

THE 2024 IT SERVICES BUYER'S GUIDE



Discover
MAKING I.T. WORK FOR YOU

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CHAPTER 1

The five big technology revolutions affecting businesses like yours



What an extraordinary few years it's been for technology and business.

Hello, my name's Louie Kouvelas, and I'm the founder of Discover IT.

Wow... what a crazy few years it's been for business owners and managers like you and me. Whether you're doing well today or having to fight for every bit of business you can get, you can't have missed the dramatic changes in the technology we all rely on.

I believe we're in the middle of a series of massive and interrelated technological revolutions. There are five areas in particular that I see are directly affecting the clients my team and I look after:

Revolution: AI

Go back to 29th November 2022 and to most people, AI was a science fiction concept... something that would happen "in the future". Then the next day ChatGPT was released to the public, and the AI explosion started.

AI tools have been in development for many years, but it's only been recently that many people have become aware of them – and have been able to directly access them through their browsers. You've experimented with ChatGPT, Google's Bard, or Microsoft's Bing, right? Even if you haven't, your business is already benefitting from AI built into the tools you use every day.

It's been such an exciting start to this revolution... and who knows what insane developments are on the way for us.

Revolution: Hybrid working

The first lockdown back in 2020 accelerated something that was already gaining huge traction: People want the option to work from home or the office.

Technology now makes it so easy to work from anywhere. You just need to be very aware of the security implications, and make sure your people can communicate well and be fully productive wherever they choose to work.

The tools for this are developing at an astonishing rate, and it's always worth reviewing how your business communicates and collaborates.

Revolution: Cloud computing

The idea of being able to work anywhere, any time, on any device, is so easy because of the cloud. Can you remember the bad old days when you couldn't access data unless you were in the office? Unthinkable now.

But as the data has been freed, so we must take greater care of it. The cloud liberates us and also puts us at a dramatically increased risk of crime. More on that in a second.

Revolution: Internet of Things

The day your fridge was allowed to go online was surely the day you realised eventually EVERYTHING will be online. Experts predict there'll be 30 billion devices online by 2030.

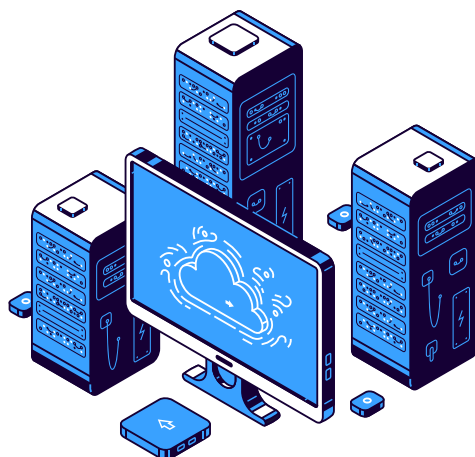
Great for helping us check how many eggs we have left while we're at the shops. But there are huge security implications too, which affect any business which allows devices to be connected to its network.

Revolution: The greatest security risk ever known

This is the revolution that weaves through all the other revolutions... because any time there is change, it creates an opportunity for cyber criminals. And change is constant right now. I've never seen as many threats to normal businesses like yours as I see today. It's increasing year after year. If you saw everything I saw, you'd be excused for not sleeping well at night.

I'm not exaggerating, cyber criminals are getting smarter and smarter. They're using automated tools to target all businesses, all the time. There is very clear and solid security 'best practice' that you should make sure everyone in your team sticks to. And I'm constantly assessing new cyber security tools to help keep my clients safe. I'd be happy to talk these through with you.

Things are changing at such a pace, it's too easy to feel you are falling behind. Even as technology experts, my team and I have to work hard to stay on top of everything that's happening.



Let me tell you the two technology areas I believe you should focus on. They are **Defend** and **Invest**.



- **Defend** is about protecting your business from cyber criminals.
- **Invest** is about making sure technology is powering your business forward, not holding it back

As all this evolves, more business functions become totally reliant on good IT. And great IT support.

I suspect that you're reading this guide because you're not 100% happy with your current IT support company and are looking to change.

Of course, I'd like you to switch to us!

I've written this guide to help you understand how a trusted IT support partner behaves, and what great IT support looks like.

