



RED1 | BUSINESS

OFFICE IT MANAGEMENT TAILORED TO **YOUR** BUSINESS

Full management of your business IT environment including computers and mobile devices, printers, your building network, and other IT assets.

BUSINESS & HOME OFFICE IT

941-444-1337 | RED1IT.NET

IT SERVICE BUYING GUIDE

You know that feeling you get when you walk into a car dealership to purchase your next car? Although you've Googled everything, you're at an extreme disadvantage...and you're on their turf. (Unless you're in the car business)

Shopping for IT services can feel the same way, so we put together a brief guide to help you feel more confident in your ability to make informed choices.

ON DEMAND IT SUPPORT ISN'T ENOUGH

In the modern IT landscape, cybersecurity threats are real. Attempts to breach your IT environment are likely occurring daily and some may have succeeded.

Keeping your business cyber-safe and your IT environment efficient and problem-free requires a constant effort. You can't ignore your IT environment for extended periods of time.

Further, IT professionals take on a degree of liability when they service your environment. Most companies don't want to perform commercial IT services on an as needed basis because of that liability exposure.



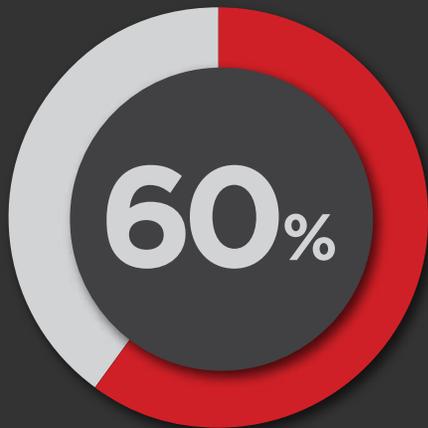
48%

of 3,000 surveyed IT professionals said their organization suffered a data breach in the past 2 years.~

WHAT IS AN MSP?

An MSP, or Managed Service Provider, is an IT service company that charges a monthly fee to perform maintenance, offer consultation, and manage the security of your IT environment. An MSP will install monitoring and maintenance software on your computers and when you have an issue, they will log in to your computer and fix the issue as if they are sitting at your workstation.

Think of an MSP as your outsourced IT team. You can expect a similar level of service as you would get if you had an in-house IT staff.



60% of business that suffered a data breach say that staying up to date on security updates would have prevented the breach.



“Attempts to breach your IT environment are likely occurring daily and some may have succeeded.”



WHY DON'T COMPANIES HIRE IN HOUSE EMPLOYEES?

Each business is different but there are 2 main reasons that it doesn't make sense to hire in house staff:

Price-

Let's do some math:

Annual Salary of an Entry Level IT Technician ¹ :	\$41,516
Taxes, benefits, PTO, etc. ² :	<u>\$12,454</u>
Total Annual Spend:	\$53,970
Cost Per Month:	\$4,497

If you're hiring an entry level technician, you likely have a small and simple environment by IT standards. So, let's say that you have 20 computers. The approximate cost under our Pro Subscription would be around \$2,000/-mo.—a 55% savings!

Skillset-

A commercial IT environment requires a host of advanced skillsets. Network engineering is a vastly different skillset than software development or computer maintenance. Finding one person that can do everything at an expert level is extremely challenging and if you do find them, they will be far more expensive than our entry level tech above. So...we'll have to outsource that piece.

A bit more math if you don't mind:

Hourly Cost of a Network Administrator:	\$155
Number of hours per month (Average)	3
Annual cost:	\$5,580

Doesn't seem like much but there would likely be other IT disciplines that your one IT person has to outsource. You could quickly add the cost of another .5 FTE (full time equivalent) to your monthly IT spend.



“Outsourcing your IT means you share a team of experts with other businesses.”





Increase in
cyberattack **volumes**
over the last 12 months



Increase in
cyberattack **severity**
over the last 12 months

Outsourcing your IT means you share a team of experts with other businesses. This model makes it feasible for small and medium sized businesses to have a team of specialists servicing their environment at a reasonable cost.

WHAT ISN'T COVERED?

In the managed services business, there are 3 categories of services that come at an additional charge: Adds, moves, and changes (AMC).

Adding equipment to your IT environment comes with a one-time fee to get it into your IT environment plus an additional monthly charge to your contract, if applicable.

Examples of moving equipment could be

an office move, remodel or reorganization or moving equipment to another location.

Changes are anything large-scale. Examples could include a network overhaul, a server rebuild or upgrade, or the installation of software on multiple computers.

We do not follow this literally. Our clients are our friends so don't expect strict adherence when you work with us.



