

“What Every Business Owner Must Know About Hiring An Honest, Competent, Responsive And Fairly-Priced Computer Consultant”

**Don't Trust Your Company's Critical Data And Operations To
Just Anyone! This Business Advisory Guide Will Arm You With
21 Revealing Questions You Should Ask Any Computer
Consultant Before Giving Them Access To Your Company's
Network**

Choosing the wrong computer consultant to support your network can be not only incredibly frustrating and expensive, but could also cost you in downtime, data loss, and expensive repair bills, not to mention the headaches and frustration!

Read this guide and you'll discover:

- ✓ The “dirty little secret” to the computer repair industry that most people don't know and will NEVER be told by their current IT guy. (Knowing this alone could save you from wasting tons of money and untold aggravation when outsourcing your computer support!)
- ✓ 21 revealing questions that will help you instantly spot an unethical or grossly incompetent computer repair/support technician in minutes.
- ✓ 4 costly misconceptions business owners have about computer maintenance and repair; one you will need to know BEFORE you talk to anyone on the phone.
- ✓ Viruses, worms, spyware, and hackers: what you need to know to protect yourself.
- ✓ 5 mistakes to avoid when choosing a computer consultant.
- ✓ Why “cheap” or “lowest price” computer consultants aren't the bargain they initially appear to be.
- ✓ The one surefire sign that you should run – not walk – away from a computer support firm.

Provided as an educational service by:

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From The Desk of

Chris Panagapko
President
JumpingBox Networks

Dear Fellow Business Owner,

Choosing a computer support company isn't easy. There is no shortage of horror stories about incompetent computer repair "gurus" bungling jobs and causing MORE problems as a result of their loose morals or gross incompetence. I'm sure if you talk to your own friends and colleagues you will get an ear-full of the unfortunate experiences they have encountered in this area.

Why is this? It's because the computer repair and consulting industry, along with a lot of other industries, has its own share of incompetent or unethical businesses who will try to take advantage of trusting business owners who simply do not have the ability to determine whether or not they know what they are doing. Sometimes this is out of greed for your money; but more often it's simply because they don't have the skills and competency to do the job right but won't tell you that up front. From misleading information, unqualified technicians, and poor management, to terrible customer service, we've seen it all...and we know they exist in abundance because we have had a number of clients come to us to clean up the disasters they have caused.

Buyer Beware: The Computer Repair And Consulting Industry Is NOT Regulated

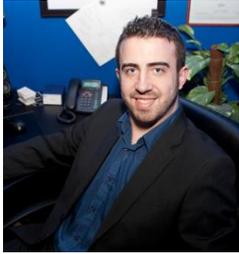
Here's an embarrassing fact about my industry: it is not regulated like many other professional service industries, which means ANYONE can claim they are a "computer repair expert."

Automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc. are heavily regulated to protect the consumer from receiving substandard work or getting ripped off. However, the computer industry is still highly unregulated and there aren't any laws in existence to protect the consumer – **which is why it's so important for you to arm yourself with the information contained in this report.**

Dedicated to serving you,

A handwritten signature in black ink, appearing to read "Chris Panagapko".

About The Author



Chris Panagapko is an entrepreneur & technology enthusiast who brings more than 10 years of IT business experience to JumpingBox Networks. Chris has a wide range of experience supporting networks in small and medium-sized businesses, and is a network technology specialist with focus on virtualization and cloud technologies.

Founded in 2010, JumpingBox began with a mission to help small and medium-sized businesses get a real return on their technology investments. Since then, JumpingBox has remained dedicated to providing state-of-the-art IT support, service and products that allow their clients to get ahead of the competition and achieve greater success.

Expert IT support from JumpingBox Networks takes the focus off your technology problems and puts it back on what really matters – your business.