I'll explain why we genuinely partner with our clients and refuse to become just another supplier. I'll also explain why it's critical you put your IT strategy and data security at the very core of your long-term business planning.

If you're ready to talk before reading further, flick to [Chapter 11](#) to arrange a conversation. And let's see how we can partner to help your business this year.



CHAPTER 2

You've got a business plan.
Do you have an IT strategy?



When did you last update your IT strategy?

The Crucial Role of IT Support Partners

Now is the perfect time to establish or revisit your IT strategy, whether you've neglected it or not. An effective IT strategy is pivotal for business growth and resilience, particularly when uncertainty looms.

Integrating seamlessly with your business plan, your IT strategy should outline how technology accelerates your objectives, encompassing short and long-term goals. Flexibility is key, considering unexpected changes like those highlighted by the pandemic.

Despite its name, an IT strategy focuses on enhancing your business rather than just technology. Assess your current IT setup, identifying strengths and areas for improvement. As your business expands, ensure your technology scales accordingly, including software, networks, and communication systems.

Leveraging Metrics and Strategic Reviews for Success

Engage your team to gather insights on effective practices and pain points, while seeking an IT support partner's guidance to align hardware and software, uncover hidden issues, and streamline operations.

Incorporating a technology roadmap aids budgeting, curbing surprise expenses, and collaborating with an IT support partner is crucial for your business's success, ensuring diligent justification of expenditures and maximised returns on investments.

Establish metrics to gauge infrastructure effectiveness, with team satisfaction being valuable, but true success depending on a tangible return on investment.

Regular strategic reviews, ideally every six months, facilitated by your IT support partner, identify progress, areas for improvement, and the necessary adjustments to steer you toward objectives.

This underscores the significance of an IT support partner, distinct from a mere company or provider, akin to a proactive facilities manager preventing disrepair.

An IT support partner operates proactively, minimising cleanup and repair work compared to reactive approaches used by conventional IT support companies, despite the occurrence of glitches.



What my team and I like to do for our clients is to create ongoing fluid technology roadmaps. It means that both you and I know:

- Exactly what will be happening over the next 2 to 3 years
- Exactly what technological investments you need to make
- And there are no surprises. It's all planned and regular strategic reviews help us all to move in the right direction

Our roadmap also allows us to see what can be delayed (if there's a problem); what investments are critical; and similarly, if you're ahead of things financially, what can be brought forward.

In large part, it's our partnership that allows this in-depth planning to take place. We get to know your business as if it's our own. We're constantly working with you on your business and learning more about you and your team.

This commitment makes it so easy for us to help you because we know (just as well as you do) where the business is going.



CHAPTER 3

Why business owners & managers switch IT partners

You probably won't be surprised to learn that we hear from a lot of businesses who are unhappy with their current IT support provider.



These are the **top 10 reasons** people want to make the switch to a new and improved IT support partner:



REASON TO SWITCH 1) YOU'RE NOT SEEING BUSINESS RESULTS

Return on investment is everything. Especially right now. You need to be able to see at a glance exactly how hard your IT partner is working for you. And what benefit that work is bringing to your business.

An IT support partner should not only provide a detailed IT strategy for the long and short term. They should also give you a set of metrics which you can measure results by.

And these metrics should be relevant and important to your business. Not a standard set issued by the IT support partner. Not convoluted with jargon. I've heard too many stories of IT companies providing very vague metrics that are impossible to decipher. Avoid!



REASON TO SWITCH 2) POOR COMMUNICATION

This can cover a whole range of issues... from it taking far too long for them to acknowledge problems... to them not letting you know when updates are taking place... or not getting back to you when they say they will...

If we were talking about any other kind of supplier, these gripes might seem a little petty. But as we know, without working technology, business can't run as it's supposed to. And these little gripes become huge issues.

Again, this is another way for you to distinguish an IT support provider from an IT support partner.

You need a responsive IT support partner who:

- Acknowledges issues in good time
- Keeps you in the loop of everything that you need to know, and
- Does what they say they'll do, when they say they'll do it

Just as your success is their success, your failure is their failure. So the faster an issue can be resolved, the better it is for both parties.



REASON TO SWITCH 3) THEY DON'T TAKE DATA SECURITY SERIOUSLY

Yes, you read that correctly.

