

### **The Customer**

Snap Peterborough is a community paper serving the Peterborough County area of Ontario. Snap is all about capturing the events, happenings and fun things going on in the local community. Don Powell is the Manager of District Sales for Snap Peterborough. Don was so happy and intrigued after trying our new Per Minute live helpdesk service that he, being in the newspaper business, decided to write his own article, in his own words, about his experience...

### **Do you want “help WHEN you need IT” or “help BEFORE you need IT”?**

When you have a computer that travels with you daily and it has performed well for over three years, one starts to consider it almost indestructible. However, every machine has its wear point and here is the story of my Acer Travelmate 4000.

Last week, the machine *started* normally... then it locked up. I tried the usual procedures to restart but nothing worked. There was no response and a strange error message I hadn't seen before appeared.

I wasn't near a repair shop so I thought of one of our advertisers: The Utility Company. I called Peter Struwing, the owner of the local franchise, and he suggested that I call their '1-866 My-Utility' number and try their service.

When I called in I set up an account. The cost is \$2.00 per minute for remote support. The gentleman I talked to suggested we try a few scenarios to fix it, before suggesting that I try the boot disc for the Acer. The Utility Company can perform a remote access scan of the computer's functions which the remote technical support agent did to determine what the problems were with the computer. He found that it had a hard disc problem. He identified the type of hard drive and suggested a replacement option.

I purchased the hard drive locally and then had Mr. Struwing install the new device, although the helpdesk could have walked me through its installation as well.

The Utility Company, as Mr. Struwing suggests, has two programs for small businesses like ours. One is the '**pay-as-you-use**' Per Minute, live, helpdesk to identify problems and assist customers online and by remote access. The second option is a monthly contract where they monitor and manage all your systems and perform an ongoing backup of important information files – in other words an option where "**all your IT is managed for one flat fee**". This results in predictable monthly expenditures and proactive updates to prevent issues from happening in the first place. If I had been on one of their managed packages their monitoring would have detected the impending hard-drive failure and one of their technicians would have been able to warn me to back it up and replace it BEFORE this occurred.

I found the service to be very professional, timely and cost-effective. Not to mention environmentally-friendly as well. The two technicians that assisted me were able to solve my problems quickly and offer effective solutions. I am now a satisfied Per Minute customer and am moving to a managed (proactive) solution to keep this from happening again!

Don Powell  
**Manager, District Sales**

## Utility's View

"Just like small and medium-sized businesses everywhere, we at The Utility Company are always looking to deliver technology in the most cost-effective, highest quality methods – either delivered or remotely monitored and managed over the Internet," stated Mark Scott, The Utility Company's President and Founder. "This led us to evolve our 1-866-My-Utility live helpdesk service so we could offer computer support ON-DEMAND - on an as-needed or '**Per Minute**' basis. In keeping with our vision of "*transforming information technology into what it should be – a utility*", the concept of a 'Per Minute helpdesk' allows businesses to call for support on ALL things technology and be billed **only for the time they actually consume**. This makes an important distinction between ourselves and the billing practices (variable costs passed on to the consumer) of a traditional break/fix service provider."

With recent advents in technology support, over 90% of issues an IT department might face can now be solved remotely and directly with the customer experiencing the problem. Even issues involving third party software and hardware vendors can be remediated through the Per Minute service by certified technicians that will be able to "talk the talk" with other technology suppliers.

"We couldn't be happier that customers all over North America have been both surprised and delighted by the Per Minute helpdesk option", stated Scott Jackson, VP of Technology Services. "They've been surprised by the fact this type of option exists and then delighted when they try it firsthand and realize the depth of our ability to help them remotely. Obviously we'd prefer customers move towards a proactive solution where we can prevent their problems from becoming real problems in the first place, much like Mr. Powell is now doing, but the Per Minute option lets them try and experience our helpdesk's ability in a cost-effective manner."

## There is a NEW WAY – join The Utility Revolution!

The Utility Company is a single-source provider of technology, communications and business management solutions for small and medium-sized businesses across North America. Our Connected Office Technology-as-a-Service program provides a single point of contact for ALL things technology delivering the required hardware, software and service for a monthly fixed fee per user. Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to address the two major problems plaguing businesses today:

**Over-Spending** - the average business spends **\$360 per user per month** on technology

**Under-Utilization** – unfortunately **only 15%** of this investment is actually utilized

**Our mission** is to ensure our customers only invest in the technology they require to **operate, communicate** and **manage** their business effectively. **Our vision** is to transform information technology into what it should be – **a utility**.