

FREE REPORT:

“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud”

**Discover What Most IT Consultants Don't
Know Or Won't Tell You About Moving Your
Company's Network To The Cloud**

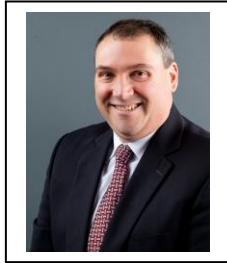
By Paul Marchese,
President, Marchese Computer Products, Inc.

www.mcpinc.com

Phone: 585-343-2713

A Letter From The Author:

Why We Created This Report And Who Should Read It



From The Desk of: Paul Marchese,
President, Marchese Computer Products, Inc.

Dear Colleague,

When you decided to look into transitioning your computer network and operations to the cloud, you were probably met with conflicting advice, confusion and no real answers to your questions and concerns over security, cost and whether or not it's appropriate for your organization.

That's why we wrote this report. **We wanted to give you a simple, straightforward guide that not only answers your questions in plain English, but also provides vital experience-based information that most IT companies don't know (or may not tell you) that could turn your migration into a big, cash-draining nightmare.**

My name is Paul Marchese. My organization has worked with over 2,000 clients from around the country and the world to create reliable IT solutions for their businesses over the past 38 years. We are proud to be the oldest technology provider in all of Western New York. We've helped brand-new start-ups as well as established companies generating \$10's of millions a year to secure their networks, provide peace of mind, and remove the headaches of IT from their plates so they can concentrate on their primary business.

The simple fact is, cloud computing is NOT a good fit for every company, and if you don't get all the facts or fully understand the pros and cons, you can end up making some VERY poor and expensive decisions that you'll deeply regret later. The information in this report will arm you with the critical facts you need to avoid expensive, time-consuming mistakes.

Of course, we are always available as a resource for a second opinion or quick question, so please feel free to contact my office direct if we can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,

Paul Marchese

About Marchese Computer

With our 38 years in Business, we are a WNY's oldest Technology Company. We are focused on providing **IT Support and Solutions to small businesses in our region. We understand** what it means to be a small business and **how to help you grow** using technology. Our clients range from a single PC to over 100 workstations with multiple servers. Our clients find their servers, computers, emails, network, and Internet vital for daily operations. Many of our clients have specialized **lines of business applications, ERP software, or automation networks** that they use to run their business and that they rely heavily on that software being operational. **We specialize in getting and integrating the right technology** and services for your business so you don't have to waste your time trying to fix an IT issue. We want you to do what you do best and strive to **take the burden of IT off your plate** so you can achieve all of your goals.

We take the time to understand your business and goals and provide solutions to make your business more efficient, productive and to help you grow.

We specialize in security and technology solutions for Small Businesses In the Western New York area. If you are looking for a partner who can help you use technology as a tool to move your business forward, then we can help!

38 years of experience

We have been helping small businesses in the GLOW region of Western New York for 38 years and are proud to be the oldest technology reseller in Western New York. **We have simply done things with technology integration into businesses that no one else in the area has and we are sure we can help you with your technology needs.**

Full line of services

We don't stop at just a quick PC fix. Our solutions include **Telecom, VOIP, Security, Fire Systems, video surveillance, Web design, Web Hosting, Managed services for both your PC's/Servers and printers** to a total network engineering and Server rebuild - we've got it covered.

5 Critical Facts You Must Know Before Moving To The Cloud

In this report I'm going to talk about **5 very important facts you need to know before you consider cloud computing for your company**. These include:

1. The pros AND cons you need to consider before moving to the cloud.
2. Migration GOTCHAS (and how to avoid them).
3. The various types of cloud computing options you have (there are more than just one).
4. Answers to important, frequently asked questions you need to know the answers to.
5. What questions you need to ask your IT pro before letting them "sell" you on moving all or part of your network and applications to the cloud.

I've also included some actual case studies from other businesses that have moved to cloud computing, along with a sample cost-comparison chart so you can see the impact this new technology can have on your IT budget.

