
I.T. Buyers Guide

What Every Municipality MUST Know About IT Support Services and Fees

A Free Education Guide By:
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**The Local Government's Guide
To I.T. Support And Services**

What You Should Expect To Pay For I.T. Support For Your Municipality

**(And How To Get Exactly What You Need
Without Unnecessary Extras, Hidden Fees
And Bloated Contracts)**

Read this guide and you'll discover:

- The three most common ways I.T. 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 I.T. services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses I.T. 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 I.T. support firm BEFORE giving them access to your computer network, e-mail and data.

From the Desk of:
Lisa A Brown
CEO & Founder
CST Group Inc.



CST Group Inc.

If you are the Supervisor, Mayor, or Board Member in Local Government that is currently looking to outsource some or all of the I.T. support for your Municipality, this report contains important information that will be extremely valuable to you as you search for a competent firm you can **trust**.

My name is Lisa Brown, CEO & Founder of CST Group Inc. We've been providing I.T. services to Local Government across New York State for over 22 years. You may not have heard of us before, but you may be familiar with one or more of the municipalities we work with. Be sure to check out a few of their comments later in this guide.

One of the most common questions we get from prospective clients calling our office is "What do you guys charge for your services?" Since this is such a common question – and a very important one to address – I decided to write this report for three reasons:

1.

I wanted an easy way to answer this question and educate all prospective clients who come to us on the most common ways I.T. services companies' package and price their services, and the pros and cons of each approach.

2.

I wanted to bring to light a few "industry secrets" about I.T. services contracts and SLAs (service level agreements) that almost no municipality thinks about, understands or knows to ask about when evaluating I.T. services 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.

I wanted to educate NY Municipalities on how to pick the **right** I.T. 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, my 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.

Dedicated to serving you,

A handwritten signature in blue ink that reads "Lisa A Brown".

Lisa A Brown

About The Author

Lisa A Brown is CEO and Founder of CST Group Inc. (dba Computer Support & Training) and is a Cybersecurity Expert with more than 35 years of experience in the IT services industry.

Her passion for the IT industry was motivated by two things...her kids and the severe lack of IT company's that care about the businesses they work with.

She started CST Group in 2000 and in 2004 her husband Shawn joined the team. With his military background and experience in networking, the dream-team was created.



Now, more than 24 years later, they have a team of incredible people that ensure clients are taken care of. They go above and beyond and enjoy every minute of it.

Their clients extend from the Adirondack Mountains of NY to the beaches of Southwest Florida and include municipalities, accounting firms, legal practices, insurance agencies, automotive industries, dental practices, building industries and everything in between.

They believe EVERYONE deserve an amazing IT team who supports the organization's growth.

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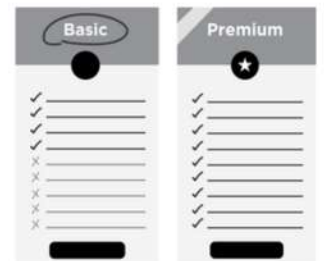
Executive Producer and Cybersecurity Expert in this Full-length Amazon Documentary



Comparing Apples To Apples: The Predominant I.T. Service Models Explained

Before you can accurately compare the fees, services and deliverables of one I.T. services company with another, you need to understand the three predominant service models most of these companies fit within. Some companies offer a blend of all three, while others are strict about offering only one service plan. The three 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 fixing a problem with your e-mail, or it may encompass a large project, like a 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 I.T. Services.** This is a model where the I.T. services company takes the role of your fully outsourced “I.T. 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, cyber 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 I.T. Services.** Many software companies will offer I.T. 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 I.T. 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 I.T. services and support most businesses need to stay up and running.



When looking to outsource your I.T. support, the two service models you are most likely to end up having to choose between are the “managed I.T. 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.

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Managed I.T. 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." I couldn't agree more – and that's why it's my sincere belief that some form of managed I.T. is essential for every small business.



In our company, we offer different plans to fit the needs of our clients. In some cases, where the business is small, we might offer a very basic managed services plan to ensure the most essential maintenance is done, then bill the client hourly for any support used. For our smallest clients, they often find this the most economical. But for some of our midsized organizations, we offer a fully managed approach where more comprehensive I.T. services are covered in a managed plan. By doing this, we can properly staff for their accounts and ensure they get the fast, responsive support and expertise they need.

