



# The Business Owner's Guide To IT Management and Support Services

## 10 Questions You MUST Ask Before You Enter Into an IT Service Agreement



*From the desk of Anthony Giacobbe  
CEO, AJ Technology Company*

I get it.

When you're looking for a company to offer IT support, there are two thoughts that come to mind:

- 1) IT is really not my thing, I could think of a hundred things I'd rather be doing right now.

And

- 2) Why is this so complicated?

Not to mention the fact that there are so many different companies out there offering what, at first glance, appears to be the same thing.





And don't even get me started on the technical language that goes with it all. To the untrained eye, it almost feels like a different world. You know you should be asking questions and trying to find out which company fits best with yours - But it's difficult to know what to ask when everything seems so complex.

But here's the kicker - For any SME looking to scale and grow, having an appropriate, efficient, well maintained IT system is a must.

And unless you're prepared to employ an 'in house' team, with all the attendant costs and issues that might bring with it...

...Having an MSP on board is the only viable option.

But like I said - Finding, appointing and working with the RIGHT 'Managed Service Provider' (MSP) can seem to be an impossible task.

Surely it's time that someone took the mystery away and armed you with the questions you need to make an informed choice.

The correct choice for you and your business.

Well, that's what I've set out to do in this eBook, dear reader.

Below, you'll find the 10 things you must get clear on BEFORE you put pen to paper, and, I hope, I've made it clear and as jargon free as possible.

Of course, if you've got any questions, you're more than welcome to reach out to me at [agiacobbe@ajtc.net](mailto:agiacobbe@ajtc.net).

Anthony Giacobbe,  
CEO, AJTC





## **1. What is the model? Break/fix or managed?**

It is super important to know what kind of service you're getting.

Some providers offer a 'Break-fix' service. In this scenario, when you have a problem with your IT service, you pay your provider an hourly rate (plus materials) to put right whatever the problem is.

Essentially you're just reacting to issues as they arise.

The alternative is a 'managed' service. Here you pay your provider a set monthly fee to act as your IT department. They'll set up your entire system, ensure your antivirus and security software is always fully up to date, monitor everything so that problems are far less likely to arise. Plus a whole host of services including on/off site support to ensure your IT system remains in perfect working order.

## **2. Will they monitor your IT system?**

The simple answer to this using the 'break-fix' method is "No, they won't". Your system is left to its own devices until it breaks, potentially causing stress, data loss, security issues and a whole lot of down time.

A far better option is to use a provider that remotely monitors your system 24 hours a day, 7 days a week 365 days a year. So that any problems can be picked up and eradicated before any harm is done.





### **3. Response times**

If you experience problems with your IT system, how long does it take your provider to be working on a solution.

Imagine if your system was out of action for just a few hours - how much impact that might have on your business.

So find out for certain what their response times are like. Obviously the quicker the better, but also don't just take their word for it. Get a guaranteed response time written into your contract to be sure.

### **4. What does their back up system look like?**

If the worst happens and you lose all your data, how does that look?

Many providers provide on-site tape backups, which, while not entirely useless, are in no way an efficient, or smart way of going about things.

Any good IT system will have an inbuilt disaster recovery plan including an offsite backup system that is refreshed many times a day, so that if everything goes wrong, you can be back up and running quickly with all your data restored to within an hour or so of the incident.

### **5. How often do they do test restores?**

In a similar vein, how often do they do 'practice runs' with their restores? If the answer is "never", then you should avoid them.





Regularly ensuring that data restores go smoothly is critical. The LAST thing you want following a disaster incident is to find out that you can't restore your back up.

## **6. How do they stay 'up to date'?**

The IT world is ever moving and fast changing. It is therefore imperative that the people you trust with your IT system are fully up to speed with developments in the industry.

If they're not, it's you, the customer that will ultimately suffer as they stumble around in the dark with outdated qualifications and knowledge.

## **7. What happens if you have a problem that doesn't fall strictly within the scope of work you're paying for?**

Say your internet, or phone system goes down, or you've got a problem with a printer.

Something that's in the area of your IT system but doesn't actually form part of it.

What happens then?

The majority of companies will simply say "Not our problem" and leave you to scabble around on your own looking for a solution.





The best companies however, will be on hand to assist you in finding that solution. Of course, depending on the exact nature of the issue, you may have to pay someone to get it resolved, but at the very least you'll have support and guidance to find the solution as soon as possible.

### **8. How often are they in touch?**

Some companies are pretty 'hands off' when it comes to reporting. You'll only hear from them when they deem it absolutely necessary.

However, regular updates detailing what's been done, how your system is performing and suggestions on potential upgrades, is normally an indicator of a proactive company that can be relied upon to take exceptional care of your IT system.

### **9. Can I get support 24/7 or just during business hours?**

Your business may not operate solely between the hours of 9 and 5, and your IT system almost certainly doesn't.

Therefore it's massively important that you can get the support and help you need, when you need it, not just during regular office hours.

### **10. What is their disaster protocol?**

And do they even have one?





Of course, no one wants to think about what would happen in the event of a catastrophe, and many companies don't.