There are some IT support providers – whose job it is to keep your data safe and secure – that don't do the same thing within their own business.

They don't make it a priority to keep themselves educated on the latest scams and threats. So they can't keep you up to speed.

And they won't go out of their way to ensure every last part of your data is as safe as it can be. Or that your software 100% up-to-date all the time.

I know... this scares me too...

Is this really a company you'd want to be responsible for keeping your business safe from the growing number of data breaches?



REASON TO SWITCH 4) THEY WON'T GO OUTSIDE OF THEIR CONTRACT

"Sorry, we don't cover that."

Ever heard that from your IT support provider? Lots of businesses have. But so long as the request relates to your technology, it should be a red flag.

"We don't cover that" suggests a real lack of concern for your business. And that's not what a partner is about.

A partner actively spends time looking at new ways to improve your network; your data security; and your infrastructure. They won't be working rigidly to a one-size fits all contract.

And that's just the point. One size doesn't fit all, because each and every business is unique. Even two businesses in the same street, selling the same product or service will have a different way of working. They'll use different software and devices, have different people working with them, and importantly, have different goals.

You need an IT support partner that will take your goals as their own and do as much as they can to help you reach them.



REASON TO SWITCH 5) THINGS TAKE TOO LONG TO FIX

Understandably, many problems can't always be fixed immediately. Some issues take a while to get to the bottom of. Other problems are rare and may take a little more diagnostic work.

But in these situations, good communication is key.

It might take you a while to see a resolution, but if your IT support partner is keeping you updated at each step, you're confident it's in hand.

Whereas if your support request is still awaiting a response three days later... you've got a problem.

And would you believe that some issues never get fixed at all? Or that one thing gets fixed only to break something else?

This is technology we're talking about. It goes wrong. It doesn't always work the way we want it to. But you absolutely should not be facing issue after issue, and waiting days to have problems resolved. You should not face silence when you need help.

All that waiting means downtime for your business. Where's the value for money in that?



REASON TO SWITCH 6) THEY NEVER ACCEPT RESPONSIBILITY

When you take on an IT support partner, it's vital that both businesses take responsibility for their side of the agreement.

Failing to do so causes a huge lack of trust. And means that the relationship is going nowhere.

I've heard from business owners who have reported an issue to their IT support provider, only to be told that it's their fault that the issue arose!

(despite them following advice and instruction from that same IT support provider)

I've also heard from business owners who have reported issues to their IT support provider; only to be told that they need to contact someone else (such as a software supplier) about the problem.

The idea of an IT support partner is that you trust them to deal with their area of expertise, while you get on with yours. If they're passing the buck when you face a problem, you're not getting the benefit of a support partner at all.



REASON TO SWITCH 7) THEY CONFUSE YOU WITH TECH TALK

If technology wasn't complicated, everyone would be able to take care of their own business infrastructure without a problem.

However, the truth is quite the opposite. It's full of strange words and concepts, and everything changes every 7 minutes! (it seems that way anyway).

It's a minefield if you don't know what you're doing.

The hallmark of a good IT support partner is that they take this complication and make it look easy. Better still, they make it sound easy. They explain things to you without sounding like they're speaking a foreign language.

Again, it all comes down your connection as partners. If you can't communicate properly with each other, how fruitful is this relationship really going to be? The likelihood is that it'll leave both sides frustrated, and your business won't be able to make the most of the technology it has.



REASON TO SWITCH 8) YOU'RE NOT LEARNING

We're not expecting your IT support partner to teach you their job. You don't need to be an expert in IT - that's what you're paying someone to do for you. However, there should be a certain element of learning when you partner with an IT company.

For example, you need to learn about cyber-security; how to avoid scams; and how to protect your data.

If you're told "Let us worry about that," it should ring alarm bells. You can't expect to keep your organisation safe from a data breach or data theft if you don't know what you're trying to protect yourself from.

It's also important that your IT support partner explains what they're doing. You really do want to have a basic understanding of how your infrastructure works or is set up for you. This will help you to help yourself when a minor issue occurs.



REASON TO SWITCH 9) THEY'RE ALWAYS PUSHING NEW HARDWARE

Many of our clients complain that their previous IT support providers spent more time pushing new equipment than they did on the fundamentals.