The only time I would recommend a "time and materials" approach is when you already have a competent I.T. person or team proactively managing your computer network and simply have a specific I.T. project to complete that your current in-house I.T. team doesn't have the time nor expertise to implement (such as migrating to a cloud-based solution, implementing a cyber security plan, etc.). Outside of that specific scenario, I do not think the break-fix approach is a good idea for general I.T. 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 I.T. 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 that work around the clock to do one thing: hack into your network to steal data or money or to hold you ransom.



As you may know, ransomware is at an all-time high because hackers make millions of tax-free dollars robbing one small business owner at a time. But that's not their only incentive.

Some will attempt to hack your network to gain access to bank accounts, credit cards or passwords to rob you (and your clients). Some use your computer network to send spam using YOUR domain and servers, host pirated software and, of course, spread viruses. Some even do it just for the "fun" of it. And don't think for a minute these cybercriminals are solo crooks working alone in a hoodie out of their basement. They are highly organized and well-run operations employing *teams* of hackers who work together to scam as many people as they can. They use advanced software that scans millions of networks for vulnerabilities and use readily available data on the dark web of YOUR usernames, passwords, e-mail addresses and other data to gain access.

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Of course, this isn't the only I.T. danger you face. Other common "disasters" include rogue employees, lost devices, hardware failures (still a BIG reason for data loss), fire and natural disasters and a host of other issues that can interrupt or outright destroy your I.T. infrastructure and the data it holds. Then there's 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 I.T. 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 I.T. services to restore your systems to working order (break-fix).

And we now have concerns with Cyber Insurance requirements. If you are not protected with a managed services provider, your Insurance company may deny you insurance or refuse to pay a claim. Requirements to even get a cyber security insurance policy is NOW requiring security protocols that most local governments have not considered before.

Should You Just Hire A Full-Time I.T. Manager?

In most cases, it is not cost-effective for companies with under 100 employees to hire a full-time I.T. person for a couple of reasons.

First of all, no one I.T. person can know everything there is to know about I.T. support and cyber security. If your company is big enough and growing fast enough to support a full-time I.T. lead, you probably need more than one guy. You need someone with help-desk expertise as well as a network engineer, a network administrator, a CIO (chief information officer) and a CISO (chief information security officer).



Therefore, even if you hire a full-time I.T. person, you may still need to supplement their position with co-managed I.T. support using an I.T. firm that can fill in the gaps and provide services and expertise they don't have. This is not a bad plan; what IS a bad plan is hiring one person and expecting them to know it all and do it all.

Second, finding and hiring good people is difficult; finding and hiring skilled I.T. people is incredibly difficult due to the skill shortage for I.T.. And if you're not technical, it's going to be very difficult for you to interview candidates and sift and sort through all the duds out there to find someone with good skills and experience. Because you're not technical, you might not know the right questions to ask during the interview process or the skills they need to do the job.

More often than not, the hard and soft costs of building an internal I.T. department for general I.T. support just don't provide the best return on investment for the average small to midsize business. An internal I.T. department typically doesn't make sense until you have closer to 150 employees OR you have unique circumstances and need specialized skills, a developer, etc., but not for day-to-day I.T. support and maintenance.

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 I.T. firm. The I.T. services company has no incentive to prevent problems, stabilize your network or resolve problems quickly because they are getting paid by the hour when things stop working; 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 I.T. consultant can take the liberty of assigning a junior (lower-paid) technician to work on your problem – one who may take two to three times as long to resolve an issue that a more senior (and more expensive) technician might resolve 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 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 the 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 they are being 100% ethical and honest AND tracking THEIR hours properly (not all do).

And finally, it makes budgeting for I.T. projects and expenses a nightmare since they may be zero one month and thousands the next.

What Should You Expect To Pay?

Important! Please note that the following price quotes are industry averages based on a recent I.T. industry survey conducted of over 750 different I.T. services firms. We are providing this information to give you a general idea of what most I.T. services firms charge and to help you understand the VAST DIFFERENCES in service contracts that you must be aware of before signing on the dotted line. Please understand that this does NOT reflect our pricing model or approach, which is simply to understand exactly what you want to accomplish FIRST and then customize a solution based on your specific needs, budget and situation.



