

An Important Letter To IT Leaders:

Are you an EXTREMELY busy, often frantic, time-pressured IT Leader awash in urgent problems and critical projects but NOT equipped with the tools, budget, and support you desperately need to run your IT department the way it should be run?

If So, I've Got The Solution You've Been Looking For

Dear IT Leader,

There are very few people who understand the daily life of an IT leader...

The incredibly LONG hours, crushing workload, millions of tiny details you need to pay attention to, constant complaints and problems crossing your desk, new projects cropping up, escalating cybersecurity threats, new technologies you need to learn, difficult end users who refuse to follow your recommendations, much-needed maintenance looming and impossible deadlines and URGENCY on EVERYTHING.

To make matters worse, you're expected to keep everything up, running, and protected on a shoestring budget, without sufficient staff, tools, or training, forcing you to constantly choose between putting out a fire OR working on a much-needed, more strategic project you know is necessary.

Because of all this, you worry. Worry about the security of your network, the validity of your backups, and whether you've got it all "covered." If things are working, that's good (for now). But if you get one thing wrong – or overlook one important detail – you can end up with a total IT disaster involving extended downtime and disruptions to critical business functions, lost data, and an EXPENSIVE, devastating cyber-attack, with all eyes and fingers pointing to you.

Bottom Line, You Need More Help!

Hi, my name is Stephen Cracknell, and I'm a fellow tech and CEO of USM Technology, an IT services firm based in DFW/Houston.

I'm writing to you and your CEO to find out who is the most appropriate person or people to talk to regarding a NEW and innovative service we are providing to IT Leaders to give them the support, tools, and help they desperately need at a fraction of the cost. **We call this service "co-managed IT."**

What Is Co-Managed IT?

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

This is NOT about taking over your job and replacing you or your IT department. It's also **NOT** a one-off project-based relationship where an IT company would leave you to support whatever they implemented (or pay them big bucks afterward to support it).

It's an ongoing partnership to help you deliver far superior IT support and VALUE to your company at a much lower cost. Here are just a few of the reasons why IT Leaders in small to mid-size companies are moving to a co-managed approach:

- **You maintain COMPLETE control over your IT department and decide what you and your team will handle and what problems get passed on or escalated to us.** All of our partnerships with current IT Leaders are customized to YOUR specific situation, so you KEEP the workload you want and offload tasks and projects you either don't have time to do, don't want to, or simply don't have the skill set in-house to complete.
- **You get instant access to the *same* powerful IT automation and management tools we use to make your job EASIER.** We'll give you our professional-grade IT management tools that will allow you to capture, organize and prioritize end user "tickets" (problems), improve communication, shorten resolution time, track software licenses and renewals, create and manage projects, document the devices on your network and be 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 – and we configure them, upgrade them and *train you on their use*.
- **You'll become more valuable to your organization.** Our team will free you up to work on more strategic projects and focus on YOUR strengths. You'll finally get the time to work on that long list of projects you've wanted to get to but couldn't – or simply delegate them to us.
- **You get a TEAM of smart, experienced IT pros to collaborate with.** We're always here to help you to figure out the best solution to a problem, to get advice on a situation or error you've never encountered before, or to help decide what technologies are most appropriate for you (without your having to do the work of investigating them ALL).
- **You'll stop worrying (or worry less!) about falling victim to a significant cyber-attack, outage, or data-erasing event.** We can assist you in implementing next-gen cybersecurity 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.
- **Access to free workshops and seminars.** We invite our clients to workshops and webinars on topics ranging from cybersecurity to site recovery, employee productivity, and more. Recently we arranged for the FBI and Homeland Security to join me in a panel discussion on cyber-attacks happening right here in Texas. These activities are FREE to you and a tremendous value add.
- **One BIG, final benefit: You can *finally* take a vacation or a day off without everything collapsing.** You'll have a *flexible* workforce of experienced IT pros ready to assist with

special projects, migrations, and new technologies – or simply give you the ability to take some time off. We are your backup IT team!

Why Us?

Our company is uniquely positioned to be your co-managed IT partner for several reasons, starting with the simple fact that we offer a customized bundle of IT services designed to support you and your team so you can bring more value to your firm.

