

2020



# IT MANAGEMENT SOLUTIONS

Focus on your business, we focus on your technology

## What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

If You Depend On Your Computer Network To Run Your Business,  
This Is One Report You DON'T Want To Overlook!

Provided as an educational service by:  
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**This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.**



FROM THE DESK OF PEDRO NUÑEZ  
CEO, IT MANAGEMENT SOLUTIONS



Dear Colleague,

**Have you ever lost an hour of work on your computer?**

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.

Imagine what would happen if your network went down for days, where you couldn't access e-mail or the information on your PC. How frustrating would that be?

Or, what if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server...do you have an emergency recovery plan in place that you feel confident in?

How quickly do you think you could recover, if at all?

Many small business owners tend to ignore or forget about taking steps to secure their company's network from these types of catastrophes until disaster strikes. By then it's too late and the damage is done.

**But That Could Never Happen To Me!**

*(And Other Lies Business Owners Like To Believe About Their Businesses...)*

After working with over **100+** number of small and mid-size businesses in the **New England** area, we found that 6 out of 10 businesses will experience some type of major network or technology disaster that will end up costing them between \$9,000 and \$60,000 in repairs and restoration costs *on average*.

That doesn't even include lost productivity, sales, and client goodwill that can be damaged when a company can't operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact computer problems have on your business, you can't deny the fact that they do have a negative effect. If you've ever had your business grind to a screeching halt because your server crashed, you must have some idea of the frustration and financial loss to your business even if you haven't put a pencil to figuring out the exact cost.

**Most Computer Problems Are Hidden And Strike  
Without Warning, And At The Most Inconvenient Times**

Hardware failure, viruses, spyware, and other problems usually aren't detectable until they strike by causing a server to go down, data to be lost, or some other catastrophe. Viruses and spyware are particularly sneaky

Because they are designed to hide themselves while they do their damage. For example, spyware can secretly transmit information about you and your company to an outsider without being visible to you.

Even if your network was recently audited by a computer consultant, viruses, spyware, and hackers are constantly attacking your network (that is why we constantly monitor our clients' networks because you never know when a new virus is going to strike).

Unfortunately, most computer consultants only offer “break-fix” services. That basically means when something breaks or stops working, they come in and fix it. While this may seem like a good setup for you, it actually leaves you wide open to a number of threats, problems, and other disasters because it is *reactive* rather than *proactive* maintenance.

### Take a look at these statistics:

- Companies experience an average of 501 hours of network downtime every year, and the overall downtime costs an average of 3.6% of annual revenue. (Source: *The Costs of Enterprise Downtime, Infonetics Research*)
- 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. (Source: *National Archives & Records Administration in Washington.*)
- 20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. (Source: *Richmond House Group*)
- This year, 40% of small to medium businesses that manage their own network and use the Internet for more than e-mail will have their network accessed by a hacker, and more than 50% won't even know they were attacked. (Source: *Gartner Group*)
- Of those companies participating in the Contingency Planning & Management Cost of Downtime Survey: 46% said each hour of downtime would cost their companies up to \$50,000, 28% said each hour would cost between \$51,000 and \$250,000, 18% said each hour would cost between \$251,000 and \$1 million, and 8% said it would cost their companies more than \$1million per hour. (Source: *Cost of Downtime Survey Results, 2001.*)
- Cyber-criminals stole an average of \$900 from each of 3 million Americans in the past year, and that doesn't include the hundreds of thousands of PCs rendered useless by spyware. (Source: *Gartner Group*)

## What These Failures Are REALLY Costing Your Business

Even if you don't factor in the soft costs of lost productivity, there is a hard cost of repairing and restoring your network. Most major network repairs will require a minimum of four to eight hours on average to get the network back up and running. Plus, most consultants cannot get on-site to resolve the problem for 24 to 48 hours. That means your network could be down for one to two days.

