



# **The Ultimate CEO Guide To Co-Managed IT Finding The Best IT Support Without Cost And Difficulty Of Hiring A Large In-House IT Department**



# Overview

## Special CEO Report: Co-Managed IT

Read This CEO's Guide To Discover A New Approach to Securing the IT Support You Need Without The Cost And Difficulty Of Hiring A Large In-House IT Department

### Read This Report To Discover:

- ❑ What Co-Managed IT is
- ❑ How Co-Managed IT saves your organization money
- ❑ What to look for in a Co-Managed IT Partner
- ❑ Why we are uniquely positioned to deliver Co-Managed IT



From The Desk of:

Leah Freiman

CEO, ItCon

Call Me Direct: 845.738.1661

Dear Fellow CEO,

**Does your IT lead frequently come to you for more money, more tools, more staff, more help, but you constantly have to tell them to “make do” until you can find the budget for it? Are you worried that your IT department may not be adequately prepared and equipped to handle a serious cyber security breach or recover you from a ransomware attack?**

Do you have a sneaking suspicion that your IT department is underperforming simply because they're stretched to their limit, unable to get ahead of the crushing workload and endless number of projects you'd like them to complete?

I know you're tempted to think, "We don't need more IT. Our internal IT department has it handled." Which is exactly why I'm reaching out to you today.

We wanted to offer you a simple, straightforward guide that not only answers your questions in plain English, but also provides vital information on finding the best IT support for your business without the cost and difficulty of hiring a large, in-house IT department.

My name is Leah Freiman. My organization is dedicated to enable you to grow your practice by having the responsibility of your IT infrastructure and Cyber security be ours. We look at your business in a holistic manner and understand that your data and high-quality functioning systems is the foundation that always needs to be strong and protected.

If you don't find the answer to a question you have in this report, I am always available to answer a quick question or to provide a second opinion. Please contact me directly if I can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,

*Leah Freiman*

Leah Freiman, CEO

ItCon, Inc.

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Call Us Direct: 845.738.1661







## Leah Freiman

CYBER CRIME EXPERT

ItCon's success as a leading IT and Cybersecurity company is driven by the passion that Leah Freiman has for helping people. Before Leah founded ItCon, she worked as a mortgage broker and taught music on the side. Her love of helping others played itself out in both jobs. As a mortgage broker, Leah took clients with bad credit and debt and helped them get loans with low taxes and closing costs. As a music teacher, she used her skills to help 'special' children expand their capabilities and find joy in music.

On a professional level, her passion is to help companies thrive by overcoming issues that could undermine all their best efforts to succeed. In the process of working closely with the clients of her computer repair company she formed with her husband, the destructive power of cybercrime became dramatically and drastically evident. More and more companies around the globe were falling prey to aggressive cyber attacks. The financial damage and loss of business were insufferable. Leah Freiman applied her energy, drive, and focus on creating a company that would provide clients with all-encompassing tools and tactics needed to successfully secure the future for numerous clients.

Leah Freiman is a recognized expert in the cybersecurity industry. She provides cybersecurity training for many large organizations, has been called upon to deliver a presentation to the NYSii in Albany, has lectured at Touro College, and is the founder of ITCON2019, the Premier Cybersecurity Conference for Business Owners. Leah starred in the movie Cyber Crime, a documentary film that explores the world of cybercrime and how you can avoid becoming a victim. She is also the author of "Double Your Revenue with the Right Technology", an Amazon bestseller that teaches business owners how technology can help them grow rather than be an added business expense.

ItCon represents her passion for creating awareness and providing solutions for companies looking to grow their business with the right technology and fighting cybercrime activities.



## The Dilemma

Every day, CEOs and their executive teams are faced with tough investment decisions about where to allocate their financial resources.

Some of those decisions are easier to make than others, because they can be based on logical financial analysis with safe ROI expectations. Investing in marketing, a new product line, an acquisition, and strategic hires all build equity and future profits.

However, CEOs must also deal with a new category of investments that refuse to behave typically and often don't easily secure a direct ROI.

