

An Important Letter To The C-Suite:

What If...

Your IT Department Is Overwhelmed, Unable To Keep Up, And Facing Projects They Cannot Handle On Their Own?

Are you concerned your IT staff may quit stranding you without proper support and leaving your business **FRAGILE** and **VULNERABLE**? Have you considered outsourcing some of your IT needs to supplement your current department?

If so, I have a SOLUTION YOU SHOULD CONSIDER That Will Solve All of These Problems AND Save You Thousands on IT and Staffing.

May 11, 2023

From The Desk of Stephen Cracknell
CEO & Founder, USM Technology

Dear «First_Name»,

Are you finding that your IT department is repeatedly asking for more funding, tools, staff, and support, but you're often unable to meet those requests due to budgetary constraints?

Are you worried that your IT department may be unprepared to handle a severe cyber security breach or recover from a ransomware attack?

Are you currently facing incomplete IT projects and lingering IT issues due to a shortage of staff or resources?

You may think, "We don't need more IT. Our internal IT department has it handled," which is why I'm writing today.

My name is Stephen Cracknell, and I'm the CEO & Founder of USM Technology, an IT services firm based here in Texas.



In today's fast-paced and ever-evolving technological landscape, your IT department might NOT have the requisite resources, expertise, or time to cope with the escalating complexity of your company's IT systems and the sophisticated nature of cyber threats.

This situation can expose your organization to **significant risks**, including the possibility of a **major IT outage or failure**.

When It All Falls Apart, You Can't Blame Them

I am writing to you and your internal IT lead to identify the most appropriate individuals to discuss filling the gaps within your IT department. We aim to provide your team with cost-effective solutions and the necessary support and tools.

From my experience, companies of your specific size and growth are in a precarious situation: Your company is big enough to need a professional-grade IT department but can't afford to add significant overhead in IT tools and staff – particularly IT specialists with skills and tools that are only needed part-time.

Because of this, chances are your IT lead or department is underfunded, overtaxed, and struggling to keep up, and certainly isn't as efficient as it could be. And while they're working extremely hard to deliver the best IT services possible, even the **most competent** IT person cannot do it all, know it all, or handle the tsunami of tasks, details, and projects being asked of them.

That's where we can help.

We've developed a NEW and innovative service designed specifically for companies of your size and with your needs to fill in the gaps in your IT department. **We call this service "Co-Managed IT."**

What Is Co-Managed IT?

In short, co-managed IT is a way for growing companies to get the helping hands, specialized expertise, and automation tools they need WITHOUT the cost and difficulty of finding, managing, and retaining a large IT staff OR investing in expensive software tools.

This is NOT about taking over your IT leader's job or replacing your IT department. It's also **NOT** a one-off project-based relationship where an IT company would limit their support to an "event" (although we can help you with projects).



It IS a flexible partnership to help you get superior IT support and services at a much lower cost. Here are just a few of the reasons why business leaders of similar-sized companies are moving to a co-managed approach:

- **We don't replace your IT staff; we make them BETTER.** By filling in the gaps and assisting them, giving them best-in-class tools and training, and freeing them to be more proactive and strategic, we make them FAR more productive for you. As a bonus, THEY won't get burned out, frustrated, and leave.
- **You'll stop worrying (or worry less!) about falling victim to a significant cyber-attack, outage, or data-erasing event.** We can assist your IT leader in implementing next-gen cyber security protections to prevent or significantly mitigate the damages of a ransomware attack or security breach. We can also assist in providing end-user awareness training and help you initiate controls to prevent employees from doing things that would compromise the security and integrity of your network and data.
- **Your IT team gets instant access to the *same* powerful IT automation and management tools we use to make them more efficient.** These tools will enable them to prioritize and resolve your employees' problems faster, improve communication and make your IT department FAR more effective and efficient. These are software tools your company could not reasonably afford on its own, but they are *included* with our co-managed IT program.
- **You don't have to add to your headcount.** Let's face it: overhead walks on two legs. Plus, finding, hiring, and retaining TOP talent is brutally difficult. With co-managed IT, you don't have the cost, overhead, or risk of a big IT team and department. We don't take vacations or sick leave. You won't lose us to maternity leave, an illness, or because we must relocate with our spouse.
- **"9-1-1" on-site.** In the unexpected event, that your IT leader cannot perform their job OR if a disaster were to strike, we can instantly provide support to prevent the wheels from falling off.
- **You get a TEAM of smart, experienced IT pros.** No one IT person can know it all. Because you're a co-managed IT client, your IT lead will have access to a deep bench of expertise to figure out the best solution to a problem, to get advice on a situation or error they've never encountered before, and to help decide what technologies are most appropriate for you (without your having to do the work of investigating them ALL).



Is Co-Managed IT Right For You? Let Me Send You Our Free Information Guide And You Decide

If this letter strikes a chord and you want to explore if co-managed IT is right for you, I'd like to send you our **Free Guide to Co-Managed IT For C-Suite Executives**. You can download it **INSTANTLY** at: <https://www.usmtechnology.com/csuite>.

This guide features in-depth details about co-managed IT and answers C-Suite Executives' frequently asked questions, important information about picking the right IT firm to partner with, case studies, and cost-analysis information. It will also reveal telltale signs that your IT department is being pushed beyond its capabilities and whether they are TRULY as efficient as possible, maximizing your ROI.



**Download
the Guide**

Want To Talk To Us Directly?

We can also schedule a quick 10-minute call to answer any questions you have about co-managed IT or any other IT-related problem or question you might have. You can reach me direct at 214-390-9252. My e-mail is stephen.cracknell@usmtechnology.com.

Alternatively, scan the code on the right to visit my calendar and schedule a meeting with me directly.

I will call and follow up with your executive assistant in the next 2 to 3 business days to ensure that you've received this letter and determine if you, or someone else in your organization, is the right person to talk to about co-managed IT.

Sincerely,

A handwritten signature in blue ink, reading "Stephen Cracknell", written in a cursive style.

Stephen Cracknell,
CEO & Founder of USM Technology



Book a Call!

What Our Co-Managed Clients Have to Say About The Services We Provide:

USM is our *Trusted Advisor* for implementing Microsoft's Cloud Services.

"Heritage Healthcare Solutions has been working with USM for years on various Microsoft implementations from reporting to infrastructure to security. The USM team has proven to proactively bring us updates on Microsoft's newest technologies and help us align these new technologies with our organization's business priorities."



Craig York | Vice President of Information Technology
Heritage Health Solutions



USM Technology is one of our most valued business partners!

A few years ago, we contacted Microsoft and asked for an introduction to a local technology partner that could help us move to Office 365. The USM Technology team responded immediately, allowing us to quickly migrate off our aging Exchange server and into Office 365 without downtime.

Since then, they have provided us with an incredibly responsive helpdesk and assisted us in upgrading and protecting our IT infrastructure.

We know that USM is dedicated to Peregrine's success. When they help us with our technology planning and budgeting, they offer strategies to help us remain secure while keeping our technology costs low. From day one, the USM team has been incredibly responsive, extremely patient, knowledgeable, and wonderful people to work with. We consider USM part of the Peregrine Family – it sounds kitschy, but it is 100% true. We have not for a single day regretted our decision to partner with USM for our IT needs. They are truly exceptional!

Rebecca Gibbs | VP of Human Resources
Peregrine Investments