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Hourly Break-Fix Fees:

Most I.T. services companies selling break-fix services charge between \$130 and \$250 per 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 I.T. consulting firm for a project, I 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, workflow, costs, security, access, etc. The more detailed you can be, the better. Detailing your expectations up front will go a long way toward avoiding miscommunications and additional fees later on to give you what you REALLY wanted.
- **A fixed budget and time frame 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 I.T. 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.

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

Managed I.T. Services:

Most managed I.T. services firms will quote you a MONTHLY fee based on the number of devices they need to maintain, back up and support. In Northern NY, that fee is somewhere in the range of \$120 to \$245 per server, and \$50 to \$100 per desktop. As we move South, our Florida clients can pay 20-30% more.

If you hire an I.T. consultant and sign up for a managed I.T. 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 updates and monitoring
- Backup monitoring and test restores
- Spam-filter installation and updates
- Monitoring workstations and servers for signs of failure
- Optimizing systems for maximum speed
- Documentation of your network, software licenses, credentials, etc.
- Coordination with your other Vendors to ensure compliancy and cohesiveness.

The following services may **NOT be included** and will often be billed separately. This is not necessarily a “scam” or unethical UNLESS the managed I.T. 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 (ex. new servers), PCs, laptops, etc.
- Software licenses
- Special projects
- Office 365 accounts

The following are 21 questions to ask your I.T. services provider that will clarify exactly what you're 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.

21 Questions You Should Ask Your I.T. Services Company Or Consultant Before Hiring Them For I.T. Support

Customer Service: _____

Q1

When I have an I.T. problem, how do I get support?

Our Answer: When a client has a problem, we "open a ticket" in our I.T. management system so we can properly assign, track, prioritize, document and resolve client issues. However, some I.T. firms force you to log in to submit a ticket and won't allow you to call or e-mail them. This is for THEIR convenience, not yours. Trust me, this will become a giant inconvenience and thorn in your side. While a portal is a good option, it should never be your ONLY option for requesting support.

Also, make sure they HAVE a reliable system in place to keep track of client "tickets" and requests. If they don't, I can practically guarantee your requests will sometimes get overlooked, skipped and forgotten.

Requesting support should also be EASY for you. So be sure to ask how you can submit a problem to their support desk for resolution. We make it easy. Calling, e-mailing or submitting a ticket via our portal puts your I.T. issue on the fast track to getting resolved.

Q2

Do you offer after-hours support, and if so, what is the guaranteed response time?

Our Answer: Any good I.T. company will answer their phones LIVE (not voice mail or phone trees) and respond from 8:00 a.m. to 5:00 p.m. every weekday. But many CEOs and executives work outside normal "9 to 5" hours and need I.T. support both nights and weekends. Not only can you reach our after-hours support any time and any day, we GUARANTEE a response time of two hours or less for normal problems, and within 30 minutes for problems marked "emergency," such as a network being down or a critical problem that is significantly impacting your ability to work.



Q3

Do you have a written, guaranteed response time for working on resolving your problems?

Our Answer: Most I.T. firms offer a 60-minute or 30-minute response time to your call during normal business hours. Be very wary of someone who doesn't have a guaranteed response time **IN WRITING** – that's a sign they are too disorganized, understaffed or overwhelmed to handle your request. Our written, guaranteed response time is two hours or less. A good I.T. firm should also be able to show you statistics from their PSA (professional services automation) software, where all client problems (tickets) get responded to and tracked. Ask to see a report on average ticket response and resolution times.

**Q4**

Will I be given a dedicated account manager?

Our Answer: Smaller firms may not offer this due to staff limitations, and the owner may tell you they will personally manage your account. While that *sounds* like great customer service, the owner is usually so busy that you'll only be given reactive support instead of proactive account management. Rest assured, from initial call to final resolution, you will work with the same **TEAM** of dedicated professionals who will know you, your business and your goals all of which is overseen by **YOUR** account manager.

Q5

Do you have feedback from current clients who can provide a written testimonial or who I can speak with regarding your level of service?