Since the average computer consultant charges over \$100 per hour plus a trip fee and a surcharge if it's an emergency, the average cost of these repairs is \$600 to \$1,000; and that doesn't even include any software or

hardware costs that may also be required. Over a year, this results in \$1,800 to \$3,000 in costs without even considering hardware and software costs, or other soft costs of lost sales and work hours. Of course, those numbers quickly multiply with larger, more complex networks.

**What's most exasperating about this situation is that 100% of these disasters and restoration costs could have been completely avoided or greatly mitigated easily and inexpensively with a little planning and proactive maintenance.**

## **Why Small Business Are Especially Vulnerable To These Disasters**

With the constant changes to technology and the daily development of new threats, it takes a highly-trained technician to maintain even a simple 3 to 5 person network; however, the cost of hiring a full-time, experienced technician is just not feasible for most small business owners.

In an attempt to save money, most try to do their own in-house IT support and designate the person with the most technical expertise as the part-time IT manager. This never works out because this makeshift IT person has another full-time job to do and is usually not skilled enough to properly support an entire computer network anyway.

This inevitably results in a network that is ill-maintained and unstable. It also means that the backups, virus updates, and security patches are not getting timely updates, giving a false sense of security.

It's only a matter of time before the network crashes. If you're lucky, it will only cost you a little downtime; but there's always a chance you could end up like one of these companies:

### **Auto Body Shop Shells Out \$14,000 To Clean Up A Virus**

A local auto body shop with multiple locations discovered the importance of preventative maintenance the hard way. Without warning, a virus was downloaded to their server and started replicating and attaching itself to files. This virus corrupted their data, impaired their customer management system, and immediately brought down their Exchange server (no e-mail could come in or go out).

Preventing this disaster would have only cost them 1/25<sup>th</sup> of the cost (\$1,200 per month) AND they would have experienced better performance and fewer problems with their network. Instead, they were forced to spend a whopping \$14,000 to remove the virus and restore their network. Even then, this huge enormous fee only got them back up and running; their systems were still not optimized, secured, and updated, as they should have been.

### **Cryptolocker Virus (Ransomware) Cost Retail Shop Company \$1,500,000 and 45 Days of Downtime**

The back office of a retail shop company had cryptolocker virus destroy all their data, causing them to lose a large number of critical customer files.

When they contacted us to recover the data from the system backups, we found the backups weren't functioning properly. Even though they appeared to be backing up all of this company's data, they were in fact worthless. In the end, recovering the data off of these failed drives took a team of disaster recovery specialists 45 days and \$7,500 plus a \$1.5 Million dollar lost in revenue. In addition to the recovery costs, they also incurred \$15,000 in other services to get their network stabilized.



Had they been properly monitoring their network, they would have been able to see that these hard drives were failing and that the backups were not performing properly. This would have prevented the crash, the downtime, and the \$22,500 in costs to get them back up and running, not to mention the 45 days of lost productivity while their network and database was down.

## **Dental Practice Spends \$9,000 And 2 Weeks Of Downtime For A Simple Inexpensive Repair**

A 10-user dental practice was not monitoring or maintaining their server. Due to the overuse and lack of maintenance, it started to degenerate and eventually shut down under the load. This caused their entire network to be down for two full days and cost them \$3,000 in support fees to get them back up and running. Naturally the costs were much higher when you factored in the lost productivity of their ten employees during that time.

This client did not want to implement a preventative maintenance program so the same problem happened again two months later, costing them another \$3,000 and two days of downtime.

Six months later it happened yet another time bringing their total to \$9,000 in hard costs plus tens of thousands in productivity costs for a problem that could have quickly been detected and prevented from happening.

## **Six Things You Must Do At A Minimum To Protect Your Company From These Types Of Disasters:**

While it's impossible to plan for every potential computer problem or emergency, a little proactive monitoring and maintenance of your network will help you avoid or greatly reduce the impact of the vast majority of computer disasters you could experience.

Unfortunately, I have found that most small business owners are NOT conducting any type of proactive monitoring or maintaining their network, which leaves them completely vulnerable to the types of disasters you just read about. This is primarily for three reasons:

#1. They don't understand the importance of regular maintenance.

