TECH*SPERT* INSIGHTS

**TRU** Technical Partners
IT SUPPORT & CYBERSECURITY

Tried, Tested, Trusted & True TECHsperts

# GUIDE TO CHOOSING THE RIGHT IT SUPPORT
## *Essential Questions for Your Managed Service Provider*

A comprehensive comparison guide to help you select the ideal IT Support and Cybersecurity solution for your organization and budget.

Cyber-Savvy
Silicon Valley
IT Heroes

We Save the Day & Help
Your Business Stay a
Step Ahead

**Transform your IT from a burden into a strategic asset**

🔒 **Proactive IT & Cybersecurity Solutions**    ✓ **Customized to Your Business**    🤝 **Strategic Partnerships**

## Three Primary Models for Business IT & Cybersecurity Support

### In-House IT Staff

- ✅ Dedicated support team
- ✅ Deep company knowledge
- ⛔ High operational costs
- ⛔ Requires IT expertise

### Break/Fix IT Services

- ✅ Cost-effective for minor issues
- ⛔ Reactive problem-solving
- ⛔ Limited proactive support
- ⛔ Billable per incident

### Managed Service Providers

- ✅ Proactive monitoring
- ✅ Comprehensive management
- ✅ Strategic IT planning
- ✅ Ongoing maintenance

Each model offers different value propositions. The right choice depends on your business needs.

# Key Considerations When Selecting IT Support

## Critical Factors for Business Evaluation

### $ COST
- Initial investment vs. ongoing costs
- Cost per incident for break/fix vs. monthly fees for managed services
- Hidden costs in Service Level Agreements (SLAs)

### EXPERTISE
- Technical capabilities of the support team
- Certifications and qualifications of technicians
- Industry-specific knowledge requirements

### SCALABILITY
- Can the support model grow with your business?
- Maximum number of devices/systems supported
- Ability to adapt to future business needs

### RESPONSE TIME
- How quickly issues are identified and addressed
- Service Level Agreements (SLAs) for response
- After-hours and emergency support availability

### SERVICE QUALITY
- Experience and qualifications of service personnel
- Communication style and transparency
- Reporting and performance metrics

### BUSINESS ALIGNMENT
- How well IT aligns with business objectives
- Strategic IT planning capabilities
- Value-added services beyond technical support

**Each consideration factor should be weighted based on your specific business needs and priorities.**

## A Checklist for Evaluating Managed Service Providers

### Response Times
**What are your guaranteed response times for critical issues?**
*Look for specific metrics in their Service Level Agreement (SLA).*

### Cybersecurity
**How do you handle cybersecurity and data protection?**
*Inquire about security protocols, threat detection, and compliance.*

### Strategic Planning
**Do you offer strategic IT planning (vCIO services)?**
*A true partner should align technology with business goals.*

### Onboarding Process
**What is your client onboarding process like?**
*A clear process indicates professionalism and smooth transitions.*

### Disaster Recovery
**How do you ensure business continuity and disaster recovery?**
*Ask about backup solutions and recovery plans.*

### Reporting & References
**What reporting and communication can we expect?**
*Also, can you provide client references for me to speak with?*

💡 **Pro Tip: Document all answers and compare across providers to make an informed decision.**

# Evaluating Technical Expertise & Service Agreements

## Evaluating Technical Expertise

### Certifications
Ensure technicians hold relevant industry certifications (CompTIA, Microsoft Certified Professional)

### Vendor Partnerships
Strong partnerships with key technology vendors (Microsoft, Dell, Cisco) indicate access to advanced resources

### Industry-Specific Experience
Confirm the MSP has experience supporting specialized software and unique business applications

## Understanding Service Agreements

### Guaranteed Response Times
Specific metrics for how quickly they will respond to and resolve issues

### Scope of Included Services
Clear outline of what is covered (monitoring, maintenance, help desk) and what might incur additional charges

### After-Hours Support Terms
Details on availability and costs for support outside of standard business hours

### Escalation Procedures
How issues are escalated if not resolved within defined time frames

**Scrutinizing technical capabilities and service agreements is essential before committing to an MSP**

## From Reactive to Proactive: A Different Approach to IT Management

### Traditional Reactive Model

- Focuses on fixing issues after they occur
- Responds to problems during business hours
- Addresses symptoms rather than root causes
- Requires waiting for issues to happen

### Tru Technical's Proactive Philosophy

- Prevents issues before they disrupt operations
- 24/7-365 continuous monitoring of systems
- Identifies vulnerabilities proactively
- Implements preventative maintenance

## Key Benefits for Your Business

### Business Continuity
Ensures operations run smoothly during disruptions

### Strategic IT Planning
Aligns technology with business objectives

### Operational Efficiency
Minimizes downtime and maximizes productivity

### Focus on Core Business
Lets you focus on what matters most

# Tru Technical Complete Service Offerings (Remote First, Onsite When Needed)

**TRU** Technical Partners
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## Integrated Cloud Infrastructure: Our cloud solutions integrate with your entire IT ecosystem

### Managed IT
- ✓ End-to-end infrastructure support
- ✓ 24/7-365 monitoring
- ✓ Proactive maintenance

### Co-Managed IT
- ✓ Augments internal IT teams
- ✓ Specialized expertise
- ✓ Collaborative approach

### Cybersecurity
- ✓ Threat monitoring & detection
- ✓ Incident response
- ✓ Compliance management

### Data Protection & Backup
- ✓ Digital backups + disaster recovery
- ✓ Automated protection
- ✓ Onsite emergency response

### IT Infrastructure Management
- ✓ Hardware + cloud expertise
- ✓ Helping you scale as you grow
- ✓ We handle all your IT needs

### Cloud Solutions
- ✓ Azure & AWS implementation
- ✓ Migration services
- ✓ Performance optimization

## Client-Centric Partnership Approach: Building Lasting Business Relationships

### Transparency & Trust
Clear communication and open dialogue with clients

### Dedicated Account Management
Primary point of contact for personalized service

### Business-Aligned Technology
We align your tech roadmap with your business goals
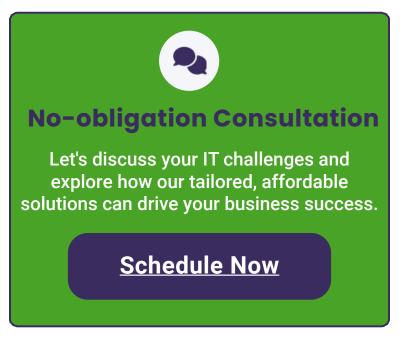
### Clear Performance Reporting
Regular performance reports & improvement recommendations

*If we can't fix it through the screen, we'll fix it at the scene.*

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# Ready to level up your IT? Schedule your free session with our TECHsperts today.

We're here to help you navigate the complexities of modern technology and align your Tech with your business goals.

## No-obligation Consultation

Let's discuss your IT challenges and explore how our tailored, affordable solutions can drive your business success.

**Schedule Now**

## Cybersecurity Audit

Let us analyze your current cybersecurity vulnerabilities  and provide expert improvement recommendations.

**Get Started**

## Awareness Training

Enhance your defenses with awareness training in emerging technologies, threat recognition, and security protocols.

**Learn More**

*"For over a decade, we have not only worked with, but also referred Truman for his exceptional IT management services."*
*Kevin Guibara, President SV Real Estate*

*"If we had stayed with our old IT provider, we would've lost everything."*
Owner, Healthcare Provider

Visit www.TruTechnical.com to connect with us and discover how we can help.

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