



## LENIC CONSULTING AND TECHNOLOGY SERVICES LIMITED

*/'sə:vis/... we define service!*

(Formerly CCJL Services Group Limited)

Techs-On-Demand

### Small companies. Big challenges.

In their ongoing quest to provide “big company” quality service on a “small company” budget, small and medium-sized businesses (SMBs) often turn to Information Technology (IT) because of its unique ability to level the playing field. Unfortunately, technology comes with a price tag far beyond the initial outlay, causing the investor to ask: Who is going to support all this fancy new hardware and software? How are we going to continue to keep up with the rest of the pack without losing our shirts? Is our in-house technical staff equipped to handle our environment? Are we going to have to invest in yet another round of expensive training?

The unpleasant reality is that, while SMBs can often access the same technology as the big guns, they simply do not have the financial resources required to properly support it in-house. Whether you have 10 employees or 1000, 5 computers or 200, the collection, retrieval and manipulation of information are critical to making informed business decisions. Equally critical is the technology used to accomplish those tasks. The everyday challenge of the SMB is to use technology to effectively expand and streamline the business without being overwhelmed by all the overheads that accompany growth.

### Deciding what’s important...

One of the most effective options available to the SMB is outsourcing. The delegation of selected business processes to an external provider allows the company to focus all of its precious resources on the areas of the business that are key to its success. Although many companies, large and small, currently outsource everything from marketing to accounting, not every SMB is a suitable candidate for outsourcing. It all depends on what the company considers its core business. The immediate question most executives ask at this point is: *“So if information technology is the great equalizer, shouldn’t it be considered core business too?”*

Let’s look at the situation carefully. The type of technology you use is essential to achieving your goals. How you use that technology is equally mission-critical. However, the day-to-day maintenance of the technology, while still important, is not a part of the core business function and, therefore, can easily be outsourced to an external entity without compromising the business. This brings us to the most critical decision to be made, that is, to whom should an SMB assign such an important responsibility?

### Outsource. Don’t ignore.

Because of the high overheads usually associated with IT maintenance, companies usually try to avoid the headache by taking two distinct approaches – the “buy state of the art and it won’t break” approach or the “buy cheap so we can just replace it when it breaks” approach. Both these approaches have merit...as a stopgap measure, but they cost the company more in the long term! In the SMB world, every dollar is precious and there is none to waste on an investment in over-the-top technology or excessive purchases of inferior equipment. Also, it is not recommended that you sink cash into a blanket maintenance contract just in case something *might* happen.

Another mistake many SMBs make is to select an IT service provider based on the size of their installation rather than the importance of their business data. *“It’s only a few PCs. My nephew can handle it. He’s good with computers and he’ll work for food.”* This approach appears to work beautifully until your first big data loss or virus infection and then the company pays dearly, not to mention the lost opportunities from information you’ll never get back. The reality is there is absolutely no substitute for right-sized infrastructure supported by experienced, well-trained individuals. Such a combination will always provide the best return on investment.

### The best of both worlds

The greatest advantage that a smaller company possesses is its ability to adapt to changing market conditions faster than its larger counterparts. Therefore, the ideal external IT provider for an SMB would be one that affords the company the ability to benefit from a wide range of core IT management services, performed by competent, highly-trained individuals, while allowing the company the flexibility of selecting each service only as required. LeNic Consulting And Technology Services Limited’s (LeNic’s) Techs-On-Demand® does just that.

Using Techs-On-Demand® is like having your own fully staffed IT department at your fingertips only you don’t have to pay them unless you use them. With Techs-On-Demand®, all fixed charges are related to specific and scheduled services (e.g. systems administration, remote data backup, security audits etc.) while unscheduled services (e.g. emergency break-fix etc.) are billed only if used. In addition, all charges are scaled depending on the size of the installation, so your IT support bill matches the size of your company and increases only when you grow.