It's nice to have the very latest technology in your business, but it's certainly not vital. There are lots of other things to consider before upgrading equipment and devices. Especially today when value for money and return on investment are critical.

Of course, your business will need a certain level of equipment for you to operate the way you need to, but you probably already have most of the things you need. I find that for most businesses, it's far more important to get the infrastructure right before we even consider your hardware. Additional devices, for example, are sometimes nice to have rather than crucial.

A good IT support partner will help you to create an IT roadmap, which should detail at which points in the years ahead you need to budget for upgrades or additional devices.



REASON TO SWITCH 10) YOU'VE OUTGROWN THEM

Now, this last one isn't necessarily a bad reason to switch IT support partners. Sometimes, your business simply grows too big for a smaller IT company to deal with.

That's actually great news for you. The difficult part can be knowing when to make the switch.

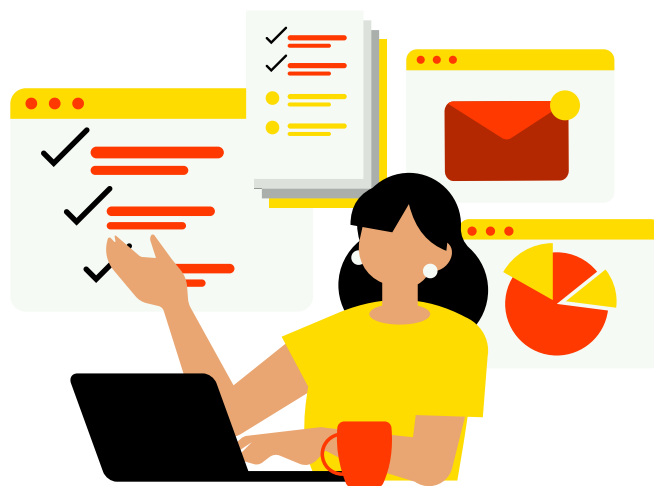
Navigate IT Support Partnerships: Recognising Signs and Making Informed Choices

Especially when working with a preferred company, it's essential to consider the following indicators:

- Slow response to support requests or insufficient guidance for leveraging technology to foster business growth.
- A need for elevated support levels.

In such cases, seeking a new IT support partner is prudent. If you've noticed increased support requirements, a reputable partner would likely address this openly. Switching partners can be a timely decision.

When technology plays a pivotal role in your business growth strategy, a trustworthy partner is paramount. While no business is flawless, having a partnership allows candid discussions and swift course corrections. This fosters efficient issue resolution, setting accurate expectations without unnecessary relationship strain.





CHAPTER 4

Protect the most important thing in your business

As we've seen over the past few years, being able to work anywhere, any time, on any device is great. We've been shifting to this way of working over the last 10 years, but the pandemic really increased the speed of change.

The current and future work landscape involves flexible arrangements that offer cost savings, attract top talent, and enhance employee satisfaction. However, with increasingly powerful yet disposable devices, such as smartphones, there's a growing need for data security awareness.

Thanks to cloud storage, losing or damaging a device is now a minor inconvenience. Data is safely backed up, making recovery seamless for smartphones, tablets, and laptops alike. Nonetheless, this convenience comes with risks, especially when devices are taken outside the secure office environment.

The rise of cyber-criminals poses a significant threat, with malware being a common tool for data theft, corruption, and infection. Hackers create malware that infiltrates networks, often remaining undetected, making removal challenging.

Even more concerning is the rapid proliferation of ransomware, the fastest-growing cybercrime. Without proper precautions, falling victim to these devastating attacks is a real possibility. Taking proactive measures against such threats is essential for safeguarding sensitive data and ensuring business continuity.

Safeguard Your Data and Business Against Ransomware Threats

Ransomware, a malicious software, encrypts your data and demands payment for access restoration. Small and medium-sized businesses are prime targets, often lacking extensive cybersecurity measures, and the threat is on the rise.

Sophisticated tactics make ransomware emails indistinguishable from legitimate ones, exploiting trust to trick users into clicking harmful links. Even cautious individuals can be deceived, as these emails convincingly impersonate well-known entities like banks or government agencies.

After infection, an attack might not occur immediately, potentially taking 60 to 100 days to manifest. Hackers bide time, expanding their control within the network to maximise damage. Detecting their presence becomes increasingly challenging, amplifying the complexity of ransomware attacks.