Go to business.red1it.net or scan the QR Code to calculate your costs.



HOW TO SHOP FOR AN MSP

Now that you understand the industry, here are some questions to ask an MSP:

- Give me specifics on how you keep my business cyber-safe.
- Will it cost me anything for you to evaluate my office?
- Do you charge by user or endpoint? What is the cost?
- Can you send me a copy of a sample contract?
- How many people do you employ and what do they do?
- What are the certifications that you or your technicians hold? Any licenses?
- Do you have formal education or CE credits in compliance? (HIPAA, PCI, GDPR, etc.)
- What do you outsource?
- How will you save me money in certain areas of my IT?
- Can you tell me about or (even better) show me your checklists and SOPs?
- Show me a sample invoice? (You're looking for plain English, transparent bills)
- One day when we part ways, how does offboarding work?
- Can you send me 3 references?
- How long before I receive an estimate?
- Are you insured?

Finally, general impression: When they talk to you, are they using a bunch of techno-jargon or are they taking care to explain everything in plain English?

**Ask for
Specifics.
Don't Settle for
Sales Speak.**

WHAT ISN'T COVERED?

2020 sent most employees home and many will not return to the traditional office. This creates new security issues that company leadership must solve. Red1 knows how to create a remote environment that is secure and satisfies compliance requirements.



2/3 of cyber security professionals say that they expect a wave of damaging cyberattacks stemming from unprotected remote workers⁸



Key Areas That Require IT Management:

- Security
- Patching/Updating
- Backups
- Employee on and offboarding
- Compliance
- Disaster Recovery
- E-mail/File Storage

RED 1 BUSINESS OFFERINGS

Red1 is a hybrid MSP. In addition to the traditional MSP services we taught you about above, we offer project-based service like network overhauls, Office IT buildouts, access control, security cameras, and more. We also offer one-time computer repair services as a way of introducing our services.

But...to maintain relationships past 6 months, we require an MSP contract. Our 2 contracts are priced per computer per month with some additional charges for other types of devices.

Subscription Comparison	Essentials	Pro
Enterprise class Antivirus/Anti-malware	✓	✓
Automated computer monitoring	✓	✓
Security updates installed on all computers/servers	✓	✓
General server maintenance ⁴	Hourly Rate	✓
Dark Web Monitoring	✓	✓
Free Website Hosting		✓
Check that backups are up to date ³	✓	✓
Loaner equipment ⁷	Rental fee	✓
Cellular backup ⁷	Rental fee	✓
Run mock disaster to check integrity of back ups ³		✓
Monitor server event logs for potential issues ⁴		✓
Respond to client support requests ⁵	Hourly Rate	✓
Priority service for support requests		✓
Create, remove, and maintain employee user accounts	Hourly Rate	✓
Raise support requests with 3rd party vendors	Hourly Rate	✓
Monitor internet connection		✓
Network monitoring and maintenance	Separate charge	✓
Monitor and investigate suspicious activity		✓
Technology budgeting and planning assistance	Hourly Rate	✓
Onsite Employee Training Sessions (1 hour per quarter)		✓
After hours support ⁵	Hourly Rate	✓
24/7 support ⁶	Hourly Rate	Hourly Rate

What if I Already Have In House IT?

We can work with your in house IT team to fill in the knowledge gaps.

WHICH SUBSCRIPTION FITS YOU?

ESSENTIALS

The ESSENTIALS subscription is for any business that

- understands that cyber criminals don't just strike big, well-known businesses.
- knows that well-maintained computers and equipment add to business efficiency.
- wants to concentrate on servicing their customers instead of dealing with technology issues.
- has minimal support needs

The ESSENTIALS subscription does not include onsite or remote support. Why? Because smaller businesses may not have many support requests. Our goal with the ESSENTIALS subscription is to not charge businesses for what they won't use. Your support requests are charged at a discounted hourly rate.

