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

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A Letter From The Author:

Why We Created This Report And Who Should Read It

From The Desk of: Philipp Baumann

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 CEOs 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 Philipp Baumann, and my organization has been providing IT services for small to medium sized Businesses for 16 years. We have been providing migration services into the cloud for more than 10 years and have migrated over 6,000 mailboxes into the cloud and have a proven track record of doing so.

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 mistakes 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,

Philipp Baumann

About Our Company

BoomTech, Inc. is a South Florida IT Support and Consulting Company that delivers flat fee IT solutions too small to medium sized businesses across the state of Florida. Founded in 2005 by Philipp Baumann who moved to the United States from his native Switzerland, BoomTech prides itself in running your technology like a swiss clock.

We offer technology services that allow businesses like yours to work more efficiently and better serve your clients. We take away the stress of overseeing your IT and find solutions, geared for your industry that will help your business grow.

Our team is friendly, approachable, experienced, and certified in a wide range of IT and Cloud related areas. So, no matter what challenges you're facing, why not get in touch and see how we can apply a technology solution that helps you move forward with confidence.

About The Author

Philipp founded BoomTech after moving to the United States from Switzerland at the age of 24. His clients say he operates his business like a "Swiss Clock!" because he has a very detail-oriented process that allows him to come up with a technology solution to his client's problems no matter what it takes.

"I am passionate about solving problems for our clients – and then seeing those solutions implemented to make their businesses run better. I feel like we are part of our clients' companies, and that's a great feeling knowing that we are here for them and they trust us with all their IT needs."

Philipp is a family man with 2 daughters and a son and can be found enjoying time with the kids at the pool or zoo many weekends.

Certifications:
Microsoft Certified System Engineer MCSE
Microsoft Certified System Administrator (MCSA)
Microsoft Small Business Specialist (SBSC)
Microsoft Certified Professional (MCP)
CompTIA A+
Bachelor of Science in Electronic Engineering

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 provider 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
- Zoom
- 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 Microsoft 365 And Google Workspace?

Microsoft 365 and Google Workspace 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:

- **Lowered IT costs.** This is probably the single most compelling reason why companies choose to move their network (all or in part) to the cloud. Not only do you save money on software licenses, but on hardware (servers and workstations) as well as on IT support and upgrades. So, if you hate constantly writing cash-flow-draining checks for IT upgrades, you'll really want to investigate cloud computing. Included in this report are examples of how we've done this for other clients and what the savings have been.

- **Ability to access your desktop and/or applications from anywhere, at any time, and on any device.** If you travel a lot, have remote workers or prefer to use a tablet while traveling and a laptop at your house, cloud computing will give you the ability to work from any of these devices.

- **Disaster recovery and backup are automated.** The server in your office is extremely vulnerable to 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 the same day. This would NOT be the case if you had a traditional network and were local 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.

- **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 can be 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.

- **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.

- **Certain line-of-business applications won't work in the cloud.** Typically, if they are older unsupported versions.

- **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 as 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.

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

When done right, a migration to Microsoft 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 they will still work in the new environment.

Different Types Of Cloud Solutions Explained:

Desktop As A Service(DaaS) : This is where all your applications and data are put on the other side of the firewall (in the cloud) and you access your cloud based windows desktop via a web browser through various devices (laptops, desktops, tablets, phones) via the Internet.

Hybrid Cloud: Although "DaaS" 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 for specific Workloads: Another option would be to simply put certain applications, like SharePoint or Microsoft Exchange (E-mail), 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 (tablet, 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.

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: *From start to finish we are probably looking at 1-2 month. It all depends on how much data needs to be transferred how many applications need to be setup. After our initial assessment we can provide a much more accurate time frame.*

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 in the following way for our clients in the cloud. *We highly recommend a 2ⁿᵈ backup internet connection this way if the primary goes out it automatically fails over. Let's say if the entire office building loses power you can send your employee's home and they can connect to the cloud Desktop from any other device.*

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. 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 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.