## Inside Techs-On-Demand®...

The combination of services offered within Techs-On-Demand® is based on global industry best practices for technology management. These international standards were then specifically adapted to the needs of the local SMB market. Each client begins with a basic service profile containing the following scheduled core “foundation” services: -

- *On-Site Response* – experienced engineers can be on site within hours to assist with a specific task or replace defective equipment (conditions apply).
- *Remote Support* – faster resolution of minor software issues through the use of virtual server technology (with the written approval of the client).
- *Performance Reporting* – monthly reports highlighting the issues arising during the previous period so that clients can effect timely corrective action.

In addition to the basic service profile, clients may design their own customized profiles using a variety of additional scheduled management services, including: -

- *Systems Administration* – disk and registry maintenance, operating system tuning, virus and spyware audits with system repair, monitoring of system logs and other critical activities.
- *Spare Parts Kit* – LeNic will maintain an inventory of critical spare parts as well as whole hot swap units so that the client does not experience a drop in productivity while repairs are being effected.
- *Business Continuity Planning* – design and execution of data backup regime, secure off-site storage for backup media.
- *Preventative Maintenance* – periodic cleaning and vacuuming of hardware for instances where equipment must be housed under less than optimum conditions.
- *Standby Support* – an engineer can be available on call for emergency service after normal working hours up to 24 hours per day, 7 days per week.
- *Management Reviews* – LeNic will periodically conduct a comprehensive review of your installation (you choose the frequency) and will make recommendations for modifications or upgrades to the infrastructure.

If you don't see what you need in this list, we will be happy to design a service that is specifically tailored to the unique requirements of your business.

Scheduled services are automatically billed, monthly, via credit card. Emergency call-outs and requested ad-hoc, on-site visits are billed bi-monthly via invoice.

## How do we begin?

We've made the process of shifting your IT support from an in-house to an outsourcing model using Techs-On-Demand® as easy and painless as possible. There are just 3 simple steps.

### **STEP 1: Assess**

A LeNic technical team will visit your location to examine the status of your infrastructure and determine the portion of support functions that can be outsourced. At that time the decision will be made as to your company's suitability as a candidate for outsourcing.

### **STEP 2: Design**

A joint team of LeNic and client personnel will create a customized service profile specifically adapted to your unique requirements, taking into consideration issues such as information availability deadlines, physical environment, information security threats and others

### **STEP 3: Switch**

LeNic will assume responsibility for each contracted support function on a phased basis. This step also includes the familiarization of client personnel with the procedures for reporting service calls and accessing the myriad of optional, ad-hoc services that are available.

## How much will it cost?

The cost of the Techs-On-Demand® service, while competitive, is dependent on both the size of your installation and the content of your customized service profile. Core services are charged by device and fees are tiered depending on the type of device. For example, it costs more to maintain a server than a desktop printer. Similarly, the support cost will be higher for a company with 50 devices than one with 10 devices. In addition, the charges associated with any additional management services that you may wish to include in your service profile would be determined based on the frequency and the scope of the service. Certain issues need to be considered. Would you prefer to keep spares for some or all the equipment? How frequently would you require LeNic to conduct preventative maintenance? How many extra hours do you need an engineer to be available? The answers to those types of questions would determine your final costs.

## Why go the contract route?

Even with all the benefits available from outsourcing, some SMBs are still wary of entering into a formal contract with a reputable supplier. The largest deterrent is the thought of committing to yet another recurring overhead. The key thing to keep in mind is that all recurring costs are associated with a specific set of existing services. This means that you will never feel as if you're buying insurance against an event that may never occur.

Finally, being a small business itself, LeNic appreciates that, even with all the benefits listed above, it will be very difficult to relinquish the freedom of “I'll call you when I need you.” With that in mind, we offer a final incentive. **All Techs-On-Demand® clients are eligible for discounts ranging from 60% to 75% on the standard time-and-materials rate per hour of service.** Now, how can you argue with math like that?