Our Answer: If they don't have this type of feedback available, they may be hiding their lousy customer service results. If they do have testimonials available, ask to see them. That should tell you a lot about their clientele and quality of service. We are very proud of our positive client feedback and have created a book of client testimonials that is available both as an email and on our website.



I.T. Maintenance (Managed Services): _____

Q6

Do you offer true managed I.T. services and support?

Our Answer: You want to find an I.T. company that will proactively monitor for problems and perform routine maintenance on your I.T. systems. If they don't have the ability to do this, or they don't offer it, we strongly recommend you look somewhere else. Our remote network monitoring system watches over your network to constantly look for developing problems, security issues and other problems so we can address them **BEFORE** they turn into bigger problems.

Q7

What is **NOT** included in your managed services agreement?

Our Answer: Another “gotcha” many I.T. companies fail to explain is what is NOT included in your monthly managed services agreement that will trigger an invoice. Their so-called “all you can eat” option is RARELY true – there are limitations to what’s included, and you want to know what they are BEFORE you sign.

It’s very common for projects to not be included, like a server upgrade, moving offices, adding new employees and, of course, the software and hardware you need to purchase.

Other things to inquire about are:

- Do you offer unlimited help desk? (Make sure you are not nickel-and-dimed for every call.)
- Does the service include support for cloud services, such as Microsoft 365?
- Do you charge extra if you have to resolve a problem with a line-of-business application, Internet service provider, phone system, leased printer, etc.? (What you want is an I.T. company that will own the problems and not point fingers. We are happy to call the vendor or software company on your behalf.)
- What about on-site support calls? Or support to remote offices?
- If our employees had to work remote (due to a shutdown, natural disaster, etc.), would you provide support on their home PCs, or would that trigger a bill?
- If we were to get ransomed or experience some other disaster (fire, flood, theft, tornado, hurricane, etc.), would rebuilding the network be included in the service plan or considered an extra project we would have to pay for? (Get this IN WRITING. Recovering from such a disaster could take hundreds of hours of time for your I.T. company’s techs, so you want to know in advance how a situation like this will be handled before it happens.)
- Is consultation included? Making GREAT technology decisions can only be done with information. We provide that so you will always make informed decisions, and we can ensure implementation runs smooth.



Our managed services agreement is completely transparent and is customized based on your individual needs based on our Initial Discovery Call. We explain all the options and YOU get to choose

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Q8

Is your help desk local or outsourced?

Our Answer: Be careful because smaller I.T. firms may outsource this critical function. As a result, you may get a tech who is not familiar with you, your network, previous problems and personal preferences. Or worse, they may not be as qualified. This can be frustrating and lead to the same problems cropping up over and over, longer resolution time and you having to spend time educating the tech on your account.

Fortunately, we provide a dedicated technician to your account who will get to know you and your company, as well as your preferences and history. When you work with our local help desk technician, they'll be more capable of successfully resolving your I.T. issues and handling things the way you want.

Q9

How many engineers do you have on staff?

Our Answer: Be careful about hiring small, one-person I.T. firms that only have one or two techs or that outsource this critical role. Everyone gets sick, has emergencies, goes on vacation or takes a few days off from time to time. We have more than enough full-time techs on staff to cover in case one is unable to work.

ALSO: Ask how they will document fixes, changes, credentials for you organization so if one tech is out or unavailable, another can step in and know your network settings, history, previous issues, etc., and how those issues were resolved. This is important or you'll be constantly frustrated with techs who are starting over to resolve a known issue or may screw up something because they don't understand or have a blueprint of your computer network.

**Q10**

Do you offer documentation of our network as part of the plan, and how does that work?

Our Answer: Network documentation is exactly what it sounds like: the practice of maintaining detailed technical records about the assets you own (computers, devices, software, directory structure, user profiles, passwords, etc.) and how your network is set up, backed up and secured. Every I.T. company should provide this to you in both written (paper) and electronic form at no additional cost and update it on a quarterly basis.

Why is this important? There are several reasons:

First, it shows professionalism and integrity in protecting YOU. No I.T. person or company should be the only holder of the keys to the kingdom. Because we document your network assets and passwords, you have a blueprint you can give to another I.T. person or company to take over if necessary.