Given these challenges, prevention outweighs recovery, making robust cybersecurity practices essential. Ransomware poses a severe threat, reinforcing the critical importance of proactive measures to safeguard your data and business.

You need to be aware of the signs of a hacker in your network. Both you and your IT support partner should look out for them:

- Unexpected new administrators appearing on your network
- Software being disabled
- New software being downloaded
- Remote access sessions lasting for days at a time

Of course there are many technical things to look for; but that will give you a good start.

A good IT support partner will always recommend everyone in your business has regular cyber-security training. After all, your people are your first line of defence from cyber-attack. Software alone won't offer a good level of protection. You need software and humans.

Understand this, though: You can never be 100% protected from malware, ransomware, and other forms of attack. That's impossible, because it's a non-stop game where the criminals are always inventing something new, and the data security world has to catch up.

It is possible to be 99.99% protected; but you may be surprised to learn that we don't always agree with going that far.

You see, when you lock down **everything** to make your data security watertight, what you can inadvertently do is frustrate and annoy your staff. They'll have lots of extra layers of protection to go through, more steps in an already busy workload, and more to remember.

And what that means in the real world is that they'll skip steps, and look for ways to bypass security. Which actually puts your business more at risk.

Think of it like a door to an office. If you have seven big locks and a biometric scan just to open it, eventually, people will get frustrated and just prop the door open!

So to take away the frustration and hassle, we tend to use what we call "blended security". Where we pull together several products and services, which work together to protect you. It means fewer codes and passwords for your people, and a better level of security for your data.

And the greatest part is that every blend will be different, depending on the business it's for. That way we can customise security perfectly for each client, based on their specific requirements.



CHAPTER 5

Why you should be highly sceptical of all IT support companies

You probably don't know, what you don't know about IT. Does that make sense?

I think that's a fair assumption for me to make. Why worry about the latest tech news and updates?

You're focused on your expertise. You're likely already engaged in industry resources like magazines, blogs, trade shows, conferences, and training. You're an expert, and your IT demands shouldn't consume your time.

You wouldn't expect your clients to match your expertise, right? They hire you for your skills. We're the same way. We immerse ourselves in the complex, fast-paced tech world. We thrive on it and boast a unique expertise.

Many claim IT expertise just from computer knowledge. But true IT support operates on a higher plane – superior knowledge, tools, and systems. IT support lacks regulation. No governing body, no standards, no set guidelines. Anyone can declare themselves an IT support company, unfortunately

This is why I say you should be highly sceptical of all IT support companies.

Trusting your business data's security is a gamble without the right questions. Are you entrusting it to a reputable firm or a bedroom-based "warrior"?

Starting small with a "bedroom warrior" can be cost-effective, but for established businesses with staff and multiple computers, more comprehensive IT support is essential.

So how do you avoid choosing the wrong IT support company?

Firstly, look for solidity. You need to check they have the right qualifications, accreditation, and experience. Remember, it's an unregulated industry, so you really need to do the legwork if you want to end up with the best possible IT partner.

Next, you ask them some difficult questions.

You don't want to see your potential new IT partner squirm, but you do want to make sure that they are going to deliver what you need. And asking difficult questions is the only way to be sure that you're making the right choice.

ASK THEM: *“How quickly will problems be fixed?”*

Obviously, this one will depend on the scale of the problem, but you need to know timeframes based on severity. How long will it take your proposed IT support partner to acknowledge your issue in the first place? How long do they expect it'll take to get someone working on the problem?

Look at different scenarios. If you can't access your software, how long should it take to get you logged in. How long could it take to get your business up and running if you suffer a ransomware attack?

You also need to understand the approach your potential new partner will take. Do they have processes and procedures they stick to when issues arise, or are they winging it? Can they tell you about the worst problem they've encountered and how they dealt with it?

Remember, it's not the problem that you're judging them on, but rather how they responded to it. This can tell you a lot about their professionalism, knowledge, and ability to remain calm in a crisis.

ASK THEM: *“What do you do proactively, to make sure my team have fewer interruptions?”*

Downtime is a business killer.

You'll have seen it for yourself at some point, either in your own business or one you were working for. The internet goes down, for example, and people can't access the software they need to do their jobs. The office descends into chaos. Even those who aren't reliant on the internet stop doing what they're doing. The coffee machine goes into overdrive. Everyone forgets about their job for a while and makes the most of an unofficial break.

