

LET US TACKLE *TECHNOLOGY*,
SO YOU CAN FOCUS ON YOUR BUSINESS

Take the journey with **Complacency Carl** and **Visionary Veronica** to discover why outsourcing I.T. matters to small and medium-sized companies.



THE PROBLEM

Visionary Veronica and Complacency Carl are business owners and local competitors. They're having a meeting with Tim, a managed services provider (MSP), who is talking with them about outsourcing their I.T. work, but Carl isn't sure about it at all.

"I can do operating system updates on all our computers and keep antivirus current on my own. Sure, it takes me a while, but I'm saving money. Why do I need you and your team?"



"Well Carl, there's a lot more to it than that. It's up to you, but do you REALLY want to spend your time working IN your business instead of ON your business? Why not delegate the things that can be delegated?"

"I think it makes sense. I've only got 24 hours in a day, and I certainly don't want to handle I.T. support. I'd rather work on higher ROI projects. I'm in."



And so, over the next few days, MSP Tim went to work, continuously keeping Veronica's systems working efficiently and securely.

(Continued on page 2)



“Okay, I’ve delegated I.T. management to MSP Tim and freed up my schedule to do some brainstorming and planning. Some great initiatives are in the works. The next quarter is going to be awesome.”



“What? Pay a ransom to regain access to my own data? How in the world did this happen? I did the updates and the antivirus stuff.”

“They took me hours. I’m calling MSP Tim.”



“Hi Carl. Yes, I was afraid something like this might happen. We had talked about this possibility..”



Silence.

“I’m going to do what I can to help you recover from this Carl, but it’s going to take a while and cost you some money.”



In the meantime, across town, Veronica and her team are working at full throttle. Disrupting the industry with the ideas that Veronica was able to work on because she partnered with MSP Tim.



Need more information?

Contact PenTeleData I.T. Services:
www.penteledata.net/IT

Normal Business Hours: 8am - 5pm M-F
800-331-5060 | itservices@corp.ptd.net

After hours: Contact PenTeleData NCC at 800-281-3564 option 2
(requires work authorization)

Competitive Edge Doesn’t Just Happen: You, Your Time, and Your Ideas Make the Difference Offload your I.T. management and security work to our full team of I.T. professionals. Let us tackle the tech so you can focus on your business.