At the end of this report there is an invitation for you to request a **Free Cloud Readiness Assessment** to determine if cloud computing is right for your particular business. I encourage you to take advantage of this before making any decisions since we've designed it to take a hard look at the functionality and costs for you as a business and provide you with the specific information you need (not hype) to make a good decision about this new technology.

What Is Cloud Computing?

Wikipedia defines cloud computing as "the use and access of multiple server-based computational resources via a digital network (WAN, Internet connection using the World Wide Web, etc.)."

But what the heck does *that* mean?

The easiest way to not only understand what cloud computing is but also gain insight into why it's gaining in popularity is to compare it to the evolution of public utilities. For example, let's look at the evolution of electricity.

Back in the industrial age, factories had to produce their own power in order to run machines that produced the hard goods they manufactured. Be it textiles or railroad spikes, using machines gave these companies enormous competitive advantages by producing more goods with fewer workers and in less time. For many years, the production of power was every bit as important to their company's success as the skill of their workers and quality of their products.

Unfortunately, this put factories into TWO businesses: the business of producing their goods and the business of producing power. Then the concept of delivering power (electricity) as a utility was introduced by Thomas Edison when he developed a commercial-grade replacement for gas lighting and heating using centrally generated and distributed electricity. From there, as they say, the rest was history.

The concept of electric current being generated in central power plants and delivered to factories as a utility caught on fast. This meant manufacturers no longer had to be in the business of producing their own power with enormous and expensive water wheels. **In fact, in a very short period of time, it became a competitive necessity for factories to take advantage of the lower-cost option being offered by public utilities.** Almost overnight, thousands of steam engines and electric generators were rendered obsolete and left to rust next to the factories they used to power.

What made this possible was a series of inventions and scientific breakthroughs – but what drove the demand was pure economics. Utility companies were able to leverage economies of scale that single manufacturing plants simply couldn't match in output or in price. In fact, the price of power dropped so significantly that it quickly became affordable for not only factories but every single household in the country.

Today, we are in a similar transformation following a similar course. The only difference is that instead of cheap and plentiful electricity, advancements in technology and Internet connectivity are driving down the costs of computing power. With cloud computing, businesses can pay for “computing power” like a utility without having the exorbitant costs of installing, hosting and supporting it on premise.

In fact, you are probably already experiencing the benefits of cloud computing in some way but hadn't realized it. Below are a number of cloud computing applications, also called SaaS or “software as a service,” you might be using:

- Gmail, Hotmail or other free e-mail accounts
- Facebook
- NetSuite, Salesforce
- Constant Contact, Exact Target, AWeber or other e-mail broadcasting services
- Zoomerang, SurveyMonkey and other survey tools
- LinkedIn
- Twitter
- All things Google (search, AdWords, maps, etc.)

If you think about it, almost every single application you use today can be (or already is) being put “in the cloud” where you can access it and pay for it via your browser for a monthly fee or utility pricing. You don't purchase and install software but instead access it via an Internet browser.

What About Office 365 And Google Apps?

Office 365 and Google Apps are perfect examples of the cloud computing trend; for an inexpensive monthly fee, you can get full access and use of Office applications that used to cost a few hundred dollars to purchase. And, since these apps are being powered by the cloud provider, you don't need an expensive desktop with lots of power to use them – just a simple Internet connection will do on a laptop, desktop or tablet.

Pros And Cons Of Moving To The Cloud

As you read this section, keep in mind there is no “perfect” solution. All options – be it an in-house, on-premise server or a cloud solution – have upsides and downsides that need to be evaluated on a case-by-case scenario. (Warning: Do NOT let a cloud expert tell you there is only “one way” of doing something!)