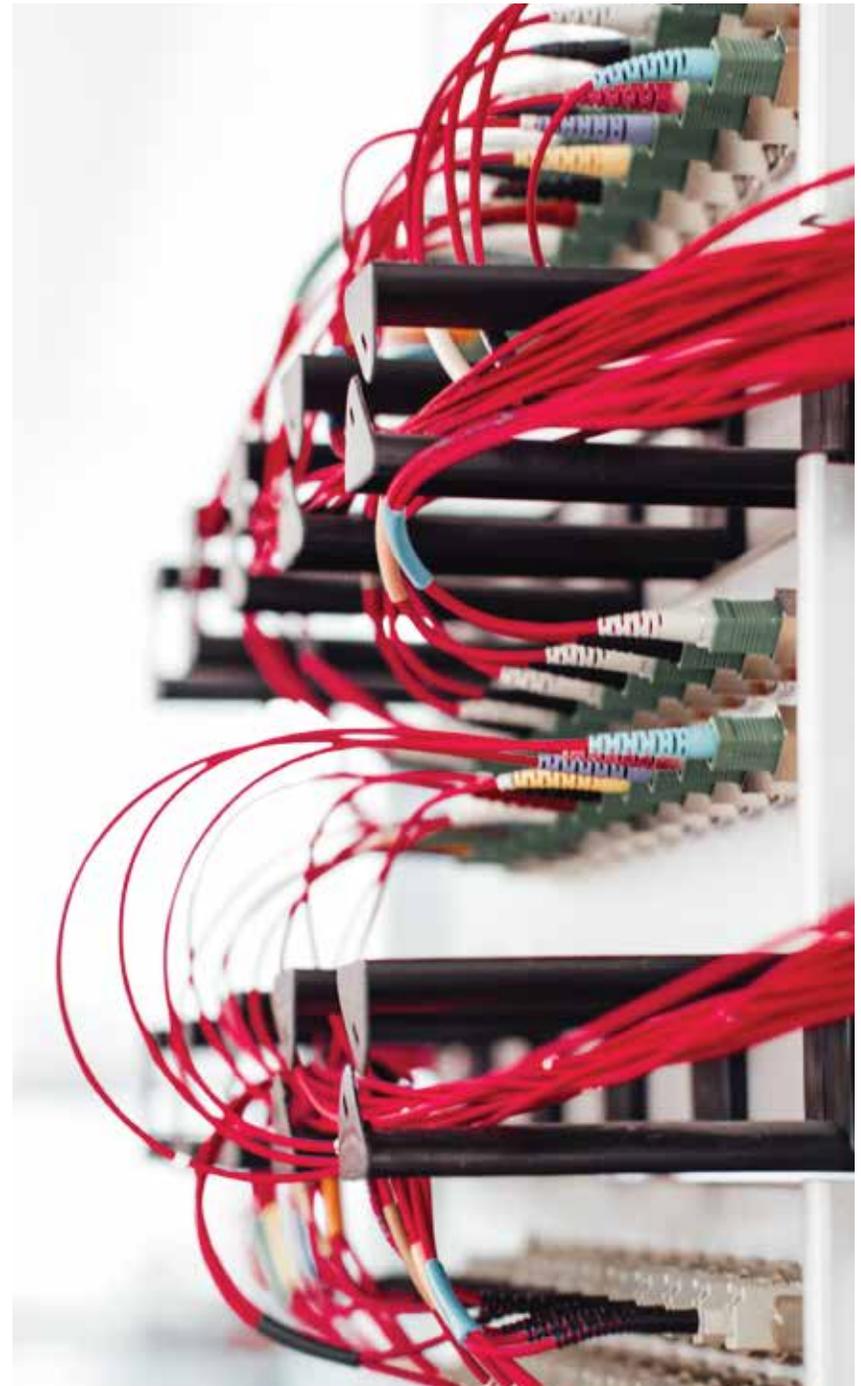
PRO

The PRO Subscription is for businesses with more than 15 endpoints (computers), possibly multiple locations, a complex technology environment, or other special needs that require a significant amount of attention.

The PRO Subscription includes support for most IT service included in the price. This helps businesses to accurately budget its annual IT spend.

To sum up...the PRO Subscription is our flagship offering.

The PRO Subscription is for businesses that understand the need for maximum protection and require top priority service.