Second, good documentation allows the engineers working on your account to resolve problems faster because they don't waste time fumbling their way around your network trying to find things and uncover accounts, hardware, software licenses, etc.

Third, if you had to restore your network after a disaster, you'd have the blueprint to quickly put things back in place as they were. Not to mention if you wanted to fire them, you would have everything necessary to hire another firm who could quickly take their place.

All our 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 I.T. person to have that much control over you and your company. If you get the sneaking suspicion that your current I.T. 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!

Q11

Do you meet with your clients quarterly as part of your managed services agreement?

Our Answer: To us, there's nothing more important than regular contact with our clients. Therefore, we make it a priority to meet with all our clients at least quarterly (sometimes more often) to provide a "technology review."

In these meetings, we provide you with the status updates of projects you're working on and of the health and security of your network. We also make recommendations for new equipment and upgrades you'll be needing soon or sometime in the near future. Our quarterly meetings with you are C-level discussions (not geek-fests) where we openly discuss your business goals, including your I.T. budget, critical projects, compliance issues, known problems and cyber security best practices.

Our goal in these meetings is to help you improve operations, lower costs, increase efficiencies and ensure your organizational productivity stays high. This is also your opportunity to give us feedback on how we're doing and discuss upcoming projects.



Q12

If I need or want to cancel my service with you, how does this happen and how do you offboard us?

Our Answer: Make sure you carefully review the cancellation clause in your agreement. Many I.T. firms hold their client's hostage with long-term contracts that contain hefty cancellation penalties and will even sue you if you refuse to pay.

We would never "force" a client to stay with us if they are unhappy for any reason. Therefore, we make it easy to cancel your contract with us, with zero contention or fines. Our "easy out" agreements make us work that much harder to exceed your expectations every day, so we keep your business.

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Q13

What cyber security certifications do you and your in-house team?

Our Answer: It's important that your I.T. firm have *some* type of *recent* training and certifications, and they should be able to answer this question, which demonstrates a dedication to learning and keeping up with the latest cyber security protections. If they don't have any, and they aren't investing in ongoing training for their engineers, that's a red flag. Some business owners won't invest in training and give this excuse: "What if I spend all this money training my employees and then they leave us for another job?" Our response is "What if you DON'T train them and they stay?"



You can feel confident that our in-house technicians have among the most advanced cyber security training and certifications available, and this training is on-going to ensure they have the latest information and skills to handle the most complex problems.

Q14

How do you lock down our employees' PCs and devices to ensure they're not compromising our network?

Our Answer: As above, the question may get a bit technical. The key is that they HAVE an answer and don't hesitate to provide it. Some of the things they should mention are:

- 2FA (two-factor authentication)
- Advanced end-point protection, NOT just antivirus
- Password management tools
- Firewall monitoring

Because a combination of these lockdown strategies is essential to protecting your network and data, we can employ ALL of these for our clients. Effective cyber security should never compromise between choosing this OR that. It should feature every weapon in your arsenal.

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Q15

What cyber liability and errors and omissions insurance do you carry to protect me?

Our Answer: Here's something to ask about: if THEY cause a problem with your network that causes you to be down for hours or days, to lose data or get hacked, who's responsible? What if one of their technicians gets hurt at your office? Or damages your property while there?

In this litigious society we live in, you better make darn sure whomever you hire is adequately insured with both errors and omissions insurance, workers' compensation and cyber liability – and don't be shy about asking them to send you the policy to review!



Q16

Who audits YOUR company's cyber security protocols and when was the last time they conducted an audit?

Our Answer: Nobody should proofread their own work, and every professional I.T. consulting firm will have an independent third party reviewing and evaluating their company for airtight cyber security practices.

There are many companies that offer this service, so who they use can vary (there's a number of good ones out there.) If they don't have a professional cyber security auditing firm doing this for them on at least a quarterly basis, or if they tell you they get their peers to audit them, DO NOT hire them. That shows they are not taking cyber security seriously.

You can be confident in the effectiveness of our cyber security because we are audited by Galactic Advisors on a quarterly basis.