IT investments are more difficult to estimate, and the ROI or benefit might not be obvious or easily measured. In fact, you hope some never produce a tangible ROI, like investing in cyber security and disaster recovery protections. However, no company can afford to lag behind in IT. There's not a single department or function of your organization that isn't significantly controlled by, enhanced by, facilitated by, and outright dependent on IT, and if your organization is not properly invested in cyber-protection and backup technologies, one cyber-attack or data-erasing event could have serious, long-lasting, costly ramifications – or even put you out of business.

***But no one has unlimited funds. So what do you do about all of this?***

One option is to ignore it. Keep the status quo, make do with the IT staff and technology investments you have today (regardless of how old and antiquated they are) and hope everything is going to be okay. Trust that your current IT department has it handled. But you have to know this is a perilous tightrope. People in New Orleans trusted the dams and levees to hold – and they did – until they were hit with a Category 5 hurricane.

Your Category 5 might be a ransomware attack or a rogue employee. It might be a failed server that went down, taking all its data with it, never to be revived again. It might be a corrupt SQL database that is beyond their expertise to fix.

***Maybe your IT department truly does have it all covered. Maybe.***

But if you are like most of the CEOs we work with to deliver co-managed IT, your IT person or department is significantly understaffed, overwhelmed and simply not able to keep up with the growing demands your company is putting on them. They also may be lacking in specialized knowledge about any number of things – data backup and disaster recovery, cyber security

# The Dilemma

protections, secure cloud computing, complex database management and more.

***No one I.T. person can do it all or know it all.***

Fact is, your IT department might not be as prepared and capable as you may think to handle the rising complexity of IT systems for your growing company and the overwhelming sophistication of cyber threats with the current resources, time and skill sets they have.

***If true, your organization is at risk for a significant IT failure.***

To be crystal clear, I'm not suggesting your IT lead and staff aren't smart, dedicated, capable, hardworking people. Fact is, nobody likes to go to the CEO with bad news, or to constantly ask for more money or help, particularly if they've already been told "there's no budget." It may be uncomfortable or even embarrassing for them to admit they don't have it all covered or that they're lagging behind, not getting things done as well as they could because they're just crushed with putting out fire after fire. Further, it takes a small army to run an IT department for a company of your size and growth – and you may be unfairly expecting too much of them, setting them up for failure.



## Signs That You May Be Pushing Your IT Leader And/Or Department To The Limit

For the reasons stated above, conscientious IT leaders and staff often won't tell you they need more money, more staff, more help. They are trying to be good stewards of your company and budget – so it's up to you, as the leader of your company, to ensure you are not setting them up for failure or burnout.

*Here are 4 early warning signs you may be pushing your IT department too hard:*

### **1. They're routinely working nights and weekends**

Everyone pulls an extended shift once in a while when a deadline is looming, or due to a seasonal surge. But if your IT leader and department are routinely working nights and weekends to catch up, that's a sign they are understaffed, which can lead to an unhealthy workplace environment, exhaustion and burnout. It can also lead to important details being skipped and mistakes being made.

You might not even realize this is happening, so ask them. How often are you working overtime to get things done? How caught up are you on major projects? It's not uncommon for IT staff to be stressed to the max without the CEO/CFO even knowing about it. This will end up hurting your organization.

### **2. Projects aren't getting done on time or correctly**

Most CEOs aren't technically savvy, so it's difficult to know for certain if a project is taking longer than it should, costing more than it should.

All too often, a manager will jump to the conclusion that the employee is incompetent or lazy – but that may not be the case at all. It could be they're so overwhelmed with tasks and putting out fires that they can't GET the time to do the project properly.

### **3. Heightened emotional display, aggression or resentment**

Some employees will “suck it up” and push through, not wanting to talk to you about desperately needing more help. Or maybe they have brought it up, only to be shut down and told “there's no money.” When this happens, it's easy for an employee to become resentful. You might think that emotion and work don't mix, but your employees are only human, and will only tolerate so much.





# Warning Signs

## **4. They aren't rolling out preventative security measures**

Has your I.T. leader rolled out any type of end-user security awareness training? Do they enforce the use of strong passwords and compel employees to change their passwords routinely? Have they put together an Acceptable Use document or training to make sure employees know what is and isn't allowed with company e-mail, Internet, confidential data, etc.? Have they given you updated documentation on the network and an up-to-date disaster recovery plan?