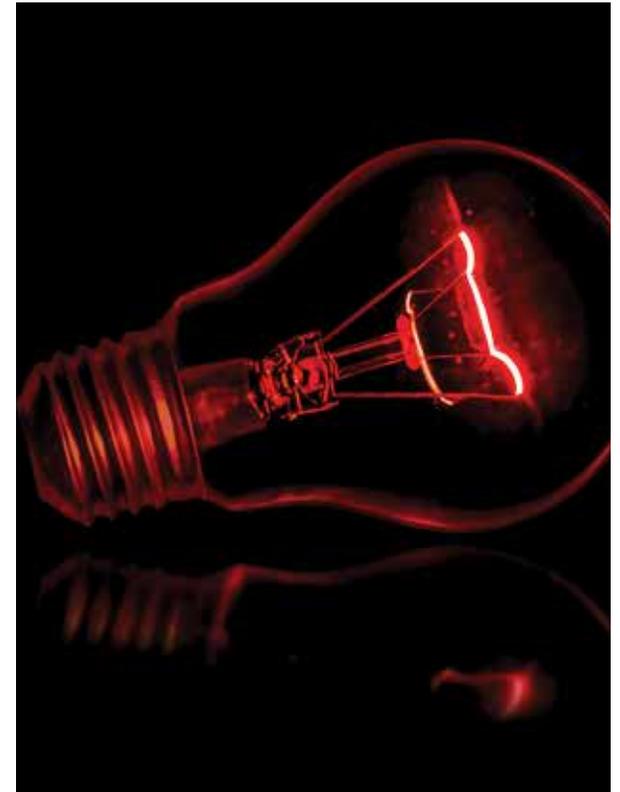


OTHER SERVICES

Red1 Business doesn't just offer managed services plans. We are highly experienced in the following disciplines:

- Planning, installing, and maintaining secure networks
- Wifi coverage analysis, design, and installation.
- Cloud and on-premise server environments
- Managed Firewall
- Purchase of new computers
- Access control
- Security cameras
- Website design, building and maintenance
- API development (making your different software talk to each other)
- VOIP Phone service
- Providing Internet service
- New construction and remodel cabling
- Basic audio/visual

Other than phone service, all of the services above do not require a monthly subscription cost.



What's a Managed Firewall?

For a monthly fee, we install the firewall, pay for the security subscriptions, and make changes and adjustments to keep your business safe.



ABOUT RED1

Red1 is a Sarasota/Bradenton, Florida based technology company serving all your office or home-based business IT needs. We have been active in our community for more than a decade and give a portion of our revenue to community-based causes and missions. We offer special non-profit pricing and are proud to offer no haggle, transparent pricing found on our website. (You don't have to "call for pricing.") All of our services have no or under 1-year contracts.

We are big enough to have specialists ready to serve you but small enough that you will know our team by name...and we will know you.





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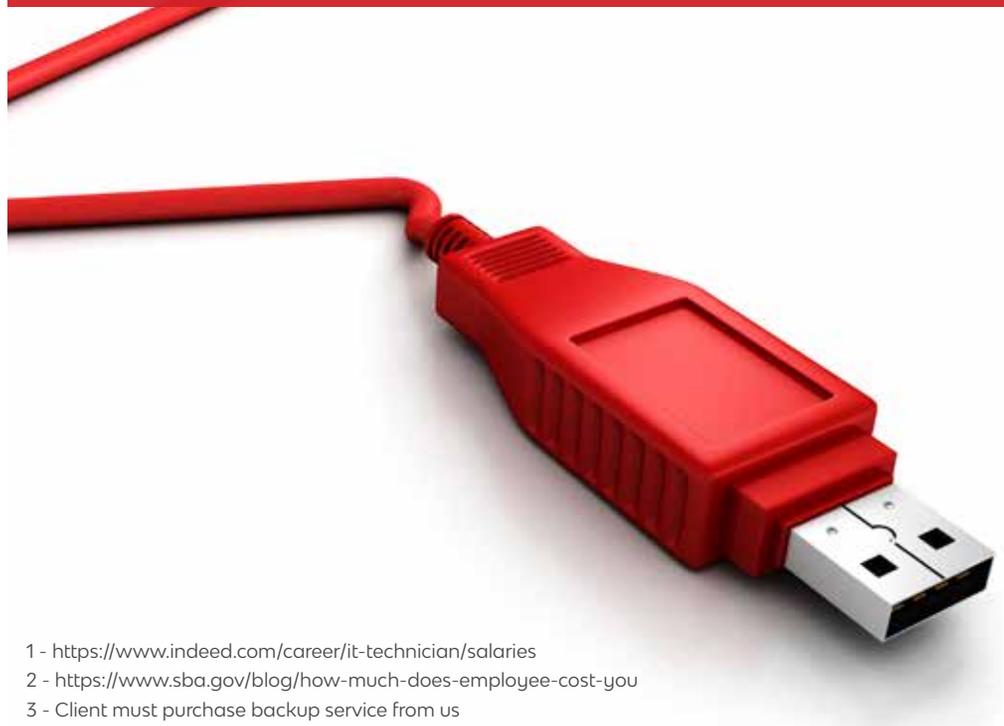
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Scan to
learn more



- 1 - <https://www.indeed.com/career/it-technician/salaries>
- 2 - <https://www.sba.gov/blog/how-much-does-employee-cost-you>
- 3 - Client must purchase backup service from us
- 4 - Only if servers are present
- 5 - Some exclusions apply. See contract
- 6 - Defined as outside of after hours. See contract for details
- 7 - Availability Varies
- 8 - <https://www.proofpoint.com/us/resources/white-papers/voice-of-the-ciso-report>