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Q17

Do they and their technicians present themselves as true professionals when they are in your office? Do they dress professionally and show up on time?

Our Answer: If you'd be embarrassed if YOUR clients saw your I.T. consultant behind your desk, that should be a big red flag. How you do anything is how you do everything, so if they cannot show up on time for appointments, are sloppy with paperwork, show up unprepared, forget your requests and seem disorganized in the meeting, how can you expect them to be 100% on point with your I.T.? You can't. Look for someone else.

Our technicians are true professionals who you would be proud to have in your office. They dress professionally and show up on time, and if they cannot be there on time (for some odd, unforeseen reason), we always notify the client immediately. We believe these are minimum requirements for delivering a professional service.



Backups And Disaster Recovery:

Q18

Can you provide a timeline of how long it will take to get my network back up and running in the event of a disaster?

Our Answer: There are two aspects to backing up your data that most business owners aren't aware of. The first is "fail-over" and the other is "fail-back." For example, if you get a flat tire, you would "fail-over" by putting on the spare tire to get to a service station where you can "fail-back" to a new or repaired tire.

If you were to have a disaster that wiped out your data and network – be it a ransomware attack or natural disaster – you want to make sure you have a fail-over solution in place so your employees could continue to work with as little interruption as possible. This fail-over should be in the cloud and locked down separately to avoid ransomware from infecting the backups as well as the physical servers and workstations.

But, at some point, you need to fail-back to your on-premise network, and that's a process that could take days or even weeks. If the backups aren't done correctly, you might not be able to get it back at all. So, one of the key areas you want to discuss with your next I.T. consultant or firm is how they handle both data backup AND disaster recovery. They should have a plan in place and be able to explain the process for the emergency fail-over as well as the process for restoring your network and data with a timeline.

In this day and age, regardless of natural disaster, equipment failure or any other issue, your business should ALWAYS be able to be operational with its data within six to eight hours or less, and critical operations should be failed over immediately.

We understand how important your data is and how getting your team up and running quickly is essential to your business success and we have a few options to achieve this. YOU get to decide what that timeline looks like for your business. We can confidently get your network back up and running in as little as a few hours or in as much as a few days.

Q19

Do you **INSIST** on doing periodic test restores of my backups to make sure the data is not corrupt and could be restored in the event of a disaster?

Our Answer: A great I.T. consultant will place eyes on your backup systems every single day to ensure that backups are actually occurring, and without failures. However, in addition to this, your I.T. company should perform a monthly randomized “fire drill” test restore of some of your files from backups 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.



If you don't feel comfortable asking your current I.T. company to test your backup OR if you have concerns and want to see proof yourself, just conduct this little test: Copy three unimportant files onto a thumb drive (so you don't lose them) and delete them from your server. Make sure one was newly created that same day; one was created a week earlier and the last a month earlier. Then call your I.T. company and let them know you've lost three important documents and need them restored from backups as soon as possible. They should be able to do this easily and quickly. If not, you have a problem that needs to be addressed immediately!

Verifying your backups daily and testing them on a regular basis is a cornerstone of a successful overall I.T. strategy. These are the lengths we go to for all our clients, including multiple random “fire drill” test restores to ensure ALL your files are safe because they are always backed up.



TIP: Ask your I.T. provider about the “3-2-2” rule of backups, which has evolved from the “3-2-1” rule. The 3-2-1 rule is that you should have three copies of your data: your working copy, plus two additional copies on different media (tape and cloud), with at least one being off-site for recovery. That rule was developed when tape backups were necessary because cloud backups hadn't evolved to where they are today. Today, there are more sophisticated cloud backups and BDR (backup and disaster recovery) devices. Therefore, we recommend three copies of your data.

To Schedule Your FREE Assessment,
please visit www.cstsupport.com or call our office at 877-954-4100

Q20

If I were to experience a location disaster, pandemic shutdown or other disaster that prevented me from being in the office, how would you enable me and my employees to work from a remote location?

Our Answer: If Covid taught us anything, it's that work-interrupting disasters CAN and DO happen when you least expect them. Fires, floods, hurricanes and tornadoes can wipe out an entire building or location. Covid forced everyone into lockdown, and it could happen again.