Keep in mind the best option for you may be a **hybrid solution** where some of your applications and functionality are in the cloud and some are still hosted and maintained from an in-house server. We'll discuss more of this in a later section; however, here are the general pros and cons of cloud computing:

Pros Of Cloud Computing:

- **Ability to access your desktop and/or applications from anywhere and any device.** If you travel a lot, have remote workers or prefer to use an iPad while traveling and a laptop at your house, cloud computing will give you the ability to work from any of these devices. *With our Managed services product, we provide a 2 form factor completely secure method for companies to gain access to their data and take control of machines at their facilities from anywhere in the world.*
- **Disaster recovery and backup are automated.** The server in your office is extremely vulnerable to a number of threats, including viruses, human error, hardware failure, software corruption and, of course, physical damage due to a fire, flood or other natural disaster. If your server were in the cloud and (God forbid) your office was reduced to a pile of rubble, you could purchase a new laptop and be back up and running within the same day. This would NOT be the case if you had a traditional network and were using tape drives, CDs, USB drives or other physical storage devices to back up your system.

Plus, like a public utility, cloud platforms are far more robust and secure than your average business network because they can utilize economies of scale to invest heavily into security, redundancy and failover systems, making them far less likely to go down. We have several solutions that fit every business from small to large.

- **It's faster, cheaper and easier to set up new employees.** If you have a seasonal workforce or a lot of turnover, cloud computing will not only lower your costs of setting up new accounts, but it will make it infinitely faster.

- **You use it without having to “own” it.** More specifically, you don’t own the *responsibility* of having to install, update and maintain the infrastructure. Think of it as similar to living in a condo where someone else takes care of the building maintenance, repairing the roof and mowing the lawn, but you still have the only key to your section of the building and use of all the facilities. This is particularly attractive for companies that are new or expanding, but don’t want the heavy outlay of cash for purchasing and supporting an expensive computer network.
- **It’s a “greener” technology that will save on power and your electric bill.** For some smaller companies, the power savings will be too small to measure. However, for larger companies with multiple servers that are cooling a hot server room and keep their servers running 24/7/365, the savings are considerable.

Cons Of Cloud Computing:

- **The Internet going down.** While you can mitigate this risk by using a commercial-grade Internet connection and maintaining a second backup connection, there is a chance you’ll lose Internet connectivity, making it impossible to work. With this model your office will be non functional when the Internet goes down. This is even more true with the Hosted VOIP solutions that are sold today, the providers always seem to leave out that critical piece of information.
- **Speed.** The little talked about fact is you minimally sacrifice approximately 25% in productivity on your systems. The simple comparison is as follows: Local server running on a local network at 1000 megabits per second, you move to cloud and use your non-guaranteed cable internet rated at 400 megabits in and 20 megabits out. Sounds pretty doable right? Well, not exactly. The communication is bound by the lowest number which is in this case 20. This is 50 TIMES SLOWER at its best. But, you don’t get a guaranteed bandwidth with Cable companies least expensive internet so you may actually get on 1 or 5 making this utterly painful to your bottom line as your employees doing normal tasks will now take many multiples of time to do the same task. The old phrase the grass is greener on the other side of the fence comes to mind, that is until you are there and look back. A client of ours needed to recover data off the cloud and it took over 3 days for the files to come in to the local machine. This is typical due to the actual speed of the Internet connection.
- **Data security.** Many people don’t feel comfortable having their data in some off-site location. This is a valid concern, and before you choose any cloud provider, you need to find out more information about where they are storing your data, how it’s encrypted, who has access and how you can get it back. You’ll find more information on this under “What To Look For When Hiring A Cloud Integrator” later on in this document. The fact is if it is created by a human it can be broken into by one. There is no 100% secure storage for data in the cloud.

- **Certain line-of-business applications won't work in the cloud.** For example if you are a CAD designer, cloud would not be an option as your applications are so data intensive or if your business runs manufacturing and depends on an ERP system for its workflow, this also would be a major issue.
- **Compliance Issues.** There are a number of laws and regulations, such as Gramm-Leach-Bliley, Sarbanes-Oxley and HIPAA, that require companies to control and protect their data and certify that they have knowledge and control over who can access the data, who sees it and how and where it is stored. In a public cloud environment, this can be a problem. Many cloud providers won't tell you specifically where your data is stored.