All of these are essential preventative maintenance that often gets neglected or ignored when an IT person or department is overwhelmed – but these are critical for insurance purposes and reducing the chances of a cyber-attack or other disaster that would carry significant financial losses and/or hurt your company's reputation.





## This May Be One Of The BIGGEST Dangers You Face

Without a doubt, the one area that you are most at risk for with an overwhelmed and understaffed IT department is cyber security. One incident can lead to data loss, extended downtime and (potential) liability with a cyber security breach or compliance violation.

As I stated above, the first thing that gets left undone when projects loom and there are multiple fires to put out is preventative maintenance. If your employees are running into your IT team's office every 5 minutes needing a password reset or needing help getting e-mail, it's hard to tell that employee "no" because they're working on server maintenance or updating critical documentation.

*It's the classic "important not urgent" work that gets neglected.*

To make matters worse, the complexity of knowing how to protect your organization against cybercrime, and how to be in compliance with new data privacy, laws is growing exponentially. These matters require specialized knowledge and expertise. They require constant monitoring and attention. correct solutions. Regardless of your organization's size or industry, these are areas you cannot ignore or be cheap about.

In situations where companies were fined or sued for a data breach, it was their **willful negligence** that landed them in hot water. They knowingly refused or failed to invest in the proper IT protections, support, protocols and expertise necessary to prevent the attack.

You'd be foolish to underestimate the cost and crippling devastation of a complete, all-encompassing systems failure or ransomware attack. You don't want to dismiss this as "It won't happen to us." And you certainly don't want to underestimate the level of expertise you need.

One innocent mistake made by an employee. One overlooked patch or update. One missed backup can produce extended downtime, data loss, business interruptions.

Yes, your IT department is probably doing everything they can to protect you – but it's up to YOU to be certain. Everyone in your company – including your clients – is depending on you.

## How Can Your Company Be Damaged By Failing To Invest Properly In Cybercrime Prevention And Expertise?

### Let Us Count The Ways

#### 1. Reputational Damages:

When a breach happens, do you think your clients will rally around you? Have sympathy? This kind of news travels fast on social media. They will demand answers: have you been responsible in putting in place the protections outlined in this report, or will you have to tell your clients, “Sorry, we got hacked because we didn’t think it would happen to us,” or “We didn’t want to spend the money.” Is that going to be sufficient to pacify those damaged by the breach?

#### 2. Government Fines, Legal Fees, Lawsuits:

Breach notification statutes remain one of the most active areas of the law. Right now, several senators are lobbying for “massive and mandatory” fines and more aggressive legislation pertaining to data breaches and data privacy. The courts are not in your favor if you expose client data to cybercriminals.

*Don’t think for a minute this only applies to big corporations:* any small business that collects customer information also has important obligations to its customers to tell them if they experience a breach. In fact, 47 states and the District of Columbia each have their own data breach laws – and they are getting tougher by the minute.

If you’re in health care, you have additional notification requirements under the Health Insurance Portability and Accountability Act (HIPAA). Among other things, HIPAA stipulates that if a health care business experiences a breach involving more than 500 customers, it **must notify a prominent media outlet about the incident.**

#### 3. Cost, After Cost, After Cost:

One breach, one ransomware attack, one rogue employee can create **hours of extra work** for staff who are already maxed out when things are going well. You will be investigated and questioned about what you did to prevent this from happening, and if the answer is not adequate, you will be held liable and face serious fines and lawsuits. According to New York State laws, you will be required to tell you clients and patients that YOU exposed them to

cybercriminals.

Then there's business interruption and downtime, backlogged work delivery for your current clients. Loss of sales. Forensics costs to determine what kind of hack attack occurred, what part of the network is/was affected and what data was compromised. Emergency IT restoration costs for getting you back up, if that's even possible. In some cases, you'll be forced to pay the ransom and maybe – *just maybe* – they'll give you your data back. Then there are legal fees and the cost of legal counsel to help you respond to your clients and the media. Cash flow will be significantly disrupted, budgets blown up. Some states require companies to provide one year of credit-monitoring services to consumers affected by a data breach, and more are following suit.