But then when things are up and running again, people don't immediately get back to business. Conversations are finished, systems are rebooted, everyone needs to regain their focus. And that often takes even more time. So what should have been a 15 minute interruption loses you 90 minutes of work.

And that's if it's a minor problem. So what can your proposed IT support partner do to minimise this downtime?

Will they be working away in the background, making the necessary checks to ensure that the majority of these little blips don't arise? Can they assure you that most updates and maintenance will be carried out outside of working hours?

Do they have any other solutions that will mean your business maintains productivity while essential work is taking place?

ASK THEM: *“Tell me about the specific people who’ll be looking after us.”*

Though it’s a really important question, many businesses overlook this side of things when it comes to working with a partner.

It’s really good to know about the actual people you’ll be working with. The people behind the business.

How does your proposed IT support partner assign your account manager, for example? Do account managers have an area of sector expertise? Do they match you on how your personalities may work together? Or do you simply get assigned to the person with the smallest workload?

This inquiry covers ongoing communication, absence plans, roles in strategic IT reviews and technology roadmaps, and dissatisfaction resolution, offering insight into the company's structure and team compatibility with your needs.

ASK THEM: *“Can you explain something deeply technical to me?”*

With this question, I’m not suggesting that you actually try to learn the ins and outs of building an IT infrastructure from the ground up. Rather, it demonstrates your potential IT support partner’s ability to explain things to you in English; not tech-speak.

Can they explain a really complicated, technical process to you in a way that you can understand? Do they get frustrated if you ask too many questions? Do they brush you off with ‘you don’t need to know the technicalities of that’?

It’s vital, if you are partnering with someone, that you can communicate with each other clearly, without any confusion or breakdown.

It also demonstrates their ability to educate you.

ASK THEM: *“How will you keep on top of the constant changes in my business?”*

It's no secret that successful businesses deal with a lot of change. From adding new staff members, to tweaking the product or service you offer, it's likely that your business is forever changing things. It's the way we grow.

In fact, your business probably looks very different now to how it looked 12 months ago.

So how would your proposed IT support partner cope with that? How much do they need to know about these changes? Will it affect what they're doing for you?

It should. Let's remind ourselves that you're looking for a partner here, not just another supplier. It's part of their role to be able to make recommendations based on how you're working. To suggest better software to use, a smoother network, more appropriate security.

If they can't keep track of how many people are working for you, or the ways you deliver your service, how can they suggest ways to grow, improve – and especially, stay secure?

Look for a new partner that takes an active interest in the changes happening within your business. Perhaps even arrange regular catch-up sessions to ensure they're on top of everything that's going on.

There are lots of other questions that you should be asking, but I feel these are the 5 that will tell you the most about your potential partner.



CHAPTER 6

What every IT support company wishes you know about IT

Before you glaze over and flip past this chapter, I'll add my disclaimer here: I am not about to bore you with technical jargon or gobbledegook. Please do not panic!

What I am going to talk about are the basic things that – if every client knew them – would make our lives a lot easier.



#1: YOUR SETUP NEEDS CONSTANT MONITORING AND MAINTENANCE. IT IS NOT A ONE-OFF JOB

Computers and other devices ask you to update them all the time. And that's because things are constantly changing.

The same principle applies to your network and infrastructure. With perpetual software changes, evolving operating systems, and hardware wear, constant monitoring and upkeep are industry standards. If your IT contract lacks 24/7 monitoring and maintenance, it's advisable to reconsider.

Reliable IT support partners ensure seamless operations, addressing issues even before they become apparent, often managing tasks discreetly in the background. Effective monitoring and maintenance are designed to be unobtrusive, providing the desired assurance without disruption.



#2: THE SUPPORT TRIANGLE IS LIKE THE HARDWARE TRIANGLE

This is a fun concept to learn about buying hardware.

Picture a triangle in your mind. The three equal sides of the triangle represent quality, price, and speed.

If you make one side longer, then all the sides will lengthen to keep the triangle together. For example if you pick a faster computer, typically the quality and price will also increase.

IT support has an identical triangle with the same three sides: Quality, price, and speed. If you buy cheap IT support, it'll be slow and lower quality. And vice versa.