#2. Even if they DID understand its importance, they simply do not know what maintenance is required or how to do it.

#3. They are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. That means no one is watching to make sure the backups are working properly, the virus protection is up-to-date, that critical security patches are being applied, or that the network is "healthy" overall.

While there are over 10+ critical checks and maintenance tasks that need to be performed on a daily, weekly, and monthly basis, I'm going to share with you the 6 that are most important for protecting your company.

## **Step#1: Make Sure You Are Backing Up Your Files Every Couple of Hours**

It just amazes me how many businesses never back up their computer network. Imagine this: you write the most important piece of information you could ever write on a chalkboard and I come along and erase it. How are you going to get it back? You're not. Unless you can remember it, or if YOU MADE A COPY OF IT, you can't recover the data. It's gone. That is why it is so important to back up your network. There are a number of things that could cause you to lose data files. If the information on the disk is important to you, make sure you have more than one copy of it.

Another big mistake I see. Many business owners set up some type of backup system, but then never check to make sure it's working properly. It's not uncommon for a system to APPEAR to be backing up when in reality, it's not. There are dozens of things that can go wrong and cause your backup to become corrupt and useless. That is why it's not enough to simply back up your system; you have to check it on a regular basis to make sure the data is recoverable in the event of an emergency. Remember the Health Products Company that shelled out \$40,000 to recover data they THOUGHT they backed up? Don't let that happen to you.

Lastly, what happens if a fire or flood destroys your server AND the backup tapes or drive? This is how hurricane Katrina devastated many businesses that have now been forced into bankruptcy. What happens if your office gets robbed and they take EVERYTHING? Having an offsite backup is simply a smart way to make sure you can get your business back up and running in a relatively short period of time.

## **Step #2: Make Sure You Have NEXT GENERATION ENDPOINT PROTECTION and that is monitor 24 x7 By a Security Operations Center.**

Why is this important? Effective protection against modern, sophisticated threats requires an innovative approach in the way they are detected, blocked, mitigated, remediated and analyzed. With less threats being comprised of file-based malware, signature-based antivirus and other static solutions could be considered inadequate protection. A next generation endpoint protection (NGEPP) solution protects against all major types of cyberattacks and doesn't depend on signatures or heuristic file analyses. NGEPP detects threats dynamically, based on behavior and protects endpoints across all attack vectors.

Features **Include: Prevention, Dynamic Exploit Detection, Dynamic Malware Detection, Mitigation, Remediation and Forensics**

## **Step #3: Managed DNS (Cyber Umbrella)**

Why is this important? Everything that you do on the internet requires a connection to a DNS server that tells your computer where to go for content that is being served up in your browser. Typically, you would use the DNS servers provided by your Internet Service Provider (ISP). Unfortunately, most ISPs don't provide any protection from Internet threats and their servers can be overloaded causing the illusion of slow speeds and sluggish performance. You should consider using a cloud managed DNS security service to add an additional layer of protection and speed in your office and on the road when using laptops and mobile devices.

Features **Include: Malware and Breach Protection, Content Filtering, Dynamic Security, Roaming Protection and Simple Low Cost Prevention.**

## **Step #4: Dark Web Monitoring**

Why is this important? Your business is at constant risk of a security breach. When identity information is accessed and stolen, it is often traded on the “Dark Web”. This underbelly of the Internet is shrouded in mystery, hidden from most search engines and can only be accessed by a special web browser. Dark Web monitoring, or cyber monitoring, allows you to monitor your personal information and receive notifications if your credentials, passwords or other personally identifiable information is found online. Dark Web monitoring is also the best way to check on the effectiveness of your security awareness training program.

What Can an Attacker Do with Compromised Credentials?

- Send Spam from Compromised Email Accounts
- Deface Web Properties and Host Malicious Content
- Install Malware on Compromised Systems
- Compromise Other Accounts Using the Same Credentials
- Exfiltrate Sensitive Data (Data Breach)
- Identity Theft

## **Step #5: Set Up A Firewall**

Small business owners tend to think that because they are “just a small business”, no one would waste time trying to hack in to their network, when nothing could be further from the truth. I’ve conducted experiments where I connected a single computer to the Internet with no firewall. Within hours, over 13 gigabytes of space was taken over by malicious code and files that I could not delete. The simple fact is that there are thousands of unscrupulous individuals out there who think it’s fun to disable your computer just because they can.