With IT Services from JumpingBox Networks, you can:

- Get enterprise-strength IT at a fraction of the cost
- Rely upon service-oriented, qualified and experienced IT professionals
- Count on us to head off problems with proactive management
- Protect against daily security threats and enhance your business continuity
- Access our helpdesk via a custom portal to resolve IT problems fast
- Stay abreast of technology advances with scheduled virtual CIO sessions
- Manage IT budgets predictably

21 Questions You Should Ask Your Computer Consultant Before Hiring Them To Support Your Network

Customer Service:

Q1: Do they answer their phones live or do you always have to leave a voice mail and wait for someone to call you back?

Our Answer: We answer our phones live from 8:00 a.m. to 5:00 p.m. and give all clients an emergency after-hours number they may call if a problem arises, including weekends. Why? Because many of the CEOs and executives we support work outside normal hours and find it to be the most productive time they have. If they cannot access their computer network AND can't get hold of anyone to help them, it's incredibly frustrating.

Q2: Do they have a written, guaranteed response time to your calls?

Our Answer: We guarantee to have a technician working on a problem within 60 minutes or less of your call. This is written into every service agreement we give to our clients because it's standard procedure.

Q3: Do they take the time to explain what they are doing and answer your questions in terms that you can understand (not geek-speak), or do they come across arrogant and make you feel stupid for asking simple questions?

Our Answer: Our technicians are trained to have the 'heart of a teacher' and will take time to answer your questions and explain everything in simple terms. Just look at what this client had to say:

"The quality of personal communication & response time were crucial factors in our decision to work with JumpingBox. In a world where technical language can sometimes be a tremendous obstacle, Chris & his team made things clearly understandable, while exceeding our expectations. They not only understood what our IT needs were and implemented solutions to meet them, they did so while keeping our business running flawlessly."

Charles Robertson, President, CR3 Media

Q4: Do they consistently (and proactively) offer new ways to improve your network's performance, or do they wait until you have a problem to make recommendations?

Our Answer: We conduct quarterly review meetings with our clients to look for new ways to help improve their operations, lower costs, increase efficiencies, and resolve any problems that may be arising. Our goal with these meetings is to help our clients be more profitable, efficient, and competitive.

Q5: Do they provide detailed invoices that clearly explain what you are paying for?

Our Answer: We provide detailed invoices that show what work was done, why, and when, so you never have to guess what you are paying for. We also double-check our invoices for accuracy before they are sent to you.

Q6: Do they have adequate errors and omissions insurance as well as workers' compensation insurance to protect YOU?

Our Answer: Here's something to consider: if THEY cause a problem with your network that causes you to be down for hours or days or to lose data, who's responsible? Here's another question to consider: if one of their technicians gets hurt at your office, who's paying? In this litigious society we live in, you better make darn sure that whomever you hire is adequately insured with both errors and omissions insurance AND workers' compensation – and don't be shy about asking to see their latest insurance policies!

True Story: A few years ago Geek Squad was slapped with multi-million dollar lawsuits from customers for the bad behavior of their technicians. In some cases, their techs were accessing, copying, and distributing personal information they gained access to on customers' PCs and laptops brought in for repairs. In other cases, they lost a client's laptop (and subsequently all the data on it) and tried to cover it up. Bottom line – make sure the company you are hiring has proper insurance to protect YOU.

Q7: Do they guarantee to complete projects on time and on budget?

Our Answer: All projects are fixed priced and guaranteed to be completed on time, in writing. This is important because many unethical or incompetent computer guys will only quote "time and materials," which gives them free reign to nickel and dime you as well as take as much time as needed on completing a project.

Maintenance Of Your Network:

Q8: Do they insist on remotely monitoring your network 24-7-365 to keep critical security settings, virus definitions, and security patches up-to-date and PREVENT problems from turning into downtime, viruses, lost data, and other issues?

Our Answer: Yes; our remote network monitoring system watches over your network and constantly looks for developing problems, security issues, and other problems so that we can address them BEFORE they turn into bigger problems.

Q9: Do they provide you with a monthly report that shows all the updates, security patches, and status of every machine on your network so you know for SURE your systems have been secured and updated?

Our Answer: Every month our clients get a detailed report that shows an overall health score of their network and the updates to their antivirus, security settings, patches, and other important network checks (like hard drive space, backups, speed, and performance, etc.).