Ideally, you'll look at what you can realistically afford to spend on IT support, and go with the top of your budget. That's because you understand IT support is actually an investment into your business. Get your IT setup and your business IT strategy right; and it makes hitting business goals so much easier.



#3: BEWARE THE BEDROOM WARRIORS

Let's go back to them for a moment.

Picture a guy, sitting in his bedroom, carrying out your IT support service. He hasn't got the overhead we have, so of course his service will be a lot cheaper. But remember the triangle – his speed will be slow and he won't have access to the professional IT tools, because they're expensive.

If you choose a bedroom warrior, doing everything themselves, to provide your IT support – that's fine. Providing you're their only client. Realistically, one person should be able to carry out the IT support, maintenance, and monitoring that a business like yours requires.

But what happens when he gets another client? And another? And then realises, because he's cheap, he needs even more clients just to make a decent living?

The quality of the service you receive falls. As does the speed in which he reacts to your problems. It's likely that he'll also stop doing the proactive work for you, because one person simply cannot service a large number of clients properly.

Yes you pay more for a larger business with an office, team and all the tools. But you also know that they're set up to keep service levels high, no matter how many clients they take on.



#4: WE ASK FOR A LONG-TERM PARTNERSHIP TO PROTECT YOU MORE THAN US

We don't want to work with people short-term.

We refuse to do ad-hoc work, and one-off crisis management. We only want to work with businesses as part of a long-term partnership. Why?

Well, obviously, it's good for us to build our own business around long-term clients. It's a great business model, if we're honest.

But the real benefit of long-term partnerships for us comes from the investment we're able to make in our clients. So that we know you inside out. It means we can:

- Work more closely with you
- Learn about your priorities and take an active part in getting you towards your goals
- Customise your infrastructure and IT strategy around where you're heading, rather than where you currently are
- Build an infrastructure that grows with your business
- Keep you better protected, because we can take an honest and strategic approach when we work as part of a trusting partnership.

When you work with someone on a short-term basis, it's impossible to do this.

A long-term partnership means we'll be as invested as you will be. Because we genuinely care about your business. If you're doing well, we are too.



#5: OUTSOURCED IS BETTER VALUE FOR MONEY. AND IT HELPS YOU ACCESS BETTER EXPERTISE THAN THE SAME SPEND IN-HOUSE

As you're reviewing your IT support, it's probably crossed your mind that you could hire an in-house employee.

There's a big downside to be aware of. When you have an in-house person, you're asking them to do several different specialised jobs, and support a huge number of people, all at the same time.

Someone that can do that without having some kind of breakdown would be hard to find! Certainly they'd soon learn to cut corners, just to get home on time each day.

When you outsource this work, you might pay a little more than an in-house person. But you're gaining access to multiple people, with a broad range of skills and specialities. And they don't go home until the work is done.



CHAPTER 7

How to help your internal IT people, if you have them

Sometimes, the businesses we work with have internal IT people. And a senior member of staff who takes on responsibility for the IT, without actually having a background in IT themselves.

If that's you, then you should be scared. Terrified in fact.

Not because you don't have the skillset. But because if your IT goes badly wrong – I'm talking ransomware attacks or similar, large scale problems – the responsibility rests with you.

Luckily, there is a solution to protect both you and the business. It's called co-managed IT support.

You retain your in-house IT people. And we help them with whatever support they need, at whatever level.

The best way to describe our help is to imagine a ring donut, with your internal IT person in the middle. Yes, it's a big donut!

They benefit from support all round:

- At the bottom: Help handling the low level stuff that's important, but can be overwhelming. Such as being the help desk for your staff; monitoring the network; rolling out updates
- At the sides: Support at their skill level, to help them cope with workload, and have direct access to an experienced IT team to bounce ideas off
- From above: High level strategic advice and long-term planning

Our job is to compliment your internal IT people. But add in the partnership and strategic overview. So there's plenty of high level thinking and support on tap..

This gets the most out of your internal resource. And also fully protects you, as the person with ultimate responsibility.

Some IT managers see outsourced IT support partners as a threat. We are not a threat.