These individuals strike randomly by searching the Internet for open, unprotected ports. As soon as they find one, they will delete files or download huge files that cannot be deleted, shutting down your hard drive. They can also use your computer as a zombie for storing pirated software or sending spam, which will cause your ISP to shut YOU down and prevent you from accessing the Internet or sending and receiving e-mail.

If the malicious programs can’t be deleted, you’ll have to re-format the entire hard drive causing you to lose every piece of information you’ve ever owned UNLESS you were backing up your files properly (see 1 to 3 above).

## **Step #6: Update Your System With Critical Security Patches As They Become Available**

If you do not have the most up-to-date security patches and virus definitions installed on your network, hackers can access your computer through a simple banner ad or through an e-mail attachment.

Not too long ago Microsoft released a security bulletin about three newly discovered vulnerabilities that could allow an attacker to gain control of your computer by tricking users into downloading and opening a maliciously crafted picture. At the same time, Microsoft released a Windows update to correct the vulnerabilities; but if you didn’t have a process to ensure you were applying critical updates as soon as they become available, you were completely vulnerable to this attack.

Here’s another compelling reason to ensure your network stays up-to-date with the latest security patches...

Most hackers do not discover these security loopholes on their own. Instead, they learn about them when Microsoft (or any other software vendor for that matter) announces the vulnerability and issues an update. That

is their cue to spring into action and they immediately go to work to analyze the update and craft an exploit (like a virus) that allows them access to any computer or network that has not yet installed the security patch.

In essence, the time between the release of the update and the release of the exploit that targets the underlying vulnerability is getting shorter every day.

When the “nimda” worm was first discovered back in the fall of 2001, Microsoft had already released the patch that protected against that vulnerability *almost a year before* (331 days). So network administrators had plenty of time to apply the update. Of course, many still hadn’t done so, and the “nimda” worm caused lots of damage. But in the summer of 2003 there were *only 25 days* between the release of the Microsoft update that would have protected against the “blaster” worm and the detection of the worm itself!

Clearly, *someone* needs to be paying close attention to your systems to ensure that critical updates are applied as soon as possible. That is why we highly recommend small business owners without a full-time IT staff allow their consultant to monitor and maintain their network.

## **Announcing A Simple And Easy Way To Ensure These Disasters Don’t Happen To Your Business:**

If you are sitting there thinking, “This all sounds great, but I don’t have the time or the staff to handle all of this work,” I’ve got the solution.

Thanks to a service we offer called, **“Remote IT Care”**, we can completely take over the day-to-day management and maintenance of your computer network and **free you from expensive, frustrating computer problems, downtime, and security threats**. You’ll get all the benefits of a highly-trained, full-time IT department at only a fraction of the cost.

### *And here is the best part...*

**In most cases, we can cut your IT support costs by 10% to 30% WHILE improving the reliability and performance of your network and eliminating spyware, spam, downtime, and other computer frustrations!**

### **The Benefits Are Obvious:**

- **You’ll eliminate expensive repairs and recovery costs.** Our network monitoring and maintenance will save you money by preventing expensive network disasters from ever happening in the first place. As a matter of fact, we guarantee it.
- **You’ll avoid expensive trip fees while receiving faster support.** Our remote monitoring software will enable us to access and repair most network problems right from our offices. No more waiting around for an engineer to show up!
- **How does faster performance, fewer “glitches”, and practically zero downtime sound to you?** Under this program, that is exactly what we’ll deliver. Some parts of your system will degrade in performance over time, causing them to slow down, hang up, and crash. Our preventative maintenance and network monitoring will make sure your computers stay in tip-top shape for maximum speed, performance, and reliability.