Q10: Is it standard procedure for them to provide you with written network documentation detailing what software licenses you own, your critical passwords, user information, hardware inventory, etc., or are they the only person with the “keys to the kingdom?”

Our Answer: All clients receive this in written and electronic form at no additional cost. We also perform a quarterly update on this material and make sure certain key people from your organization have this information and know how to use it, giving you complete control over your network.

Side Note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

Q11: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?

Our Answer: Yes; and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, any of our technicians can pick up where another left off.

Q12: When they offer an “all-inclusive” support plan, is it TRULY all-inclusive, or are there “gotchas” hidden in the fine print?

Our Answer: Our “all-inclusive” support plan is just that – all-inclusive. One of the more popular service plans offered by consulting firms today is an “all-inclusive” or “all-you-can-eat” managed services plan. These are actually a good thing because they'll save you a lot of money in the long run – HOWEVER, make sure you REALLY understand what is and isn't included. Some things to consider are:

- Is phone/e-mail help desk included, or extra?
- What about 3rd party software support? (We recommend that this IS included).
- What are the costs/consequences of early cancellation?
- If you have a major disaster, is restoring your network included or extra?
- What about onsite support calls? Or support to remote offices?
- Are home PCs used to access the company's network after hours included or extra?

Backups And Disaster Recovery:

Q13: Do they INSIST on monitoring an offsite as well as an onsite backup, or are they letting you rely on outdated tape backups?

Our Answer: We provide our clients with a state of the art backup system that is monitored in real-time. The majority of our managed backups run once an hour, rather than just once a day, giving our clients the ultimate level of data protection.

Q14: Do they INSIST on doing periodical test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?

Our Answer: We perform a monthly test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. After all, the WORST time to “test” a backup is when you desperately need it.

Q15: Do they insist on backing up your network BEFORE performing any type of project or upgrade?

Our Answer: We do; and that’s simply as a precaution in case a hardware failure or software glitch causes a major problem.

Q16: If you were to experience a major disaster, do they have a written plan for how your data could be restored FAST and/or enable you to work from a remote location?

Our Answer: All clients receive a simple disaster recovery plan for their data and network. We encourage them to do a full disaster recovery plan for their office, but at a minimum, their network will be covered should something happen.

Technical Expertise And Support:

Q17: Is their help-desk outsourced to an overseas company or third party?

Our Answer: We provide our own in-house help desk and make sure the folks helping you are friendly and helpful. We consider this one of the most important aspects of customer service, plus we feel it’s an important step in keeping your data secure.

Q18: Do their technicians maintain current vendor certifications and participate in on-going training – or are they learning on your dime?

Our Answer: Our technicians are required to keep the most up-to-date vendor certifications in all the software we support. All of our technicians are required to complete a minimum of 2 certification exams per year. Plus, our hiring process is so stringent that 99% of the technicians who apply don’t make it through. (Guess who’s hiring them?)

Q19: Do their technicians arrive on time and dress professionally?

Our Answer: Our technicians are true professionals that you would be proud to have in your office. They dress professionally, show up on time and if they cannot (for some odd, unforeseen reason) we always notify the client immediately. We believe these are minimum requirements for delivering a professional service.

Q20: Are they familiar with (and can they support) your unique line of business applications?

Our Answer: We own the problems with all line of business applications for our clients. That doesn’t mean we can fix faulty software – but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you instead of pointing fingers and putting you in the middle.

Q21: When something goes wrong with your Internet service, phone systems, printers or other IT services, do they own the problem or do they say “that’s not our problem to fix”?

Our Answer: We feel WE should own the problem for our clients so they don’t have to try and resolve any of these issues on their own – that’s just plain old good service and something many computer guys won’t do.

The 4 Most Costly Misconceptions about Computer Maintenance and Repair

Misconception #1: My computer network doesn't need regular monitoring and maintenance.

This is probably one of the biggest and most costly misconceptions that business owners have. Usually this is because they've been fortunate enough to never have encountered a major disaster; but that's similar to someone thinking they don't need to wear a seat belt when driving a car because they've never had an accident.