Most cloud providers have SAS 70 certifications, which require them to be able to describe exactly what is happening in their environment, how and where the data comes in, what the provider does with it and what controls are in place over the access to and processing of the data; but as the business owner, it's YOUR neck on the line if the data is compromised, so it's important that you ask for some type of validation that they are meeting the various compliance regulations on an ongoing basis.

- **Cost of the Cloud:** The true out of pocket cost, while it may be easier on the pocketbook initially in our analysis is never less expensive than owning your own equipment and paying for managed services. In true cast we did an analysis for a Local village that another provider convinced them to move to the cloud, at a small \$700 per month fee, this amounts to over \$8000 per year for cloud services just for a file server. This means they can buy a new server every year, pay for managed services and still be ahead. So be careful of those selling thing and take the time to run a true analysis before jumping in.

Migration Gotchas! What You Need To Know About Transitioning To A Cloud-Based Network

When done right, a migration to Office 365 or another cloud solution should be like any other migration. There's planning that needs to be done, prerequisites that have to be determined and the inevitable "quirks" that need to be ironed out once you make the move.

Every company has its own unique environment, so it's practically impossible to try and plan for every potential pitfall; however, here are some BIG things you want to ask your IT consultant about BEFORE making the leap.

Downtime. Some organizations cannot afford ANY downtime, while others can do without their network for a day or two. Make sure you communicate YOUR specific needs regarding downtime and make sure your IT provider has a solid plan to prevent extended downtime.

Painfully Slow Performance. Ask your IT consultant if there's any way you can run your network in a test environment before making the full migration. Imagine how frustrated

you would be if you migrate your network and discover everything is running so slow you can barely work! Again, every environment is slightly different, so it's best to test before you transition.

3rd-Party Applications. If your organization has plug-ins to Exchange for faxing, voice mail or integration into another application, make sure you test to see if it will still work in the new environment.

Cloud Versus A Traditional Network: A Comparison Of Costs

As we said earlier, each client has a unique set of circumstances and needs that will factor into the cost savings and benefits. We are happy to do a cost analysis for FREE for you so you can have all the information you need to make a decision on whether or not to move to the cloud.

Different Types Of Cloud Solutions Explained:

Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, phones) via the Internet.

Hybrid Cloud: Although "pure" cloud computing has valid applications, for many it's downright scary. And in some cases it is NOT the smartest move, due to compliance issues, security restrictions, speed and performance. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premises. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.

Single Point Solutions: Another option would be to simply put certain applications, like SharePoint or Microsoft Exchange (known today as Office 365), in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smartphone, etc.), often this is a great way to get advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server. This has many limitations including storage, so if you are a firm that gets a great deal of large emails with drawings or the like than it may not be a right move for you.

Public Cloud Vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premises.

Private clouds are often the choice of companies who want the benefits of cloud computing, but don't want their data held in a public environment.

FAQs About Security, Where Your Data Is Held And Internet Connectivity

Question: How long will it take to transition my on-premises server to the cloud, and what's the process?

Answer: Typically, the conversion takes between 20 and 30 hours, but this totally depends on the size of your organization and it may be significantly less or more.

Question: What if my Internet connection goes down? How will we be able to work?

Answer: While this is a valid concern, we overcome it with redundant connections to the Internet for those that require failover.

Question: What happens if the Internet slows to the point where it's difficult to work productively?

Answer: We resolve this by keeping a synchronized copy of your data on your on-site server as well as in the cloud. Here's how this works: Microsoft offers a feature with Windows called "DFS," which stands for Distributed File Systems. This technology synchronizes documents between cloud servers and local servers in your office. So instead of getting rid of your old server, we keep it on-site and maintain an up-to-date synched copy of your files, folders and documents on it. If the Internet goes down or slows to a grind, you simply open a generic folder on your PC and the system will automatically know to pull the documents from the fastest location (be it the cloud server or the local one). Once a file is modified, it syncs it in seconds so you don't have to worry about having multiple versions of the same document. Using this process, you get the benefits of cloud with a backup solution to keep you up and running during slow periods or complete Internet outages.

