

Connected Office **WHY CHOOSE CONNECTED OFFICE?**

- ▶ Service delivered 95% Remote - 100% Proactive
- ▶ Costs 50-60% of a traditional technology model
- ▶ Tailored, industry-specific solutions & applications supported

Our services are delivered “95% Remote - 100% Proactive”...

What does that statement mean? It means that (actually OVER) 95% of the time, The Utility Company (TUC) can service you remotely, from our North American, MSPAlliance-certified, Network Operations Center (NOC) staffed with certified network engineers, security experts, etc. The “100% Proactive” portion refers to the majority of our customers who choose to have us monitor and manage their IT all the time. This allows us to thwart issues in advance. We can recommend solutions based on trends we are seeing in real-time versus historically. We can act as your Virtual CIO and help you navigate your technology plan and budget over time. We can also work with your internal IT team to supplement their needs or automate day-to-day tasks while giving them the same view into their “network health” as we see.

This brings us to another point of explanation. Most SMBs don’t understand what we mean by “managed services”, “managed IT services”, “MSPs” (managed services providers) or “remote monitoring and management”. In fact, a lot of **enterprises** still don’t use these terms consistently. Until recently, managed services were only available to enterprises. Smaller companies, say from 5 to under 250 employees, didn’t have access to, or couldn’t afford, these types of services. This brings us to our tagline of “**A NEW WAY**”. Take a necessary service that only the big and rich could afford, yet everyone could benefit from, and make it scalable enough that it’s affordable for everyone. In fact, we’ve taken traditional managed services, added a top quality 24 x 7 helpdesk for friendly all-purpose support (on **any** technology issue, even training or troubleshooting of your most-used software applications) and spread the costs to supply it so that SMBs can now actually adopt this **NEW WAY** and **save 40-50%** over their traditional IT costs. We also operate via a franchise system, so the local face you see is a motivated and dedicated franchise owner, a small business operator themselves, who will understand your needs and truly partner with you in order to prosper.

That is **A NEW WAY.**

For SMBs, The Utility Company represents A NEW WAY to:

- **consume technology (proactively instead of reactively)**
- **receive IT support (virtually and remotely)**
- **look at technology costs (fixed versus variable)**
- **partner with a trusted business technology advisor**
- **remove day-to-day worries and frustrations**
- **“go green” with Green IT**
- **meet industry-specific security and privacy requirements**
- **turn a “necessary evil” into a strategic business advantage**

If your business is forward-thinking & already reliant on technology, perhaps you are ready for A NEW WAY...

A BETTER WAY.

So why should you consider The Utility Company?

The chart below details the advantages the Utility model has over either a break/fix IT service provider or an internal employee. In fact, we can usually save organizations **40-50%** on what they are currently spending while providing them with a **better, faster** and **greener** service! If you are interested in saving money and/or getting more from your existing technology, then there truly is **A NEW WAY!**

Evaluate your IT solution options with these questions:	Break/Fix Provider	Internal IT Resource	The Utility Company
Cost & Value of Reactive Support? (i.e. something breaks and you call for assistance)	Pre-purchased blocks of time that you draw down on with usage at \$75-125 per hour - Generally a minimum 1 hour charge no matter how short the service call is.	An internal IT resource costs anywhere from \$30,000-\$100,000 annually (depending on location and expertise sought) and requires training, benefits, sick days, vacations, etc.	1-866-My-Utility live North-American helpdesk is available on a usage or fixed fee basis. The majority of issues can be resolved in 15 minutes or less with no minimum charge.
Ability to Offer Proactive Support? (Remote Monitoring and Management)	Usually not offered. May have the ability to offer simple monitoring alerts but their ability to respond is an issue.	May purchase simple monitoring tools and be alerted to issue but ability to respond is still a problem.	24x7 Proactive Monitoring and Management of all network infrastructure and devices is available to catch issues before they become problematic.
Response Time - Is your Business a Priority?	Can only respond to the current crisis at hand. Conflicting needs at multiple sites means putting one client's needs over another's.	Dedicated internal support but can be stretched thin. Again, must prioritize based on incoming requests.	Access to Helpdesk 8 am to 8 pm ET. 24x7x365 support available. Over 95% of issues resolved remotely.
Expertise - Depth of Knowledge?	Usually a 'one-person shop' therefore ongoing training, exposure and understanding of all areas of technology not possible.	Internal employees do gain expertise in your specific needs over time, but get limited exposure to all areas of technology and still require ongoing training.	Thousands of clients in a wide range of fields gives our certified team of technicians the experience to deal with any issue. Sharing of knowledge and ability to escalate to subject matter experts.
Trustworthiness? Data Privacy? Regulatory Compliance?	May come highly recommended or by flipping through the Yellow Pages (or Googling). 100% access to your confidential corporate data.	Reference checks before being handed the 'keys to your kingdom'. More power to damage an organization than anyone else if employee becomes disgruntled, is incompetent or leaves suddenly. Homegrown processes vs. industry-standard best practices.	Currently one of only a few MSPAlliance™-accredited Network Operations Centers (NOCs) in North America. Advocate for professional (technical and ethical) designations for Managed Service Providers (MSPs) to ensure data privacy and regulatory compliance.
Security of your Assets, Data, and Intellectual Property (IP)?	Not usually offered or guaranteed. Sales of physical hardware (such as Exchange email servers) or manual tape back-up systems increases chance of failure/loss.	Generally rely on remembering to back up systems, burn DVDs and store copied data offsite. Very manual/physical process prone to errors.	Virtual solutions available such as Hosted Exchange and online data back-up means your critical corporate data is backed up daily and stored in a highly secure data center.
Single Point of Contact or Single Point of Failure?	Businesses deal with 4 or more suppliers or providers (on average) to fulfill their technology needs. This means more numbers to call and fingers pointed when trying to isolate who owns a problem. If its a direct IT problem, you are reliant on one individual to come.	Employee still has to call various suppliers to remedy any problems that aren't strictly internal (i.e. Internet Service Provider, Telephone Company, Web Host, etc.). Again, the availability of your internal resource can be an issue.	One number to call for all things technology-related. 95% of issues can be resolved remotely from our North American headquarters. Your local Utility Service Provider is also available for onsite work and to aid in your technology planning (as your Virtual CIO).
Line of Business Application Support?	Usually no direct knowledge on the specific applications you depend on daily to run your business.	Usually gains some direct knowledge on the specific applications due to repeated exposure.	1-866-My-Utility helpdesk technicians become Utility Certified on products important to your industry. They can also interact with software vendors on your behalf.
Green IT Practices?	Drive to your business every time there's a problem. Selling you more hardware and software means more environmental waste.	Drive into work, may implement programs to reduce inefficiencies and save energy internally. More devices to support means more job security though.	Besides virtualizing your hardware needs, Utility encourages the use of Software-as-a-Service (hosted access, no physical upgrades, shipping, etc.). Remote remediation means little need to come onsite. Automated system management can reduce day-to-day energy consumption.
Role within your Company?	Independent contractor who gets paid more when more things go wrong.	Employee who wants to have enough work to justify their role.	Trusted Business IT Advisor who wants you to utilize your existing technology more effectively to drive profits. Under our program, the less problems you have the more profitable we can all be.