Computer networks are complex and dynamic systems that need regular updates and maintenance to stay up, running fast and problem free. In fact, it's surprising how fast a brand-new PC will slow down after a few weeks of use without proper updates and maintenance. Here are just a FEW of the critical updates that need to be done on a weekly – if not daily – basis:

- Security patches applied – with NEW viruses and hacker attacks cropping up DAILY, this is a CRITICAL part of maintaining your network
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Backup monitoring and test restores
- Spam filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed

Just like car ownership, if you don't change the oil, replace the filter, rotate the tires, flush the transmission, and perform other regular maintenance, your car will eventually break down and cost you FAR MORE to repair than the cost of the basic maintenance – and cars are far simpler than a computer network!

If your computer support tech does not insist on some type of regular, automated monitoring or maintenance of your network, then get rid of them. Lack of system maintenance is the NUMBER ONE reason most people end up losing valuable files and incurring heavy computer repair bills. If your technician isn't offering you these services, you need to find someone else to support your computer or network for two reasons:

1. Either they don't know enough to make this recommendation, which is a sure sign they are horribly inexperienced, *OR*
2. They recognize that they are *profiting* from your computer problems and don't want to recommend steps towards preventing you from needing their help on an ongoing basis. After all, they'll get paid MORE to remove a virus than to make sure your system is patched, updated and secured (which can be done quickly and inexpensively with good monitoring).

Either one is a good reason to get as far away from that person as possible!

Misconception #2: My nephew/neighbor's kid/brother-in-law/office manager knows this computer stuff and can take care of our computers.

Most people look for a part time "guru" for one reason: to save a few bucks; but this often comes back to haunt them. We frequently get calls from business owners who desperately need our help to get them back up and running or to clean up a mess that was caused by an inexperienced neighbor, friend, or relative who was just trying to help.

If the person you have working on your machine does not do computer repair and support for a living, there is a good chance they won't have the knowledge or experience to truly help you – they are a hobbyist at best. Do you really want a part-time, inexperienced person responsible for handling something as important as your data and computer network? As with everything in life, you get what you pay for. That's not to say you need to go broke to find a great technician, but you shouldn't be choosing someone on price alone.

Misconception #3: All computer technicians are created equal. Your best option will be the one who offers the lowest price.

As we stated a moment ago, you get what you pay for. A cheap price usually means a cheap job. Really good technicians do NOT work at a discount because they are in high demand just like any other professional. The only technicians that will work for highly discounted rates are those just getting started in the business and are very inexperienced.

And some shops will hire college kids or newbie technicians because they will work for next to nothing to gain experience (which means they are learning on YOUR dime), OR they will bring in interns because they don't have to pay them at all. An inexperienced technician like this can end up costing more because:

1. They improperly diagnose problems, which mean you're paying them to fix the WRONG thing and they STILL won't resolve your problem.

Case in point: A few years ago a TV reporter went undercover to 8 computer repair shops in LA with a perfectly working PC, but simply disconnect a cable in the back (a fix that the AVERAGE computer tech would have caught in minutes with a visual inspection). Several shops improperly diagnosed the problem and wanted to charge them anywhere from \$59 to over \$275 to fix it, and some told the undercover reporter that the hard drive would need to be completely replaced!

2. They could take 3 to 5 times as long to do the same repair an experienced technician could fix quickly. Again, you're paying for those extra hours.
3. They could do MORE damage, costing you more money and downtime.

With your client data, accounting records, e-mail, and other critical data at stake, do you REALLY want the lowest-priced consultant working on your network and having access to your data?

We take the view that most people want value for money and simply want the job done right. You will find that we are not the cheapest, but we don't apologize for that. As the owner, I decided a long time ago that I would rather explain our higher rates ONE TIME than to apologize for POOR SERVICE forever. That said, we're not the most expensive either. We simply feel that we should offer a good service at a fair price. That's why we have been able to stay in business.

Misconception #4: An honest computer support company should be able to give you a quote over the phone.