Our job is to make you and your internal IT people look great, and operate brilliantly. **When you look great, so do we – we all win!**



CHAPTER 8

Don't take our word for it:
Here's what our client say

I've spent a long time in this guide educating you how to buy an IT support service. I've covered all of the bases, and by now you should really know what you want and need in your own IT support partner.

But it's all very well me, the owner of the business, telling you how an IT support partner can literally change your business.

It's time you heard from some of my clients about the reality of working with us, see some of our google reviews below!



Our business has been thoroughly impressed with Discover IT since the moment we started using them, Stuart, James and the rest of the team there have been nothing short of exemplary in their level of knowledge, advice and importantly speed of service that they have bestowed upon us since day one.

The managing and hosting of our IT systems across multiple sites and their support services during recent periods of remote working for members of our business has felt seamless and gone without hitch for which we are extremely grateful.

Cannot recommend highly enough!

Chris Marshall



Discover IT provide us with professional and reliable support for all of our IT needs. They are responsive to our requests, give excellent advice, and are adaptive to our small business needs.

Crux Biolabs



CHAPTER 9

About us

I love our clients. They always have such wonderful things to say about us.

Let me now properly introduce myself and my business.

Hello! I'm Louie Kouvelas, the proud founder and Managing Director behind Discover IT. Since starting this journey in 2001, my mission has been to provide exceptional IT Support and Services tailored to the unique needs of small to medium-sized businesses.



With an ever-evolving tech landscape, I've dedicated myself to ensuring that businesses like yours not only keep up but thrive through the best use of technology.

My passion for IT ignited during my teen years, a time when personal computers began to appear in our daily lives. This passion blossomed into a career that has spanned over 30+ years. To me, IT is more than just a profession—it's a lifelong pursuit of learning, problem-solving, and innovation.

This passion is at the core of Discover IT, driving us to deliver solutions that not only solve immediate technical challenges but also foster long-term growth and efficiency for our customers.

Whether you're looking to safeguard your data, enhance your operational efficiency, or embark on a digital transformation journey, my team and I are here to guide you every step of the way. Together, let's unlock the full potential of your business with technology.



CHAPTER 10

What will typically happen during your first 90 days

If you're ready to explore working with us, here's some important information you need to know.

When we begin to work together, the first 90 days are the most critical.

My team and I will be working on the three key areas:

- 01 Learning as much as we can about your business
- 02 Fixing any outstanding problems left behind by your old IT company
- 03 Creating your technology strategy

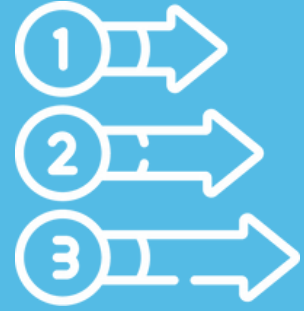
I hope and expect to work with you for years to come, in our partnership. So my goal in these first 90 days is to set you up for success.

This period is dedicated to establishing realistic expectations and understanding your IT landscape comprehensively. We'll meticulously assess your entire IT setup, including specialised aspects like website hosting and software, even if not directly managed. This information will prove valuable for future interactions.

While this process may require initial effort, its benefits are enduring. Once gathered, my team will analyse the data strategically, ensuring a thorough understanding of your technology.

We'll engage with your team to identify challenges and explore solutions. This initial phase serves as a reset, elevating your IT to the necessary high standards, paving the way for our strategic collaboration.

Here's what to do next.



CHAPTER 11

What to do next

I hope you've found this guide useful, and it's covered many of the questions you've had about choosing a new IT support partner.

Perhaps it's made you look at your IT support in a different way?

Good news – we're currently taking on new clients again. That's why I wrote this guide.

I'd really love to talk to you about your business.

If you're serious about working with a new IT support partner to improve your business and contribute to long-term growth, this is your next step:

Book a 15 minute, no obligation video call with me at www.discover.com.au/

You'll see a live calendar on that page.

You and I can check that our businesses are a good fit, and arrange a longer video call, or physical meeting (whichever is most appropriate at the time).

Of course there's no obligation to buy anything, ever.

I'm looking forward to speaking to you, and learning about your business.



Louie Kouvelas
Discover IT

THIS IS HOW YOU CAN GET IN TOUCH WITH US::

CALL: 03 8514 0088 | EMAIL hello@discover.com.au



www.discover.com.au/



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