We could experience a terrorist attack, civil unrest or riots that could shut down entire cities and streets, making it physically impossible to get into a building. Who knows what could be coming down the pike? Hopefully NONE of this will happen, but sadly it could.

That's why you want to ask your prospective I.T. consultant how quickly they were able to get their clients working remotely (and securely) when Covid shut everything down. Ask to talk to a few of their clients about how the process went.



Q21

Show me your process and documentation for onboarding me as a new client.

Our Answer: The reason for asking this question is to see if they HAVE SOMETHING in place. A plan, a procedure, a process. Don't take their word for it. Ask to SEE it in writing. What's important here is that they can produce some type of process. Further, they should be able to explain how their process works.

One thing you will need to discuss in detail is how they are going to take over from the current I.T. company – particularly if the current company is hostile. It's disturbing to me how many I.T. companies or people will become bitter and resentful over being fired and will do things to screw up your security and create problems for the new company as a childish way of getting revenge. (Sadly, it's more common than you think.) A good I.T. company will have a process in place for handling this.

If you consider us as your next I.T. services firm, we will gladly share our new client onboarding process and documentation. I think you'll be impressed.

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Other Things To Notice And Look Out For: _____



Are they good at answering your questions in terms you can understand and not in arrogant, confusing “geek-speak”?

Good I.T. companies won't confuse you with techno-mumbo-jumbo, and they certainly shouldn't make you feel stupid for asking questions. All great consultants have the “heart of a teacher” and will take time to answer your questions and explain everything in simple terms. As you interact with them in the evaluation process, watch for this.

Our technicians are trained to take time to answer your questions and explain everything in simple terms. Just look at what these clients had to say:



“**Efficient, Responsible And Honest.....An IT Company I Can Count On!**

Knowing that our technology and staff are protected, and the security of our entire organization is monitored allows me to focus on what is important to the Town of Malone. **Whether for backup, quick response, their efficient handling of all our issues, CST is at the height of any scale provided.**

~ Andrea Stewart, Supervisor, Town of Malone



“**IT Worries Are Over!**



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Do they have expertise in helping clients similar to you?

Do they understand how your business operates the line-of-business applications you depend on? Are they familiar with how you communicate, get paid, service your clients or patients and run your business? We work with several industries including Dental, Insurance, Legal, Accounting, Municipalities and Building Industries. The reason we work well with them is because we understand their individual needs. Remember, we have over 22 years of experience working with in those industries and there is nothing better than firsthand experience.

Here's what a few more of our clients had to say:

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A Final Word And Free Offer To Engage With Us

I hope you have found this guide helpful in shedding some light on what to look for when hiring a professional firm to outsource your I.T. support. As I stated in the opening of this report, my purpose in providing this information is to help you make an informed decision and avoid getting burned by incompetent or unethical firms luring you in with cheap prices.

The next step is simple: call my office at **877-954-4100** and reference this letter to schedule a brief 10- to 15-minute initial consultation.

On this call we can discuss your unique situation and any concerns you have and, of course, answer any questions you have about us. If you feel comfortable moving ahead, we'll schedule a convenient time to conduct our proprietary 21-Point I.T. Systems Assessment.

This Assessment can be conducted 100% remotely with or without your current I.T. company or department knowing (we can give you the full details on our initial consultation call). **At the end of the Assessment, you'll know:**

- Where you are overpaying (or getting underserved) for the services and support you are currently getting from your current I.T. company or team.
- Whether or not your systems and data are *truly* secured from hackers and ransomware, and where you are partially or totally exposed.
- If your data is *actually* being backed up in a manner that would allow you to recover it quickly in the event of an emergency or ransomware attack.
- Where you are unknowingly violating State, Federal, FTC, DFS, HIPPA, NIST, CISA Compliancy.
- How you could lower the overall costs of I.T. while improving communication, security and performance, as well as the productivity of your employees.

Fresh eyes see things that others cannot – so, at a minimum, our free Assessment is a completely cost- and risk-free way to get a credible third-party validation of the security, stability and efficiency of your I.T. systems.

To Schedule Your FREE Assessment,
please visit www.cstsupport.com
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With appreciation,



Lisa A Brown, CEO & Founder
CST Group Inc.