According to the Cost of Data Breach Study conducted by Ponemon Institute, the **average cost of a data breach is \$225 per record compromised**, after factoring in IT recovery costs, lost revenue, downtime, fines, legal fees, etc. How many client records do you have? Employees? Multiply that by \$225 and you'll start to get a sense of the costs to your organization. (NOTE: Health care data breach costs are the highest among all sectors.)

#### 4. Bank Fraud:

If your bank account is accessed and funds are stolen, the bank is **not responsible** for replacing those funds. Take the true story of Verne Harnish, CEO of Gazelles, Inc., a very successful and well-known consulting firm, and author of the best-selling book *The Rockefeller Habits*.

Harnish had \$400,000 taken from his bank account when hackers were able to access his PC and intercept e-mails between him and his assistant. The hackers, who are believed to be based in China, sent an e-mail to his assistant asking her to wire funds to 3 different locations. It didn't seem strange to the assistant because Harnish was then involved with funding several real estate and investment ventures. The assistant responded in the affirmative, and the hackers, posing as Harnish, assured her that it was to be done. The hackers also deleted his daily bank alerts, which he didn't notice because he was busy running the company, traveling and meeting with clients. That money was never recovered, and the bank is not responsible.

Everyone wants to believe, "Not MY assistant, not MY employees, not MY company" – but do you honestly believe that your staff is incapable of making a single mistake? A poor judgment? Nobody believes they will be in a car wreck when they leave the house every day, but you still put the seat belt

# Company Damage

on. You don't expect a life-threatening crash, but that's not a reason to not buckle up. *What if?*

## **5. Using YOU As The Means To Infect Your Clients:**

Some hackers don't lock your data for ransom or steal money. Often they use your server, website or profile to spread viruses and/or compromise other PCs. If they hack your website, they can use it to relay spam, run malware, build SEO pages, or promote their religious or political ideals. Are you okay with that happening?

Do you think your IT team would never let that happen? If hackers can break into companies like First American, Facebook and Capital One, they can certainly get into yours.

***The question is: Will your I.T. team be brilliantly prepared to minimize the damages or completely taken off guard?***





## Co-Managed IT: How Growth Companies Are Solving Their IT Resource Dilemma

Because growth companies face the dilemma of needing professional grade IT support but can't reasonably afford to invest in all of the tools, software and staff that requires is exactly why we created a new solution we call **Co-Managed IT**.

In short, Co-Managed IT is a way for CEOs of growing companies to get the helping hands, specialized expertise and IT management and automation tools they need without the cost and difficulty of finding, managing and retaining a large IT staff or investing in expensive software tools.

This is not about taking over your IT leader's job or replacing your IT department.

It's also not a one-off project-based relationship where an IT company would limit their support to an "event" and then leave your team behind to try and support it (or give you the option to pay them big bucks afterwards to keep it working).

It's also not just monitoring your network for alarms and problems, which still leaves your IT department to scramble and fix them.

**It is a flexible partnership where we customize a set of on-going services and software tools specific to the needs of your IT person** or department that fills in the gaps, supports their specific needs and gives you far superior IT support and services at a much lower cost.

Here are just a few of the reasons why CEOs of similar-sized companies are moving to a co-managed approach:

- **We don't replace your IT staff; we make them BETTER.**

By filling in the gaps and assisting them, giving them best-in-class tools and training and freeing them to be more proactive and strategic, we make them far more productive for you. As an added bonus, they won't get burned out, frustrated and leave.

- **You don't have to add to your head count.**

Let's face it: overhead walks on two legs. Plus, finding, hiring and retaining TOP talent is brutally difficult. With Co-Managed IT, you don't have the cost, overhead or risk of a big IT team and department. We don't take vacations or sick leave. You won't lose us to maternity leave or an illness, or because we have to relocate with our spouse, or we've found a better job.



# Co-Managed IT

- **"9-1-1" on-site.**

In the unexpected event your IT leader was unable to perform their job, or if a disaster were to strike, we could instantly provide support to prevent the wheels from falling off.