Question: What about security? Isn't there a big risk of someone accessing my data if it's in the cloud?

Answer: In many cases, cloud computing is a more secure way of accessing and storing data especially if all the data is completely encrypted. You however pay a price for this protection in both speed and cost. Just because your server is on-site doesn't make it more secure; in fact, most small to medium businesses can't justify the cost of securing their network the way a cloud provider can. And most security breaches occur due to human error – one of your employees downloads a file that contains a virus, they don't use secure

© Marchese Computer Products, Inc. 2019

passwords or they simply e-mail confidential information out to people who shouldn't see it. Other security breaches occur in on-site networks because the company didn't properly maintain their own in-house network with security updates, software patches and up-to-date antivirus software. That's a FAR more common way networks get compromised versus a cloud provider getting hacked, but the larger the target the more likely the bad guys are out there hammering on the server to get the data. .

Question: What if YOU go out of business? How do I get my data back?

Answer: We give every client network documentation that clearly outlines where their data is and how they could get it back in the event of an emergency. This includes emergency contact numbers, detailed information on how to access your data and infrastructure without needing our assistance (although our plan is to always be there to support you), a copy of our insurance policy and information regarding your backups and licensing.

In fact, you should never hire ANY IT professional who won't give you that information. We can also deliver a copy of your data on external Hard drive every month so you have a physical copy of your data. This provides you immediate access to data recovery rather than having to wait days for recovery over the Internet.

Question: Do I have to purchase new hardware (servers, workstations) to move to the cloud?

Answer: Not always! That's one of the selling points of cloud computing. It allows you to use older workstations, laptops and servers (as long as the manufacturer operating system is still supported) because the computing power is in the cloud. Not only does that allow you to keep and use hardware longer, but it allows you to buy less expensive workstations and laptops because you don't need the expensive computing power required in the past.

What To Look For When Hiring An IT Consultant To Move Your Network To The Cloud

Unfortunately, the IT consulting industry (along with many others) has its own share of incompetent or unethical people who will try to take advantage of trusting business owners who simply do not have the ability to determine whether or not they know what they are doing. Sometimes this is out of greed for your money; more often it's simply because they don't have the skills and competency to do the job right but won't tell you that up front because they want to make the sale.

From misleading information, unqualified technicians and poor management, to terrible customer service, we've seen it all, and we know they exist in abundance because we have had a number of customers come to us to clean up the disasters they have caused.

Automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc., are heavily regulated to protect the consumer from receiving substandard work or getting

ripped off. However, the computer industry is still highly unregulated and there are few laws in existence to protect the consumer – **which is why it's so important for you to really research the company or person you are considering, to make sure they have the experience to set up, migrate and support your network to the cloud.**

Anyone who can hang out a shingle can promote themselves as a “cloud expert.” Even if they are honestly *trying* to do a good job for you, their inexperience can cost you dearly in your network’s speed and performance or in lost or corrupt data files. To that end, here are several questions you should ask your IT person before letting them migrate your network to the cloud:

Critical Questions To Ask Your IT Company Or Computer Consultant BEFORE Letting Them Move Your Network To The Cloud (Or Touch Your Network!)

Question: How long have you been working with your clients and providing them with cloud based resources like backup, applications, storage, and security.

Answer: You don’t want someone practicing on your network. At a minimum, make sure they have at least 10 years experience in providing solutions to their clients and ask them for at least 2-3 references.

Question: How quickly do they guarantee to have a technician working on an outage or other problem?

Answer: Anyone you pay to support your network should give you a written SLA (service level agreement) that outlines exactly how IT issues get resolved and in what time frame. I would also request that they reveal what their average resolution time has been with current clients over the last three to six months.

They should also answer their phones live minimally from 8:30 a.m. to 5:00 p.m. and provide you with an emergency after-hours number you may call if a problem arises, including on weekends.

If you cannot access your network because the Internet is down or due to some other problem, you can’t be waiting around for hours for someone to call you back OR (more importantly) start working on resolving the issue. Make sure you get this in writing; often cheaper or less experienced consultants won’t have this or will try and convince you it’s not important or that they can’t do this. Don’t buy that excuse! They are in the business of providing IT support, so they should have some guarantees or standards around this they share with you.

