of the advice we'll give you, it only will be actionable for the owner or key 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:

Step 1: Go to the website below to complete our IT Analysis Questionnaire. Don't worry, it's simple and unobtrusive; if you don't know the answers to certain questions, just select "I don't know" as your answer:

<https://www.surveymonkey.com/r/MicroDataIT>

Step 2: Once we receive your questionnaire and have reviewed it, Steve Vozella from our office will call you and set up a time to meet.

The initial meeting will be between 30 and 60 minutes. This is where we really begin working to figure out exactly what you want and how to make it happen. We'll also initiate our **57-Point IT Systems Security and Performance Assessment**.

Step 3: After that initial meeting we'll prepare 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 second 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, 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? Do it now and you'll be glad you did:

<https://www.surveymonkey.com/r/MicroDataIT>

Dedicated to your success,



Glenn Mores, MBA
President/CEO
MicroData
978.326.8205

Not Ready To Meet Just Yet?



If so, I'd at least like to give you a copy of my new free report, "21 Questions You Should Ask Any Computer Consultant Before Hiring Them to Support Your Network" Even if you aren't ready to make a change right now, this report will give you important questions you should ask your current IT person to make sure their policies, procedures and service standards won't leave you vulnerable to expensive problems, lost data, viruses, hacker attacks and a host of other problems.

You can download it at <http://www.microdata.com/21Questions.html>

What Some of Current Customers are Saying:



When you don't have to think about your technology, you know something is going right!

This customer was just transitioning their investment management company from an affiliation with a bank to a brand new, independent company - Cornerstone. That meant that all their physical resources and technology had to stay with the bank and they needed a new office, furniture, and computer technology – and they had to do it all while moving and in a short period of time. And importantly, customer data that they needed to take with them had to be migrated from the bank's proprietary computer system to their new IT environment.

MicroData reviewed the old IT setup and in particular the bank's proprietary computer system and created a design and plan for the new business. The work included sitting down with the partners and helping them create a technology rich new office environment that reflected the image they felt important for today's investors. For the physical space we prepared bids for data cabling and reviewed vendor responses helping the customer make a selection. Then we supervised the contractors doing the work including the Internet Service Provider. MicroData also designed a high-speed wireless networking solution including separate and secure guest and internal use wireless networks.

For the proprietary data, MicroData utilized a range of tools for safely exporting the old data and transferring it to the new environment.

The design for the network was for a *Hybrid-Cloud* solution. This gave the customer significant performance and security advantages but also leveraged a partner's cloud mail service. The result was the two working together seamlessly.

On opening day, the partners literally walked into their office, sat down, and began working.

Glenn and his team guided us through all of our IT needs with exceptional efficiency during the start-up of our firm in 2011. When you don't have to think about your technology, you know something is going right!

Carlie Dugan, Managing Partner
Cornerstone Financial Partners



A Private Cloud Solution from MicroData let us Transform our Business

Biometrix Corporation, a life sciences company, needed to change the way their company did business in order to stay competitive. They turned to MicroData and we showed them how our Private Cloud solution would allow them to virtualize their company operations, eliminate their costly office lease, and allow their employees to respond quicker to customer needs and opportunities.

MicroData handled the migration and even the end-user equipment move and literally provided an overnight transition to the new Biometrix Private Cloud. MicroData then continued to support Biometric with our Massachusetts-based Help Desk and team of experts.

MicroData has been amazing to work with throughout the process. Their Private Cloud solution has enabled us to transform into a nimble, responsive company while at the same time substantially reducing operating costs and increasing uptime. I'm so glad I found Glenn and the Pro's at MicroData.

Rob Bossler
President/CEO
Biometric Corporation



“It’s Definitely Paid Off!” Market Research Firm was Literally Drowning in Data

MicroData was approached by Steve Mushkin, the President & CEO of Latitude Research, a leading market research company based in the Boston area.

Latitude’s business is all about collecting and analyzing data and especially working with video – especially the explosive growth of content delivery through the Internet. They realized that their past policies of collection and storage weren’t close to adequate for allowing them to sift through the masses of data – let alone keep it organized and safe.

MicroData performed an in-depth assessment of their environment and spent time listening and learning from the employees about the business and the information they worked with. We then designed and deployed a highly scalable infrastructure and related systems that would not only address immediate needs, but would permit a lot of growth in future.

The result? IT quickly disappeared as a focus of attention and the company embarked on an aggressive growth program.

MicroData has been great on all levels, and working with you has allowed us to go to a much higher place in terms of our data management and communications.

Steve Mushkin
President & CEO



Network performance was so slow, we were literally waiting minutes for some online transactions to complete. Our old IT provider wasn’t responding either.

A golf course is a big business with shops, restaurants, bars, security systems, and a substantial volume of daily business operations. So when IT systems aren’t working right it’s costing money.

The General Manager of the Meadow Brook Gold Course came to us because they were have major slow-downs, web pages failing to load, users getting kicked off the network, and other IT problems.

MicroData performed an assessment of the IT environment and in our report we outlined a series of steps to take to solve the performance problems. But we didn't stop there. We also made recommendation to increase security, stabilize systems, modernize the POS systems in use, and provide secure remote access for users. Finally we recommended an on-going support solution that would provide the all employees with an easy and reliable method to get help when they needed it. Now they simply pick up the phone, dial a toll-free number, and a MicroData engineer helps them right away.

MicroData met with me to review their audit results. They suggested hardware and software changes and then executed a plan for a Hybrid-Cloud IT environment which worked quite well for our situation. MicroData drastically improved network performance, speed, uptime, security, and my peace-of-mind; they also replaced our older POS terminals and worked with our application vendor to ensure complete success. The system engineers and the company has been outstanding from the get-go, honest, timely, responsive, and respectful; we now have a 2-year support agreement with quick, effective help desk support when we need it.

Bob Morelli
General Manager



Startup needed to go from zero to 100% operational – and fast!

Selective Micro Technologies had a patented biotech process that they needed to get through FDA approval and get to market as quickly as possible. When they set up their operations they turned to MicroData to take care of IT.

We met with the principals, learned about the business plan, and then designed and deployed a complete IT system within 3 days. Internal network, servers, routers, switches, wireless, domain registration, email, firewalls, remote access, printing, and end user support were all in place allowing users to simply sit down at their desks and go to work.

Selective Micro has outsourced its IT with MicroData since 2002 and it was one of the smartest decisions we have made. Thanks to MicroData's expertise and "Complete Care" outsourcing coverage, IT is never a problem. For IT outsourcing, MicroData has literally done it all for Selective Micro, from updating software to installing new servers and networks. MicroData has the people to get the job done on time and on budget, which is so critical to companies today.

Paul Butler, General Manager
Selective Micro Technologies