- **Your IT team gets instant access to the same powerful IT automation and management processes and tools we use to make them more efficient.**

These tools will enable them to prioritize and resolve your employees' problems faster, improve communication and make your IT department far more effective and efficient. These are software tools your company could not reasonably afford or justify on its own, but they are included with our Co-Managed IT program. We also manage your team and give you our processes and procedures. We know the tried and true methods that work, and we give them to you so your IT department can work efficiently.

- **You get a TEAM of smart, experienced IT pros.**

No one IT person can know it all. Because you're a Co-Managed IT client, your IT lead will have access to a deep bench of expertise to figure out the best solution to a problem, to get advice on a situation or error they've never encountered before and to help decide what technologies are most appropriate for you (without having to do the work of investigating them ALL).

- **You'll stop worrying (or worry less!) about falling victim to a major cyber-attack, outage, or data-erasing event.**

We can assist your IT leader in implementing next-gen cyber security protections to prevent, or significantly mitigate, the damages of a ransomware attack or security breach. We can also assist in providing end-user awareness training and help you initiate controls to prevent employees from doing things that would compromise the security and integrity of your network and data. Critical maintenance will be done.

- **We provide your IT leader and team free workshops and training.**

We offer monthly workshops and webinars for our Co-Managed IT clients so they're more informed on critical topics such as cyber security, disaster recovery, compliance regulations, best practices and more.



## Scenarios Where Co-Managed IT Just Makes Sense

**Scenario 1:** Your in-house IT staff is better served working on high-level strategic projects and initiatives but needs support in getting day-to-day tasks completed, such as troubleshooting various problems that arise, providing help-desk resources to your employees, software upgrades, data backup and maintenance, etc.

**Scenario 2:** Your in-house IT person is excellent at help-desk and end-user support, but doesn't have the expertise in advanced cyber security protection, server maintenance, cloud technologies, compliance regulations, etc. As in scenario 1, we let them handle what they do best and fill in the areas where they need assistance.

**Scenario 3:** A company is in rapid expansion and needs to scale up IT staff and resources quickly. This is another situation where our flexible support services can be brought in to get you through this phase as you work to build your internal IT department.

**Scenario 4:** A company is in rapid expansion and needs to scale up IT staff and resources quickly. This is another situation where our flexible support services can be brought in to get you through this phase as you work to build your internal IT department.

**Scenario 5:** You have a robust in-house IT department but need on-site support and help for a remote location or branch office.

## Who This Is Not For

Although there are a lot of benefits to Co-Managed IT, this is certainly not a good fit for everyone. Here's a short list of people this won't work for.

- **Companies where the IT lead insists on viewing us as an adversary instead of an ally.**

As I stated previously, our goal is not to have you fire your IT lead or your entire IT staff, but some IT managers just cannot get beyond this



# Cut the Confusion

As I've said, we need an IT-savvy leader in the company to collaborate with who knows how the company operates (workflow), understands critical applications and how they are used, company goals and priorities, etc. We cannot do that job. Co-Managed IT only works when there is mutual trust and respect on both sides.

- **IT leaders who don't have an open mind to a new way of doing things.**

Our first and foremost goal is to support you and your IT leader's preferences, and we certainly will be flexible – we have to – in order to make this work.

However, a big value we bring to the table is our 12 years of expertise in supporting and securing computer networks. Therefore, the clients we get the best results for are ones that keep an open mind to looking at implementing our tools, methodologies and systems, and adopting some of our best practices. As I said before, this only works if it's a collaborative relationship. But we cannot – will not – take on a client that is doing things we feel compromise the integrity and security of a network, even if that's "how we've always done things" or because "that's what we like."

- **Organizations where the leadership is unwilling to invest in IT.**

As a CEO myself, I completely understand the need to watch costs. However, starving an IT department of much-needed resources and support is foolish and risky. Further, some CEOs look at what they are paying us and think, "We could hire a full-time person for that money!" But they forget they are getting more than a single person – they are getting an entire team, a backup plan, tools and software, monitoring and specialized skills.

We can only help those companies that are willing to invest sufficiently in IT – not elaborately or indulgently. In fact, we can demonstrate how a Co-Managed IT option is a far cheaper solution than building the same team on your own.





# Cost Analysis

## A Cost Analysis: How Co-Managed IT Saves Your Organization Money

Below is a summary of what you get as a Co-Managed IT client, and what it would cost you to build it on your own.