Question: What’s your plan for transitioning our network to the cloud to minimize problems and downtime?

Answer: We run a simultaneous cloud environment during the transition and don’t “turn off” the old network until everyone is 100% confident that everything has been transitioned and is working effortlessly. You don’t want someone to switch overnight without setting up a test environment first.

Question: 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 as arrogant and make you feel stupid for asking simple questions?

Answer: Our technicians are trained to have the “heart of a teacher” and will take time to answer your questions and explain everything in simple terms.

Question: Where will your data be stored?

Answer: You should receive full documentation about where your data is, how it’s being secured and backed up and how you could get access to it if necessary WITHOUT going through your provider. Essentially, you don’t want your cloud provider to be able to hold your data (and your company) hostage.

Question: How will your data be secured and backed up?

Answer: If they tell you that your data will be stored in their own co-lo in the back of their office, what happens if THEY get destroyed by a fire, flood or other disaster? What are they doing to secure the office and access? Are they backing it up somewhere else? Make sure they are SAS 70 certified and have a failover plan in place to ensure continuous service in the event that their location goes down. If they are building on another platform, you still want to find out where your data is and how it’s being backed up.

Question: Do they have adequate errors-and-omissions insurance as well as workers’ compensation insurance to protect YOU?

Answer: Here’s something to consider: if THEY cause a problem with your network that causes you to be down for hours or days or to lose data, who’s responsible? Here’s another question to consider: if one of their technicians gets hurt at your office, who’s paying? In this litigious society we live in, you better make darn sure that whomever you hire is adequately insured with both errors-and-omissions insurance AND workers’ compensation – and don’t be shy about asking to see their latest insurance policies!

True Story: A few years ago Geek Squad was slapped with multimillion-dollar lawsuits from customers for the 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 clients’ laptops (and subsequently all the data on them) and tried to cover it up. Bottom line: Make sure the company you are hiring has proper insurance to protect YOU.

Question: Is it standard procedure for them to provide you with written network documentation detailing what software licenses you own, your critical passwords, user information, hardware inventory, etc., or are they the only person with the “keys to the kingdom”?

Answer: All clients receive this in written and electronic form at no additional cost. We 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 complete control over your network.

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

Question: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?

Answer: Yes, and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, any of our technicians can pick up where another left off. Insist on not being assigned a single tech, only having the tech as a lead.

Question: 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?

Answer: We perform a monthly "fire drill" and perform a test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. Upon completion, we then give our clients a report showing this test restore was conducted and that all systems are a "go." If there's a problem, we notify our clients immediately and start working to resolve it the same day. After all, the WORST time to "test" a backup is when you desperately need it.

Question: Is their help desk US-based or outsourced to an overseas company or third party?

Answer: We provide our own in-house help desk and make sure the folks helping you are friendly, helpful and of course local. We consider this one of the most important aspects of customer service, plus we feel it's an important step in keeping your data secure.

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

Answer: We own the problems with all line-of-business applications for our clients. That doesn't mean we can fix faulty software – but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you instead of pointing fingers and putting you in the middle.

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

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

Free Assessment Shows You How To Migrate To The Cloud And Avoid Overpaying For Your Next IT Project Or Upgrade

If you're like a number of businesses we've helped, you've already been burned, disappointed and frustrated by the questionable advice and **complete lack of service** you've gotten from other IT companies. In fact, you might be so fed up and disgusted from being "sold" that you don't trust anyone. *I don't blame you.*

That's why I'd like to offer you a **FREE Readiness Assessment** to show you there IS a better way to upgrade your computer network AND to demonstrate how a truly competent IT consultant (not just a computer "mechanic") can guide your company to greater profits and efficiencies, help you be more strategic and give you the tools and systems to fuel growth.