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. BoomTech also only uses Public Cloud Services such as Microsoft Azure and Microsoft Microsoft 365. In the highly unlikely event we go out of Business your new IT provider can just take over the management of the Microsoft Cloud Services. Be cautious of IT / Cloud providers or MSP's that want to put you in their private Cloud. You have no good way to switch and or get your data back without a huge project that cost money and interrupts your business, if you can get to your data in the first place.

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

Answer: Yes and No! It depends on what route you go - full Cloud or Hybrid. If you go Desktop as Service, you no longer require a Server. Same goes if you migrate your workloads like E-mail file server to Microsoft 365 and SharePoint with one Drive for Business. You still need to replace computers every 5 years but potentially with a little less powerful machine.

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 <u>but won't tell you that up front because they want to make the sale</u>.

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 clients 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 IT / 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 research the company or person you are considering, to make sure they have the experience to set up, migrate and support your network in 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 15 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 many clients have you provided cloud services for to date and can you provide references?

Answer: You don't want someone practicing on your network. At a minimum, make sure they have provided 10 plus migrations.

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 from 8:30 a.m. to 5:30 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: Are they holding a high level of certification for the cloud Solution they're going to propose to you?

Answer: As we talked about, since the IT / Cloud solution industry is not regulated one way to ensure they have a good expertise is asking for their partner / certification level with the Cloud solution they are recommending. We only use Microsoft Cloud Solutions and hold Microsoft Gold Platform partner level. You can only obtain that level if you have certified engineers that have passed Microsoft trainings to ensure the standards are meet. This dramatically reduces your risk of picking a company that has no real expertise.

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 only use an IT, MSP / Cloud provider that transitions you into a Public Cloud like Microsoft, AWS or Google or another very large private holster that's independent from them. You don't want to have a provider that has all your data in a datacenter in south Florida on his servers. If they go out of business, it would be a very painful transition that cost lots of money and interruption to your business. That's if they still give you access to your data. 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, Cyber Liability s 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 liable? In the litigious society we live in, you better make 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 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.

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 quarterly "fire drills" 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 outsourced to a third party or in house?

Answer: We provide our own in-house help desk and make sure the folks helping you are knowledgeable, friendly, and helpful. 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: Do their technicians maintain current vendor certifications and participate in ongoing training – or are they learning on your dime?

Answer: Our technicians are required to keep the most up-to-date vendor certifications in all the software we support. Our Technicians are highly certified. Plus, our hiring process is so stringent that 99% of the technicians who apply don't make it through. (Guess who's hiring them?)

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.

Case Studies: What Our Clients Have To Say About Moving To The Cloud

BoomTech has been my tech support partner for the past eleven years. We are very lucky to have BoomTech building, monitoring, and protecting our computer system. Philipp Baumann and his staff allow us to concentrate on our core business, without worrying about our systems being compromised.

Tyler A. Gold
Attorney owner
Tyler A. Gold P.A.

The biggest reason I use BoomTech, Inc. is for the peace of mind they give me. Their flat fee IT service monitor our servers, logs, and the health of our network 24/7/365 to make sure everything is running properly and to make sure lower-level maintenance on the network is getting done. Plus they take care of most issues remote and or send a knowledge tech onsite. They really make it easy and affordable too…I can't recommend them strongly enough to any small business owner who doesn't have the time or money to deal with computer problems.

Liz Trujillo
Office Manager
Action Title Company

BoomTech is well worth the cost. I trust Philipp and his company. I may not understand some of the reasons, but I am comfortable relying on what he advises me. His pricing is fair and reasonable. There have been numerous times, probably more than I am aware of, when something happens and BoomTech is on top of it before we feel the negative effect. They advise corrective actions that make the negative results minimized.

Paul H. Kupfer Esq.
Attorney Partner
Kupfer Skolnick P.A.

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 CEOs 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 Cloud Readiness Assessment** to show you there IS a better way to upgrade your computer network AND to demonstrate how a truly competent Cloud 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 your growth.