- **You will have ALL of the benefits of an in-house IT department WITHOUT all of the costs.** As a Managed Network Service Plan customer, you'll have access to a knowledgeable support staff that can be reached immediately should you have any kind of problem or question.
- **You'll receive substantial discounts** on IT services that you are already buying. Most IT firms will nickel and dime you over every little thing they do; under this program, you'll pay one flat, affordable rate and get all of the technical support you need. No hidden charges, caveats, or disclaimers.
- **You will never have to fear a big, expensive network repair bill.** Instead, you can budget for network support just like rent or insurance.
- **You'll sleep easier** knowing the "gremlins at the gate" are being watched and kept out of your network.
- **You'll safeguard your data.** The data on the hard disk is always more important than the hardware that houses it. If you rely on your computer systems for daily operations, it's time to get serious about protecting your critical, irreplaceable electronic information.
- **You'll finally put a stop to annoying spam, pop-ups, and spyware** taking over your computer and your network.
- **You'll gain incredible peace of mind.** As a business owner, you already have enough to worry about. We'll make sure everything pertaining to your network security and reliability is handled so you don't have to worry about it.

## **How Disaster-Proof Is YOUR Network? FREE Cybersecurity Audit Reveals The Truth**

Hopefully this report acted as an eye opener to all small business owners who are not adequately protecting their data and computer network. If you are not doing the 6 steps outlined in this report, your network is an accident waiting to happen and the most important thing for you to do now is take immediate action towards protecting yourself.

One of the biggest, costliest mistakes you can make is to ignore this advice with the false hope that such a disaster could never happen to **you**.

Because you have taken the time to request and read this report, I would like to offer you a FREE Cybersecurity Audit. Normally I charge \$950 for this service, but as a prospective client, I'd like to give it to you for free as a way of introducing our "**Cybersecurity & Remote IT Care**" program to your company.

During this audit my team will...

- ✓ **Pinpoint any exposure to or risk** from hackers, viruses, spyware, spam, data loss, power outages, system downtime, and even employee sabotage.
- ✓ **Review your system backups** to make sure the data CAN be recovered in case of a disaster. You don't want to discover that your backups were corrupt AFTER a major disaster wiped out your network.

- ✓ **Scan your network for hidden spyware and viruses** that hackers “plant” in your network to steal information, deliver spam, and track your online activities.
- ✓ **Look for hidden problems that cause error messages, slow performance, and network crashes.**
- ✓ **Answer any questions you have** about your network or keeping it running problem free. I can also give you a second opinion on any projects you are considering.

## **There Are No Strings Attached, But You Have To Hurry...**

As you might have guessed, I cannot extend this offer forever, because time and staff limitations simply won't allow it.

If you want to say goodbye to your computer problems and stop worrying about the security of your data from hardware failures, viruses, hackers, and other threats, then you'll want to sign up right now for this Free Network Security Audit.

There is absolutely no obligation or pressure for you to buy anything, or to ever use our services again. As I stated earlier, this is simply an easy way for us to demonstrate how we can help your business at no risk to you.

### **How To Secure Your Free Network Security Audit**

1. Fax the form below to: **978-233-0580**
2. Call me direct at **617-982-2510**
3. Send an e-mail to [sales@itmsolutions.us](mailto:sales@itmsolutions.us) with the words, “Security Audit” in the subject line. Be sure to include your company name, address, and phone number so I can follow up with you.

Good Networking,



Pedro Nunez  
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Email: [pedro@itmsolutions.us](mailto:pedro@itmsolutions.us)

**P.S.** Please note that this offer for a **FREE Cyber-Security Audit won't be around forever.** While we would love to be able to give these away to everyone, staff and time limitations simply won't allow it. That's why you must respond to this offer right away. You have my word that you will not be under any pressure or obligation to buy anything, or to ever use our services again.

# “Yes! I Want To Make Sure My Network And Company’s Data Are Safe From Harm”

**Please sign me up for a FREE Security Audit so I can make sure I am doing everything possible to secure my network.** I understand that I am under **no obligation** to do or to buy anything by requesting this audit. I further understand that these audits are being made available on a **first-come, first-served basis**.

