How To Avoid Unnecessary
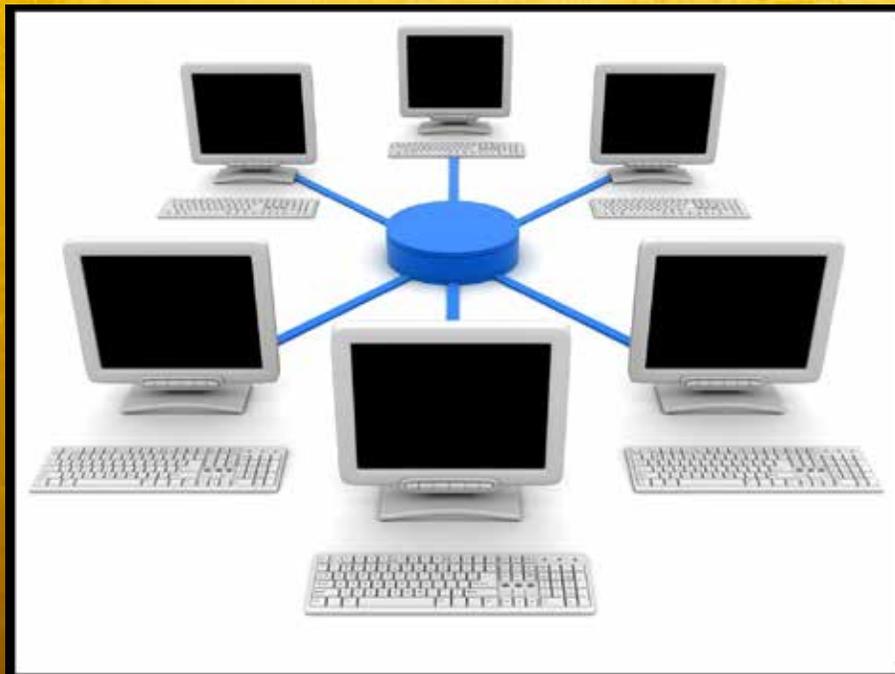# EXPENSIVE
NETWORK UPGRADES

And Prevent The Frustrations of Sensitive Data Loss

SimplifyIT

Technology Consulting for
business and home users

Introducing The Simplify IT "Private" Cloud System

The inevitable has come and now it is time to make the decision to upgrade your office network environment. You may or may not already know that as of April 2014 all PC's running on the Windows XP operating system are no longer supported by Microsoft and are no longer receiving security updates. This significantly increases the security risk to your business's sensitive data. Something you should also be aware of is that in July 2015 support will also expire for all Windows 2003 servers.

Unfortunately, because business owners don't replace their office network often, they are not very familiar with the most cost effective, important and efficient solutions that are available to them. Upgrading your office network can be very costly and time consuming if put in the hands of just ANY computer technician, especially one that lacks the knowledgeable of all available technology. This can end up being very frustrating and expensive to business owners. All too often because business owners and office managers are not fully aware of what upgrade options are available to them they usually simply invest in hardware and software that they think they need and hire a computer technician to build their network according to specs. This almost always ends up costing the business more money than necessary at the point of purchase and turns out less efficient than other options in the long run.

In this report, you will find the most common problems that business owners face when it comes to upgrading their office network environment. You will also find the solutions to these problems.

Main Frustration Offices Have With Their Current Network & Most IT Consultants

Hiring a computer technician to upgrade your office network is important for proper handling of the security, stability & efficiency of your office network. A professional experienced computer technician that knows **EXACTLY** which hardware to use and how to configure it perfectly for your business is critical. We understand that most business owners "get that". But please keep in mind, even though computer technicians must maintain a certain standard, not all computer technicians are the same. Just like in every other service industry, it has been proven true that the computer technicians ability to satisfy their clients varies greatly.

The technology industry is very unique and changes rapidly. There is A LOT to consider if you are in the process of upgrading your network. Understandably fear of losing data, lack of security and the typical high cost of upgrading your network common concerns.