Assumptions:									
Labor Burden	1.3								
Technician utilization	70%				User Count (Seats)				
					50	100	200	500	1000
Title	Min Threshold	Per Employees	Low Salary	High Salary	Number of Staff Members Required				
Help Desk Level	50	70	\$35,000.00	\$50,000.00	1	2	3	8	15
Network Administrator	100	200	\$55,000.00	\$90,000.00	0	1	1	3	5
Network/Systems Engineer	50	200	\$63,000.00	\$100,000.00	1	1	1	3	5
IT Manager	200	500	\$90,000.00	\$150,000.00	0	0	1	1	2
CIO	200		\$100,000.00	\$150,000.00	0	0	1	1	1
CISO	500		\$185,000.00	\$250,000.00	0	0	0	1	1
		In-House IT Department Costs							
					averages.				
		Help desk hours per endpoint allocated			2.42	2.42	1.82	1.94	1.82
			Help desk hours allocated		121.1	242.2	363.3	968.8	1816.5
			Help desk staff allocated		1	2	3	8	15
			Tool Cost per Seat		\$11.45	\$11.45	\$11.45	\$11.45	\$11.45
		Tools Cost			\$572.50	\$1,145.00	\$2,290.00	\$5,725.00	\$11,450.00
		Labor Costs w/labor burden		Minimum	\$10,616.67	\$20,366.67	\$44,741.67	\$109,308.33	\$171,166.67
				Mean	\$13,433.33	\$25,891.67	\$57,037.50	\$136,987.50	\$215,583.33
				Maximum	\$16,250.00	\$31,416.67	\$69,333.33	\$164,666.67	\$260,000.00
		Total Monthly Costs		Minimum	\$11,189.17	\$21,511.67	\$47,031.67	\$115,033.33	\$182,616.67
				Mean	\$14,005.83	\$27,036.67	\$59,327.50	\$142,712.50	\$227,033.33
				Maximum	\$16,822.50	\$32,561.67	\$71,623.33	\$170,391.67	\$271,450.00
		IT Department Costs w/CoMITs - replacing all but help desk							
					These are the help desk hours per endpoint you predict will be needed after optimizing their systems (this could take over a year to achieve)				
		Help desk hours per endpoint needed			2.42	2.42	1.82	1.94	1.82
			Help desk hours needed		121.1	242.2	363.3	968.8	1816.5
			Help desk staff needed		1	2	3	8	15
			Tool Cost per Seat		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
			CoMITs Price per Seat		\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
		CoMITs Price			\$3,750.00	\$7,500.00	\$15,000.00	\$37,500.00	\$75,000.00
		Tools Cost			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
		Labor Costs w/labor burden		Minimum	\$3,791.67	\$7,583.33	\$11,375.00	\$30,333.33	\$56,875.00
				Mean	\$4,604.17	\$9,208.33	\$13,812.50	\$36,833.33	\$69,062.50
				Maximum	\$5,416.67	\$10,833.33	\$16,250.00	\$43,333.33	\$81,250.00
		Total Monthly Costs		Minimum	\$7,541.67	\$15,083.33	\$26,375.00	\$67,833.33	\$131,875.00
				Mean	\$8,354.17	\$16,708.33	\$28,812.50	\$74,333.33	\$144,062.50
				Maximum	\$9,166.67	\$18,333.33	\$31,250.00	\$80,833.33	\$156,250.00
		Savings		Minimum	33%	30%	44%	41%	28%
				Mean	40%	38%	51%	48%	37%
				Maximum	46%	44%	56%	53%	42%



## What To Look For In A Co-Managed IT Partner

As I mentioned before, other IT firms in this area will offer project-based support or monitoring only, or they want to take over IT for your entire company, firing your IT lead and/or team.

Here's why all of these options are not smart and won't deliver the value for your money.

For starters, if you have a productive, reliable IT leader or department, you want to keep those people on staff, but make them more productive. No managed services provider can fully replicate the value that a full-time IT lead on your staff can deliver. They will try to sell you on that idea, but candidly, they won't be able to allocate the time and attention that a full-time employee can.