Other IT companies provide short-term project-based services or only sell *Managed* IT services designed to replace you and your IT department. Others will offer simple monitoring but only that. True co-managed IT is NONE of those things.

We are a partner you can TRUST. We're the team that will sit up with you in the wee hours of the night to fix a problem. We're the team you can call when you're stuck or need an answer to a problem you've never seen before. We're YOUR team, YOUR champion.

We are an industry leader in this new model of Co-Managed IT. Having run a technology business for over twelve years, I know firsthand the challenges IT Leaders face when asked to protect a vulnerable asset against a growing threat and do it with a limited budget. To help, my colleagues and I wrote a best-selling book on how to protect your business from cybercriminals. I was also recently invited to speak on a panel with the FBI and Homeland Security to share with business leaders how they should prepare for and respond to a cyber-attack.

I have invested thousands of dollars and over a decade of my life developing the most efficient, robust, and responsive IT support system so you don't have to. The Co-Managed IT support we can wrap around you will dramatically improve your effectiveness and the quality of IT support you are giving your organization.

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

If this letter struck a chord and you want to explore how a co-managed IT relationship would benefit you, I'd like to send you our **Free Guide To Co-Managed IT**:

You can download it INSTANTLY at: www.usmtechnology.com/cio

This guide features in-depth details about co-managed IT and answers frequently asked questions, vital information about picking the right IT firm to partner with, case studies, and details on how you can develop a better, more productive relationship with the management of your organization.



This is NOT just a “brochure,” but an informative report about how to run the most efficient, SECURE, & responsive IT department possible – and it belongs in your hands. You'll discover...

1. **5 Things IT Leaders need to know about NEW and evolving cybersecurity threats.** As you probably already know, spam filters and firewalls are no longer viable means to protect your organization – but you don't have an unlimited budget and the time to test EVERY cybersecurity solution on the market thoroughly. So, which ones are the BEST? Where are you going to get the best protection for your buck? We'll provide you with insights on what we're advising clients today.
2. **What's the most cost-effective way to manage your IT assets and deliver faster, more responsive support to end users?** To PREVENT problems from happening in the first place? To prevent users from accidentally (or intentionally!) doing things that could compromise your security (and do more work for you!).
3. **What's the EASIEST way to create and maintain accurate documentation of your IT systems, assets, and processes WITHOUT spending hours?** Good documentation will reduce the time you spend searching for information, reduce mistakes, rework, and improve efficiency.
4. **How to identify single points of failure and ensure they don't bring your network (and your business!) to a grinding halt.**
5. **How can you have a more productive relationship with your management team?** What's the best way to get them to understand (and appreciate!) what you do? How can you get the funding you need for critical projects and upgrades? How can you better align your work with the company's goals?

To download this Free Guide now, go to: www.usmtechnology.com/cio/

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. Call me at 214-390-9252 to schedule a phone appointment, or e-mail me at hello@usmtechnology.com

I will call and follow up with you 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,



Stephen Cracknell, CEO & Co-Founder
USM Technology

PS – Enclosed are comments from a few of our co-managed IT clients. If you would like to speak with any of them directly, please e-mail me at stephen.cracknell@usmtechnology.com or 214-390-9252, and I'll arrange a call.



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

**“USM Technology is an excellent choice for
overworked IT People!”**

USM Technology came highly recommended by one of our staff who had worked with them earlier in his career. We were searching for a group to help us fortify our cybersecurity posture. USM came in not just with a list of compelling recommendations but also the skills and talent to help us rapidly implement those enhancements. I sleep better at night knowing that the USM’s cybersecurity systems are at work protecting our network.



USM has gone on to help us streamline our operations, licensing, and employee productivity. We simply no longer need multiple consulting firms to get things done. Their responsiveness is far better than any technology firm we have previously worked with.

USM Technology is an excellent choice for overworked IT people!

David Elder
Director of IT
Hunter Industries

**“USM is our *Trusted Advisor* when it comes to
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. USM’s team has proven competent and capable across all our engagements.



Their executives also proactively update us on Microsoft’s newest technologies and help us align them with our organization’s business priorities.

The best part about working with USM is that we now have a ***Trusted Advisor*** when it comes to implementing Microsoft’s Cloud Services.

Craig York
Vice President of Information Technology
Heritage Health Solutions