Believe it or not, in the technology industry, the biggest frustration business owners will encounter will be the computer technicians inability to set up a network that is at the same time cost effective, more efficient and includes more privacy and security than their previous network. In fact the typical recommendation by computer technicians is to simply upgrade all hardware which is not always necessary. Not only do businesses want to know that their network is secure and currently up to date but it is important to accomplish this all with out 'breaking the bank'.

This might not sound like it's too much to ask, right? Unfortunately, it is and it's not until AFTER you've already had your new hardware and software installed that most offices find out that their computer technician could have provided a better solution that would have cost less and provided you with a higher level of security. By this time "firing your IT" becomes too much trouble.

Finding a computer technician that has established their own set of standard operating procedures and service standards that are guaranteed to you, in writing, before your network is installed or services are rendered, is the very best way to avoid this problem. To ensure that our customers never purchase more than what is necessary, and can utilize their network for many years to come, Simplify IT has developed an exclusive cloud system called the "Simplify IT Private Cloud System".

To ensure your network is always updated, completely secure and reduces the cost of acquisition and ownership we have put together a system that is unlike the others. We know that this all sounds so simple to provide (and it is), but it is actually very hard to find a computer technician that comes with these types of guarantees! This is just another reason why our customers love doing business with Simplify IT.

SPEND AT LEAST 30% LESS WITH THE PRIVATE CLOUD SYSTEM

At Simplify IT, we not only do we ensure that our clients are provided with the proper hardware and system configuration for their business but we also guarantee at least a 30% lower cost of acquisition compared to industry standards when utilizing our exclusive Simplify IT Private Cloud System. In order to accomplish this, Simplify IT ensures that all services and installations are properly tailored for each and every one of our clients and are configured as a long term solution unlike traditional networks.

The Simplify IT Private Cloud System provides you with features that virtually guarantees that no other computer technician can help you upgrade your network more effeciently and cost effectively than Simplify IT. We are also the only technology service provider in the area that provides every single client with the **"Office Owners Bill of Rights For The Technology Industry"**.

Your office network will be more efficient and will be truly 100% private with the Simplify IT Private Cloud System™

Office Owners Bill of Rights

At Simplify IT, LLC we recognize the value of our customers. We have made it our commitment to treat our customers the way we want to be treated. To that end, we guarantee that our customers are all protected by the "Office Owners Bill of Rights for the Technology Industry" which protects our customers by ensuring the following:

1. At no time for any reason whatsoever will the computer technician's best interest be more important than the best interest of the business owner.
2. At all times the computer technician will provide exceptional communication with the business owner.
3. At all times the computer technician will state what the hardware and service fees will be up front and will never surprise you with extra charges before installation or service for any reason.
4. Honesty & ethical service will be provided to every single one of our clients regardless the size of the network involved in the transaction.
5. Our exclusive private cloud system and all services provided will be thoroughly tested and will always meet the required specs for optimal security and performance.
6. We will protect all of our clients with a one year hardware guarantee and an above industry standard 90 day service guarantee.
7. Every client is protected by our "Problem Solved Guarantee". If the computer technician cannot resolve your problem you get a full refund.
8. Every client will be provided instructions to trouble shoot level 1 issues so that they are not totally dependent of a computer technician.
9. Every single one of our clients will receive the same treatment we want our families to receive.

TRUE PRIVACY

One of the biggest fears business owners have with traditional cloud networks is the security of their data. With recent celebrity photos stolen from the iCloud network it's no wonder this is an option business owners are reluctant to jump into.

Simplify IT solves this problem by providing you with a system that only you and your office staff will have access to. Since you own the server and the Private Cloud System resides in your office only you will have access to the data. Unlike traditional cloud network systems the Simplify IT Private Cloud System eliminates the security risks that come with the traditional cloud network.

8 Biggest Problems You Will Encounter With Conventional Client-Server Network Environments & How Simplify IT Solves Them All!