At no cost or obligation, one of my Senior Cloud Engineers and Business Development Executive 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 <u>eliminate the cost, complexity and problems</u> of managing your own in-house server while giving you <u>more freedom, lowered costs, tighter security and instant disaster recovery</u>. 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 <u>truly safe and secured</u> 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 <u>quickly</u> following 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 8-10 hours to complete (with most of this "behind-the-scenes" diagnostics and research we conduct), I can only extend this offer to the first five people who respond. After that, we'll have to withdraw this offer or ask that you pay our customary consulting fee of $2,500 for this Assessment (sorry, no exceptions).

To respond, please call our office at 561-300-5080 option 2. We want to take your call to answer any questions about this letter, my company and how we might be able to help you. You can also e-mail us at sales@BoomTechIT.com

Awaiting your response,

Philipp Baumann
www.BoomTechIT.com
Call us direct: 561-300-5080

The Top 10 Reasons Why You'll Want To Outsource Your IT Support To Us:

1. Valuable Strategic Partner - Our virtual Chief Information Officer (vCIO) will learn your business and goals so he can advise you on all technology fronts. He will meet with you on a quarterly basis to review any recommendations in simple English as well as any misaligned items that can lead to exposure and security risks. This way you can make informed decisions. In addition, he will develop your strategic IT road map and budget, so you are never surprised by an unexpected expense.

2. We Know IT Security - The BoomTech team understands the importance of data security and compliance. We work with you to ensure you meet or exceed security best practices. We manage your firewall, perform ongoing cyber security training for your employees, manage your Antivirus, manage your EDR Solution, perform patch management and security updates, e-mail, and data encryptions, backups, disaster recovery planning, and keep you up to date with important changes.

3. Ongoing Alignment - Technology changes fast and keeping up is paramount to maintaining your security and productivity. Our Technology Alignment Manager (TAM) will come onsite for one full day each month to evaluate your practices and procedures vs current best practices. He will create and update your alignment score card, proactively fix misaligned items and bring them to your attention so you can see any deficiencies and the progress we will make in dozens of areas. He also works closely with the vCIO that reviews each misaligned item flagged by the TAM and then can translate that into a business conversation.

4. We Manage All Your IT - We organize, maintain, and manage your relationship with your other technology vendors (your printer company, internet provider, phone providers etc.) so you won't have to spend your time on hold or troubleshooting their issues. We will take on the burden of resolving their issues for you and eliminate any finger pointing between vendors.
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5. 60-day Money Back Guarantee - If you are dissatisfied within the first 60 days with any service from BoomTech for any reason, call and let us know. We will work with you to correct or repeat the service at no additional charge. If this does not resolve the issue to your complete satisfaction, we will refund 100% of the money you've paid us.

6. We Won't Nickel and Dime You - Put an end to paying for problems that weren't fixed the first time. BoomTech provides proactive technology support for a fixed monthly fee. We take the risk and manage your computers, servers, Cloud Solutions, and other network devices for a flat fixed monthly fee. On time and on budget – Guaranteed.

7. Proactive IT Maintenance – Every day we work behind the scenes to monitor your network and systems for viruses. We update software, and security patches to maintain security levels, and prevent data loss. We also monitor thresholds for memory, storage, and CPU usage, and create a ticket in our system for anything that falls below acceptable.

8. Backup & Disaster Recovery – We manage, maintain, and regularly test your back-up systems ensuring you are prepared for the worst-case scenarios. This means more than a copy of files stored on a drive, a true back-up includes images of all programs as well as files and allows us to get you back up and running within hours.

9. We Speak YOUR Language – You'll get the clear answers to your computer and IT support questions that you deserve. You will not be made to feel uncomfortable by our team of support experts with unfamiliar technical jargon.

10. We Won't Hold You Hostage – Many IT companies don't provide their clients with simple and easy-to-understand documentation of their network, passwords, licenses, etc. By keeping that information to themselves, they in affect hold you "hostage" from moving to another provider. As our client, we'll document all your technology and store that information in a secure online portal that you can access at any time. We keep our clients by delivering exceptional service — not by keeping them in the dark