Second, monitoring-only agreements are like smoke detectors. They tell you when a fire is about to happen (or is happening) but they don't do anything to put out the flames, get you out safe or prevent the fire from happening in the first place. They are a waste of money unless you have a big IT team that just needs that tool – and if that's the case, you'd be better off buying that software direct, not through a reseller who will mark it up.

Finally, project-based work is often necessary, but you are going to get better results if those projects are not a “one-and-done” where they drop the solution in and take off, leaving your IT team to figure it out.

A better approach is a Co-Managed IT environment when a solution is implemented by the same team that is supporting it.



# Why ItCon?

## Why We're Uniquely Positioned To Deliver Co-Managed IT

There are a number of reasons our company is uniquely positioned to be your Co-Managed IT partner.

We are a partner you can trust. We're the team that will stay up into the wee hours of the night fixing a problem. We're the team you can call when an unexpected problem or crisis arises. And because we already know your environment, we can step in at any time fast.

We are also the leader in efficient, responsive IT services and support. We enable you to grow your practice by having the responsibility of your IT infrastructure and cyber security be ours. We look at your business in a holistic manner and understand that your data is the foundation that always needs to be strong and protected. We provide cyber security training for major companies, I have been called upon to deliver a presentation to the NYSii in Albany, have lectured at Touro College, and am the founder of ITCON2019, the premier cyber security conference for business owners. I am also the author of "Double Your Revenue with the Right Technology", an Amazon bestseller that teaches business owners how technology can help you grow rather than be an added business expense. We currently serve over 35 businesses like yours and have a solid reputation for service built on over 13 years' experience. But that's not all we do. We are also the leading experts in cyber security – second to none in our thorough understanding of how to protect networks from data loss, ransomware, cloud technologies, etc.

I have invested thousands of dollars and over 13 years in developing the most efficient, robust and responsive IT support system so you don't have to. The Co-Managed IT support we can wrap around you will dramatically improve your effectiveness and the quality of your IT team.



## What Do Other CEOs Say?

### Co-Managed IT That Works!

"Before using ItCon we constantly got held up with IT frustrations and had to be constantly involved with the IT of our company. ItCon came in, gave us a detailed plan customized to all our needs and is working together with our in-house IT team to always be up to par. ItCon is true to their word and has great open communication through every step. This makes me feel confident that our IT department is productive and in great hands, which gives me the peace of mind. When asked if a company should hire ItCon I have 3 words for them: **Just do it!**"

**Joseph Deutsch**

Chief Executive Officer

ODA Primary Health Care Network

### They Are Not Just a Provider, They Are Part Of The Team!

"ItCon set up a functioning worry-free Co-Managed IT department for us. They are on top of everything, be it technical, security, personal relationships, or miscellaneous tasks. ItCon takes it all upon themselves, they dot all their i's and cross all their t's. Every person at ItCon is vigilant about not letting anything fall through the cracks. **Our in-house IT staff has an amazing, transparent, working relationships with them** and ItCon created the possibility to get everyone on the same page working as a team, to be as efficient and productive as possible. I am truly happy that I hired ItCon to be part of our team!"

**Joel Kestenbaum**

Chief Operating Officer

ODA Primary Health Care Network

### Personalized, Professional, Responsive

"From my experience working with other firms, ItCon's customer service sets them apart from their peers. **ItCon's scalable solution allowed us to grow by more than 300%** with no worries about IT and Security staffing, training, or recruitment. I can count on their personalized, proactive and responsive service, whether it's at 2AM on a Sunday or a 2PM on a Wednesday. With ItCon always being there for us, I know my IT and Security needs are addressed no matter how big or small they are, and my company is functioning smoothly with a reliable team at its side."

**Mordechai Binder**

Chief Operating Officer

DAAS Wellness





## They Work For YOU

"Dealing with constant miscommunication and bad customer service with IT and Security providers kept me busy with my company's little things instead of our growth. ItCon, on the other hand, simply outperforms all other IT and Security companies. *They modified their services to fit our needs and handle our company with transparency and honesty.* We experienced significant growth over the past few years; ItCon is always there to provide great advice and will do whatever is necessary to support our continuous growth. In addition to the knowledge and recommendations we need to keep our infrastructure up to date, ItCon provides great service. They are available to handle issues even after hours and on weekends. This is critical to a company like ours that functions around the clock. If you are considering hiring ItCon, just do it, you will not regret it."