1 Conventional client-server networks require the purchase of new hardware to upgrade your network. The Simplify IT Private Cloud System allows you to upgrade your network and improve the speed of your machines without the expense of buying new hardware.

2 Remote desktop connections on a client-server network environment are optional and would require purchasing additional licenses and hiring a computer technician to configure. The Simplify IT Private Cloud System includes remote desktop connection as well as licenses for additional users. Unlike the client-server network users can work remotely with out the monthly expense of subscribing to third party apps like GoToMyPC.

3 Printing capabilities with a client-server network environment require hiring a computer tech to configure and you can only print to office printers. The Simplify IT Private Cloud System includes remote printing and users can print documents from the server or office account to their local printer.

4 Accessing your office network remotely from a mobile device like an iPad, tablet or smartphone on a client-server environment are optional and requires purchasing additional licenses, hiring a computer technician to configure and you must have a PC and/or third party app subscription like GoToMyPC. This comes included with the Simplify IT Private Cloud System and various options are available for your needs and their is no need for GoToMyPC.

5 Administrators or owners that want to have full control of the entire office network, including all user accounts and server system would need to purchase additional licenses and hire a computer technician to configure this capability with a client-server network environment. Not having this option the administrator or owner would need to be in the office to monitor system or user accounts and PC work activity. This comes included with the Simplify IT Private Cloud System and licenses for additional users are already included.

6 Automatic backups of data and company documents on conventional client-server network environments are not included and a computer technician must be hired to setup and manage all backups. The Simplify IT Private Cloud System includes scheduled backups of all documents and files to a secondary drive on server.

7 If a server drive fails on a conventional client-server network environment then all company files are lost and the server must be rebuilt or replaced. The Simplify IT Private Cloud System includes fast disaster recovery by utilizing a secondary system replicated server drive. This allows restoration of all user accounts and server drive within a minimum time.

8 Conventional client-server network environment do not allow sharing of single user licensed applications. So additional licenses for MS Office must be purchased at an average of $299 each which increases operational costs. The Simplify IT Private Cloud System includes software and application sharing among multiple users which eliminates the need to purchase additional expensive user licenses.

Conclusion

Upgrading your network doesn't have to be an expensive or frustrating process. At Simplify IT we have taken the time to build the systems and infrastructure necessary to ensure a cost efficient hassle free upgrade experience for 100% of our customers. To experience the benefits of Simply IT's exclusive "Private Cloud System" and protect your office with the "Office Owners Bill of Rights For The Technology Industry," call Simplify IT at (845) 356-1111. Call today before disaster strikes!

COST COMPARISON AND ADVANTAGES OF PRIVATE CLOUD SYSTEM
Cost savings of using the Private Cloud System compared to the conventional network system.

	CONVENTIONAL CLIENT NETWORK SYSTEM COST				PCS COST	
Equipment/Labor for 3 desktops	Hardware	Software AntiVirus	Labor	Conventional Cost (3 users license)	VDS w/ installation (3 users license)	Savings
Replacing 3 Desktops: Setup and Network	$1500.00	$180	$560	$2240.00	$1200.00*	$1,040.00
Remote access via mobile device:	N/A	$99 p/yr	N/A	N/A	Included 5 year plus	$495.00
Internal Back System	N/A	$45	$190.00	$235.00	Included	$235.00
Remote Printing	N/A	N/A	N/A	N/A	Included	
Universal Printing	N/A	N/A			Included	
File Transfer	N/A	N/A	N/A	N/A	Included	
TOTAL COST				$2475.00	$1200.00	
TOTAL SAVINGS						$1770.00

- * Includes Equipment and Installation
- ** Estimated and subject to change

COST COMPARISON OF ADDING 1 ADDITION DESKTOP

Software and Hardware	Conventional installation	Private Cloud System (PCS)	Savings
AntiVirus Protection	$60/45	$0	$105
Adding additional station /Hardware & Labor	$500/$95	170/95	$330
Adding programs: eg MS Office/ Labor	$190/$95	$0/0	$285
TOTAL	$985.00	$265.00	$720.00

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