I wish this were true, but it isn't. Just like a good doctor, an honest and professional technician will need to diagnose your network before they can quote any price over the phone; consider the example above where all that was needed was a simple cable being plugged in. If someone brought that to us, we would just plug it back in and not charge them; but without SEEING the machine, we could never have diagnosed that over the phone.

Also, some consultants will quote you a cheap rate over the phone to get in the door, but then jack up the prices once they get in your office by taking 3 times as long, selling you add-ons and up-sells, etc. And finally, reputable firms don't charge by the hour anyway -- they give you a fixed fee, flat-rate. Here's why...

One of the easiest ways to take advantage of a customer is to get them to agree to a time and materials repair. Unless you know what's wrong and how long it should take, they can soak you on the fees. And what are you going to do when they get 5-6 hours into a repair or project and then spring on you the news that it will take even longer than they anticipated to fix, costing you MORE money?

Always, always, always make sure you get a flat-rate, fixed fee quote in advance so you don't end up getting burned – and NEVER take a phone quote!

4 More Mistakes To Avoid When Choosing A Computer Consultant

1. **Choosing a computer consultant based on a single phone call.** We recommend you invite them into your office and ask them for a written proposal. Be clear on what your expectations are and what type of problems you want them to resolve. A competent professional should offer to do an audit of your network to diagnose your system BEFORE quoting you anything. After all, would you take a doctor's word that you need surgery if they hadn't done x-rays or other diagnostics? Of course not! Prescription without diagnosis is malpractice.
2. **Choosing a computer consultant that doesn't have a written money-back guarantee.** In our view, a good consulting firm should be accountable for their services and fixing things RIGHT. If you aren't pleased with a job that was done, they should (at a minimum) make it right for free; and if they simply cannot resolve an issue to YOUR satisfaction, you shouldn't get stuck with the bill.

Plus, the fact that they stand behind their work with a money-back guarantee shows they have confidence in themselves to make you a happy client. And don't fall for the, "We don't offer one because people will take advantage of us," routine. In our experience, MOST people just want an honest service at a reasonable price. If you give them that, they are happy to pay. Are there a few unethical folks out there? Of course, but they are the minority, and we would rather bite the bullet on the very few dishonest folks so we can gain the trust and confidence of the majority of clients who just want their problems fixed fast and fixed right.

3. **Choosing a computer consultant without speaking to several of the current clients.** Check their references! Don't just take the sales guy's word that they are good – ask to speak to at least 3 or 4 clients that are similar to you. If they hesitate or cannot provide you with references, don't trust them!

Another good sign is that they should have multiple client testimonials and success

stories posted on their web site and throughout their marketing collateral. A lack of this may be a sign that they don't HAVE clients who are happy enough to provide a good reference – again, a warning sign.

4. **Choosing a computer consultant who cannot remotely monitor, update and support your network.** In this day and age, a computer consultant who doesn't do this is living in the stone ages. You want someone to do this because it will dramatically increase your network's security and will enable them to do faster repairs. That's not to say they shouldn't come onsite; but remote monitoring and repairs make fixing problems FASTER for YOU and help PREVENT problems from cropping up in the first place.

A Final Word...

I hope you have found this guide helpful in shedding some light on what to look for when outsourcing the support of your company's network. As I stated in the opening of this report, my purpose in providing this information was to help you make an informed decision and avoid getting burned by the many incompetent firms offering these services.

If you have any additional comments or questions, we welcome them! Have an idea to make this guide even more helpful? Let us know! And of course, if you are looking for someone you can trust to take over the care and maintenance of "all things digital" in your office, we'd love the opportunity to EARN your business.

Below you will find information on how to request a FREE Network Health Check and Diagnosis. This is, of course, provided for free with no obligations and no expectations on our part. I want to be clear that this is NOT a bait and switch offer or a trick to get you to buy something. My reputation for running an honest and trustworthy business is something I hold very dear. I would never jeopardize that in any way. So why are we offering something like this for free?