At no cost or obligation, one of my lead consultants and I will come to your office and conduct a thorough review and inventory of your current computer network, backups and technologies to give you straightforward answers to the following:

- ✓ How using cloud technologies may be able to 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. I say "may" because it might NOT be the best choice for you. I'll give you honest answers to your questions and detail – in plain English – the pros AND cons of moving your specific operations to the cloud.
- ✓ Are your IT systems truly safe and secured from hackers, viruses and rogue employees? (FACT: 99% of the computer networks we review are NOT, much to the surprise of the CEOs who are paying some other "so-called" expert to manage that aspect of their IT.)
- ✓ Are your backups configured properly to ensure that you could be back up and running again fast in a disaster? From our experience, most companies' backups are an epic waste of money and only deliver a false sense of security.
- ✓ If you are ALREADY using "cloud" technologies, are you adequately protecting your organization from the dozens of ways you and your organization can be harmed, sued or financially devastated due to security leaks, theft, data loss, hacks and violating ever-expanding data privacy laws?

Even if you decide not to move your network to the cloud or engage with us as a client, you'll find the information we share with you to be extremely valuable and eye-opening when you make future decisions about IT. After all, it NEVER hurts to get a third-party "checkup" of your IT systems' security, backups and stability, as well as a competitive cost analysis.

There Is One Small “Catch”

Because our Cloud Readiness Assessments take between five and seven hours to complete (with most of this “behind-the-scenes” diagnostics and research we conduct), I can only extend this offer to the first seven people who respond. After that, we’ll have to withdraw this offer or ask that you pay our customary consulting fee of \$350 for this Assessment (sorry, no exceptions).

To respond, please call our office at 585-343-2713 and ask for me, Paul Marchese. I personally want to take your call to answer any questions about this letter, my company and how we might be able to help you, CEO to CEO. You can also e-mail me direct at paul@mcpinc.com.

Awaiting your response,

Paul Marchese, President
Marchese Computer Products, Inc.
WNY’s Oldest Technology Provider
www.mcpinc.com
Call us direct: 585-343-2713



*Marchese Computer Products, Inc.
"The Technology Experts"*

Why Choose Marchese Computer?

Marchese Computer Products, Inc. is Western New York **oldest technology reseller** that **specializes in providing technology solutions for small businesses**. We have **38 years of experience** and we have **simply done things that no one else in the area has**. We are truly *'The Technology Experts'* and we want to help you achieve your technology goals. We are also very proud to be the only Web Hosting Facility in the GLOW region. In today's fast moving business climate your business depends on technology. We are confident that we are the only Technology Company in Western New York that can provide you the support, service, and a full schedule of technology consulting to help your business achieve all of its technology goals.

7 Things we do better:

38 years of experience

We have been helping small businesses in the GLOW region of Western New York for 38 years and are proud to be the oldest technology reseller in Western New York. **We have simply done things with technology integration into businesses that no one else in the area has and we are sure we can help you with your technology needs.**

Full line of services

We don't stop at just a quick PC fix. Our solutions include **Telecom, VOIP, Security, Fire Systems, video surveillance, Web design, Web Hosting, Managed services for both your PC's/Servers and printers** to a total network engineering and Server rebuild we've got it covered.

We answer our phones Live

We don't use the proverbial phone defense systems that have become commonplace and are always a nightmare of frustration. **We want your resolution to be as painless as possible and stop the cycle of frustration.** If you leave a message for a call be we strive for 100% callbacks within the same hour.

Security is our top priority

At Marchese Computer **we follow industry best security practices for all our clients, as well as internally.** Your security is only as good as the weakest link. We educate our team and clients on cyber security to keep networks safe.

We Listen to you and help solve your business problems

We take the time to sit with you and listen to what your needs are. We look for solutions that are a right fit rather than selling you whatever is the buzz technology that day. We strive to achieve solutions for your business in your budget.

We speak in Plain English

We take the time to explain in non-Geek terms what we are doing and what the issue is.

Proven track record

Unlike many in our industry, **we can prove how we deliver Peace of Mind, Fast issue resolution, Money Savings, Data Protection, Less Downtime for your business, and simplicity in IT management for you.**