**Simcha Feller**

Chief Executive Officer

Yes I Can Services

## Goodbye Problems, Hello Safety and Security!

"When we were with our previous IT company, the executives in our company were misled into thinking that our network is being monitored properly and a simple local backup created should suffice. Until our network was hit by the well-known malware "ransomware". This malware paralyzed our entire operation for 10 full days. Even after we were back up and running, due to the lack of proper backup, our agency lost tremendous amount of data which we were not able to recover. So if anyone thinks that monitoring is really not needed, or backups are not as necessary, I can tell them first hand that sooner or later they will get hit. You have to be able to prevent the disease and have the cure handy as well.

*Thanks to ItCon, the entire burden of computer support has been taken off my back, and I do not have to worry about security threats or downtime.* Now we are getting regular Microsoft updates, virus updates, spyware is being scanned and removed, the temporary files are getting cleaned up, and our backups are being taken care of. It is really helped speed up our network, our programs run better, and we do not have the recurring problems that we had in the past. It is really rare to find an IT and Cybersecurity company that caters to businesses like ours and get the support they provide."

**Rachamim Hakakian**

Chief Operating Officer

Yedei Chesed



## Think Co-Managed IT Is Right For You? Our Free Diagnostic Consultation will Give You The Answer

If this letter struck a chord and you want to explore how (if?) a Co-Managed IT relationship would benefit your organization, we've reserved initial telephone appointment times with our most senior leadership team to evaluate your specific situation and recommend the Co-Managed IT approach that would work best based on your specific needs, budget and goals.

We work with your IT lead to determine areas that are lacking to unearth potential problems such as 1) inadequate or outdated cyber security protocols and protections, 2) insufficient backups, 3) unknown compliance violations, 4) workloads that can be automated and streamlined for cost savings and more efficiency, and 5) insufficient (or no) documentation of IT systems and assets.

These are just a few of the most frequently discovered problems we find that virtually everyone denies could exist in their organization.

We can also answer questions you might have such as:

- **Is my IT person or team 100% utilized, efficient and as productive as they should be?**

We have professional tools that will give you visibility into their activities and allow you to track time against work, as well as how efficiently they are performing their job, what activities they are spending the most time on and whether or not they are maxed out, based on tangible data.

- **Do you have sufficient redundancy and documented systems and processes in your IT department to avoid a single point of failure?**
- **Are you overspending and not getting your money's worth in any aspect of your IT?**
- **Are you truly prepared and protected against a ransomware attack and other cyber security breach? Could you recover quickly? Are you meeting compliance regulations?**

The above is NOT designed to make your IT team look bad; as we all know, fresh eyes see new things. They also are very unlikely to have the software tools we can provide that would give them insights and help them be FAR more effective for you. All of this will be discussed during this consultation.



## Co-Managed IT Diagnostic Consultation

### To request this consultation:

Going online to: <https://www.itconinc.com/managed-it-services/>

Calling us direct at 845.738.1661

Sending me an e-mail: [lfreiman@itconinc.com](mailto:lfreiman@itconinc.com)

Once we hear from you, a coach from my office will call you to schedule a consultation. Remember, there is no obligation for you to buy or do anything – this is simply a discovery meeting to see if Co-Managed IT is right for your organization.

### One Important Request

We strongly encourage you bring your IT lead into this Diagnostic Consultation so they can discuss where they feel they need the most help, and where your IT department is underutilized.

Even if you prefer we work with your IT leader direct, I also urge you to be involved. I realize that IT is not something you might fully understand, and that you are up to your neck in critical projects and deadlines – but decisions about allocating resources and budget do require your approval and attention.

Therefore, please note that we are happy to conduct a diagnostic evaluation working mostly with your IT lead but would request you be involved, at some level, in looking at what we discover and propose.

We look forward to working with you and your team.

Sincerely,

*Leah Frieman*

Leah Freiman, CEO

ItCon, Inc.

[www.itconinc.com](http://www.itconinc.com)

Call Us Direct: 845.738.1661