Two reasons:

1. We are simply offering this service as a risk-free "get to know us" offer to people we haven't had the pleasure of doing business with. Again, our goal is to allow you to make an informed and confident decision; and offering this is one way we can help you better evaluate us.
2. This will allow us to determine if we even CAN help you. Obviously we can't help everyone, and our services might not be a good fit for you. Conducting this Health Check

enables us to do a small project for you to help you evaluate whether or not we're the right company for you without risking your money.

Looking forward to your call!

Chris Panagapko
Phone: 613-820-JUMP (5867)
Web: www.jumpinabox.com

FREE Network Health Check For All Prospective Clients Who Want To Put Us To The Test!

As a prospective customer, we would like to offer you a FREE Network Health Check and Diagnosis (\$297 value). During this health check we will perform a comprehensive check of your entire network to look for potential problems, security loopholes, spyware, and other hidden problems that will cause the computers on your network to run slow, act funny, crash, and lose data.

We will:

- ✓ Review your system backups to make sure they are working properly and CAN be restored quickly in the event of a disaster
- ✓ Scan for hidden spyware, malware, and viruses that MOST anti-virus tools and software can't detect or won't remove
- ✓ Check for security updates and patches to validate that your network really IS secure.
- ✓ Review your firewall and security settings
- ✓ Check the integrity of your server and workstations hardware (Side Note: Did you know that hardware failure is one of the leading causes of data loss that CAN be detected early and avoided with proper monitoring?)
- ✓ Audit your virus definitions and protection
- ✓ Conduct a visual scan of your server room and cabling to make sure your network is PHYSICALLY safe and set up properly
- ✓ Check your overall system performance, space, and settings to see if your network is running as fast as it could be

Why Should You Care About This?

Because there are literally dozens of ways hackers and viruses can access your network—undetected—to remotely control your network, corrupt your data, and use your network as a conduit for spreading spam, viruses, and even illegal software.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance, and security. Ignore them and your system will get progressively slower, more unstable, and increasingly susceptible to viruses, spyware, and hackers.

Tape backups have a failure rate of 100% – that means all tape drives will fail at some point, often without warning. You don't want to find out that your backup was not working the day after your hard drive fried.

How To Request Your FREE Network Health Check:

Give us a call at 613-820-JUMP (5867) to schedule your FREE network health check. Remember: this is no-obligation, and there are no expectations from our end.

Read On To Hear What Our Clients Have To Say:

“Mountain Road Productions has been impressed with the service that we have received from JumpingBox from day one-The attention to customer service has been outstanding!”

Gayle Nakamoto
VP Business Affairs
Mountain Road Productions

“The team at JumpingBox is always very responsive to our requests for services from them. They always gets to the bottom of any issues we have in a timely fashion. We count on them and they always pull through.”

Christian Lavergne
Partner
K6 Media Inc.

“Chris's experience and knowledge give him the ability to troubleshoot quickly and provide solutions that satisfy the problem on the first attempt. His positive, personable personality and professional attitude makes him a real pleasure to deal with. He always takes the time to explain using normal lingo so that we fully understand the complexity of our network.”

Monica Alongi
SUREPrint & Graphics

“We have just switched to Jumping Box Networks as our computer consulting and service provider and we could not be happier. The response that we receive has been outstanding and quick. We have been using them in all aspects from our web page to new equipment and maintenance on older equipment.
I would not hesitate to recommend them to anybody.”

Brian Artelle, B.Comm. C.A.
President
STA Signal Technology Associates Inc.

“We have been working in partnership with JumpingBox Networks since 2010. The quality of service and rapid response times are just a few of the reasons why we continue to refer our clients to them. Chris and his team provide the feeling of having an entire IT department for a fraction of the cost.”

Jordan Harding
CEO
Transit Network

“We have always trusted the advice given to us by JumpingBox. As a service provider to our clients, it is important that we receive exceptional service from our suppliers to ensure we are able to respond to our clients everyday requirements. Having the trust that our back end is solid, our team is able to respond in a timely manner which is key to our growth and to our continued success. Thanks Chris and your team for looking out for us.”

Robert Stanton
Executive Vice President
NATTIQ