## **Please Complete And Fax Back:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Number of PCs: \_\_\_\_\_

Operating System: \_\_\_\_\_

**Fax To: 978-233-0580**

**Call Me Direct At: 617-982-2510**

## Read On To Hear What Our Clients Have To Say:

### Fast Response, Reliable, Quality Service and Peace of Mind - All at a Reasonable Price!



**DPI Events**

The challenge we face is that we are big enough to need a network with specific functionality, but not big enough to require a full-time IT staff person. ITM Solutions provided the perfect solution; they have the technical expertise and mindshare we needed coupled with flexibility in the level of support. They are very responsive, prioritizing important issues that arise and dealing with them quickly and effectively. I also appreciate their detailed follow-up and preventive maintenance; more than once this has helped us avoid a major problem with our network. A lot of companies these days make claims about customer service and looking out for the best interest of their clients.

### Excellent Service, Highly Responsive, Extremely Knowledgeable



**SDE Engineering**

Why we chose IT Management Solutions? Professional expertise and team seemed genuinely interested in helping our organization succeed. From day one IT Management Solutions worked to help with any IT related issues. Even though we're a small Engineering Firm, you've always treated us like a Fortune 500 client. The speedy, friendly service, the cutting-edge technology . . . we'd be lost with our IT needs without IT Management Solutions! I will strongly recommend to any small business looking for a reliable IT provider who is eager to help

### Thanks to ITMS, We could concentrate on running our business



**Vanguard Dental Group**

In IT Management Solutions we found a company that was eager to unburden us of the effort and time we had been spending on I.T meaning we could concentrate on running our business. IT Management Solutions' ongoing management of our IT infrastructure has ensured stability and their realistic proactive approach ensures we don't overspend unnecessarily.

### Excellent Knowledge, Responsiveness and Expertise



**Paradise Dental Associates**

We could not be more satisfied since we switched to ITMS for all of our technology needs 18 months ago. They have helped us do dentistry, which is what we do best. Our systems have been upgraded so everything runs faster, smoother and with little to no effort on our part. Our hardware, software and backup systems are state of the art and we can sleep at night knowing our data is protected. We have been paperless for about a month and without ITMS that would not have happened. We routinely recommend ITMS to colleagues and will happily continue to do so.

## An Integral Part of Our Team



**Northbridge  
Companies**

We hire to IT Management Solutions in January 2012 to bring our server and computer systems to the next level. They have help all of our communities in Massachusetts, New Hampshire and Maine. They have also help design and implement a business solution that allowed us to share important resources with over 500+ employees quickly and secure. I strongly recommend IT Management Solutions for any company that is looking for a professional, responsible and reliable IT provider

## Hiring Pedro and His Staff was the Best Decision I made!



**Silverio Insurance**

Having IT Management Solution assume responsibility for our IT functions, allowed the company to focus on our core businesses. IT Management Solutions personnel worked closely with my staff and resolved all issues quickly. As I look back over 2006 and the many decisions that were made, teaming up with IT Management Solutions was certainly one of the right decisions. Thank you to Pedro and the staff of IT Management Solutions for all your help, support and a job well done!

## Thanks to ITMS we are able to focus on what's important. Our Business



**Amherst Village  
Dental**

Pedro and his team are some of the hardest working and consistently superb people I've dealt with in this industry. They have a streamlined infrastructure allowing them to cover all bases and produce excellent results. They know the hardware, the software, the process, and the lifecycle. His investment in his company has positioned them for continued growth without sacrificing customer service in any way. IT Management Solutions is the only company I would consider for my Managed IT Services and Technical Support needs.

## Responsive, Helpful and Honest



**CCC Financial**

I have been working with ITMS since the Fall of 2017. They installed our computers and printers at that time. Every night we are backed up and I feel comfortable knowing all our information is safe. This company responds quickly and is helpful with any questions. I can honestly say I have peace of mind knowing that ITMS is servicing us. I strongly recommend them.