However, as with so many things, being prepared for the worst allows you to respond much more effectively should it ever come to pass.

Find out if they provide you with a disaster recovery plan ahead of time.

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So there you have it, 10 Questions You MUST Ask Before You Enter Into an IT Service Agreement. If you take these into account, you'll be well set to find an IT support company that will not only keep your IT system on track, but also help your business grow and thrive.

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## **DISCOVER THE SIMPLE STEPS YOU CAN TAKE TO MAKE YOUR IT SYSTEM INTO A REAL TEAM PLAYER IN YOUR BUSINESS**

So often when I speak to SME owners the same thing comes up:

*"Our IT system is a liability, not an asset."*

They know they HAVE to have an IT system in place in order to run their business, but, more often than not it feels like a drain on their resources.





An unwieldy beast they have to feed money in order to keep it limping along.

But what if it didn't have to be like that?

What if there was a better way?

A way that allows you to optimise your IT system so that rather than being a drain on your resources, it would be an asset that works so efficiently that it actually becomes a real part of your team and actually helps you to drive your business forward?

Well, the good news is...

...There is.

And I'd love to take just 30 minutes of your time to explain how. FOR FREE!

## HERE'S HOW IT'LL WORK

The link below will allow you to book a completely free, no obligation call with one of my super talented team. They will ask you all sorts of questions about your IT system (don't worry, they'll do it in plain English without any technical jargon) and suggest some simple things that you can do in order to get your system working for you far more efficiently than it currently is.

You'll also get chance to ask any burning questions you may have, and, hopefully, we'll be able to get them solved for you too.





## WHY IS IT FREE?

You might be wondering “How come you’re giving this away for free?”

Which is a perfectly fair question.

Here’s why:

After the call, you’ll have 2 options:

- 1) You can take the things we’ve told you and implement them into your IT system and reap the rewards of having a more effective system in place

Or

- 2) You’ll see that working with AJ Technology Company on an ongoing basis would make your IT system a bullet proof asset in your business. One that you never had to worry about, one that never lets you down and one that actually helps your business grow.

If you decide on option 1, then that’s absolutely cool. This isn’t a high pressure sales call. Take the advice we give you and make as much use of it as you possibly can.

I promise you, the value you will get from the call alone will be well worth 30 minutes of your time.





But, if you decide on option 2, then we'll follow up and discuss how that might look.

And the fastest and easiest way for us to show you how much value we can add to your business is by offering you this completely free call.

Of course, we'd love you to become a client, but like I said, this is NOT a high pressure sales call. I hate that sort of thing. It genuinely is a chance for you to get hold of some great ideas that you could, if you wanted to, implement yourself.

So if you're ready to book your call, use [THIS](#) link.

## THE AJ TECHNOLOGY COMPANY APPROACH

Here at AJTC, we offer a completely bespoke service focussed on each of our clients' needs.

However, there are 6 key 'pillars' we stand by:

### 1) **Prevention is ALWAYS better than cure**

Even the best, most robust IT systems will, from time to time, have issues. We believe that the best way to deal with this is by being proactive and preventing potential issues before they become major issues.





We do this by monitoring our clients around the clock with our remote monitoring system. Allowing us to see what's happening and take the necessary action.

## **2) Time Waiting is Time Wasted**

When someone is paying us for support, we believe they should have support EXACTLY when they need it.

That's why our clients have 24/7 access to support, help and advice. And in the event that something does go wrong, we'll have a technician solving it, either remotely or on site, within an hour. Regardless of what time of day or night that is.

## **3) Back Ups Are King**

While we strive to avoid it, we are always fully prepared for the 'worst case scenario'.

We back up your data on and off site, multiple times a day so that should the worst happen, and you lose all your data, we know for certain we can have you back up and running quickly.

We also test our restores regularly to ensure that, in the unlikely event they are needed, we know they're going to work.





#### **4) Move With The Times**

All of our technicians are highly trained, highly skilled and highly experienced. That's a given.

But, more than that, we have built it into the AJTC culture that no one ever sits still.

We work together to ensure every member of the team is always fully up to date with the certifications and industry advancements.

This ensures that whatever issues our clients are facing we're best placed to help.

#### **5) It IS Our Job**

While our primary purpose is to keep your IT system working smoothly, we understand that there are other factors at play that might have an impact.

Your internet system perhaps, or maybe your phones or printers. They all have a part to play, and will, from time to time, cause you a headache by going wrong.

When this happens, you can be assured that we won't send you away to figure it out on your own.

We'll do everything we can to aid and assist until it's resolved.





## 6) IT Is NOT 9-5

Your IT system is not just in operation between normal office hours.

Neither are we.

A combination of our 24/7/365 monitoring system and our 24/7/365 support, ensures you have peace of mind that your IT System is looked after around the clock.

## WHAT HAVE YOU GOT TO LOSE?

So why not book your free call right now to discover how we can help you get your IT system running more efficiently?

Like I said, worst case scenario?

You get to ask any questions you want about how you can improve your current system, with no obligation or expectation to buy anything.

That can't be bad right?

Book [HERE](#).

