What Every Business Owner Must Know About Hiring An Honest, Competent, Responsive, And Fairly Priced IT Support Consulting Company in Dubai

(And How To Get *Exactly* What You Need Without Unnecessary Extras, Hidden Fees And Bloated Contracts)

Don't Trust Your Company's Critical Data And Operations To Just Anyone!
This Business Advisory Guide Will Arm You With 21 Revealing Questions You Should Ask Any Computer Consultant Before Giving Them Access To Your Company's Network

Read this guide and you'll discover:

✓ The "dirty little secret" of the computer repair industry that most people don't know and will never be told by their IT guy (knowing this ALONE could save you from wasting tons of money and untold aggravation when outsourcing your computer support).

✓ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.

✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.

✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.

✓ 21 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data.

Provided As An Educational Service By:
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Never Ask An IT Services Company, "What Do You Charge For Your Services?" Instead You Should Ask,
"What Will I *Get* For My *Money*?"

From The Desk of: Qusai Poonawalla
CEO, Burhani Managed IT Services
Dubai 41318, UAE

Dear Colleague,

If you are the CEO of a business in Dubai, UAE that is currently looking to outsource some or all of the IT support for your company, this report contains important information that will be extremely valuable to you as you search for a competent firm you can **trust**.

My name is Qusai Poonawalla, CEO of Burhani Managed IT Services and author of the IT Buyers Guide. We've been providing Award-Winning IT services to businesses in the Dubai area for over 15 years now. You may not have heard of us before, but I'm sure you're familiar with one or more of the other Dubai businesses who are clients of ours. A few of their comments are enclosed.

Choosing a computer support company isn't easy. There is no shortage of horror stories about incompetent computer repair "gurus" bungling jobs and causing MORE problems as a result of their loose morals or gross incompetence. I'm sure if you talk to your own friends and colleagues you will get an earful of the unfortunate experiences they have encountered in this area.

Why is this? Because the computer repair and consulting industry, along with a lot of other industries, has its own share of incompetent or unethical businesses that will try to take advantage of trusting business owners who simply do not have the ability to determine whether or not the technician knows what they are doing. Sometimes this is out of greed for your money, but more often it's simply because they don't have the skills and competency to do the job right, but won't tell you that up front. From misleading information and unqualified technicians, to poor management and terrible customer service, we've seen it all…and we know they exist in abundance because we have had a number of customers come to us to clean up the disasters they have caused.

Buyer Beware: The Computer Repair And Consulting Industry In The UAE Is NOT Regulated…

Here's an embarrassing (and little-known) fact about my industry: it is not regulated like many other professional service industries, which means ANYONE can claim they are a "computer repair expert."

In fact, a lot of the businesses in this industry started because the owner was FIRED or laid off from their job and couldn't find work anywhere else. That means many of the so-called experts are useless and make sleazy auto repair shops look like the pinnacle of virtue and competence.

Automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc., are heavily regulated to protect the consumer from receiving substandard work or getting ripped off. However, the computer industry is still highly unregulated and there aren't any laws in existence to protect the consumer – **which is why it's so important for you to arm yourself with the information contained in this report**.

Anyone who can hang out a shingle can promote themselves as a computer expert. Even if they are honestly *trying* to do a good job for you, their inexperience can cost you dearly in your network's speed and performance or in lost or corrupt data files. That is why we decided to offer this report. The information in this guide is provided to help raise standards within the computer repair and support industry, and to give YOU useful information to help you guard against the lack of ethics or incompetence of some companies and technicians.

How Much Does Competent IT Support in Dubai Cost?

One of the most commons questions we get from new prospective clients calling our office is "What do you guys charge for your services?" Since this is such a common question — and a very important one to address — I decided to write this report for 3 reasons:

1. I wanted an easy way to answer this question and educate all prospective clients who come to us on the most common ways IT services companies package and price their services, and the pros and cons of each approach.

2. I wanted to bring to light a few "industry secrets" about IT service contracts and SLAs (service level agreements) that almost no business owner thinks about, understands or knows to ask about when evaluating IT service providers that can end up burning you with hidden fees and locking you into a long-term contract when they are unwilling or unable to deliver the quality of service you need.

3. I wanted to educate Dubai business owners on how to pick the *right* IT services company for their specific situation, budget and needs based on the *VALUE* the company can deliver, not just the price, high OR low.

In the end, my purpose is to help you make the most informed decision possible so you end up working with someone who helps you solve your problems and accomplish what you want in a time frame, manner and budget that is right for you.

Dedicated to serving you,

Qusai Poonawalla

About The Author

Qusai Poonawalla
CEO, Burhani Managed IT Services

Burhani was founded out of a desire to help Dubai-based small & mid sized businesses get the most out of their technology, and allow their networks to just plain work.

Over 15 years ago, I saw that small businesses were being ignored or underserved by existing computer service firms. So we committed to specializing in providing quick response, reliable solutions, and extraordinary customer service rarely seen in the marketplace.

Over the years our certified engineers and dedicated support staff have helped more than 1000 clients relieve their technology worries so that they can concentrate on growing and realizing their goals.

At Burhani, we are experts at our craft, but we don't believe in being techies. Don't get me wrong, we know our technology - all of our consultants are certified in Microsoft, VMware, Veeam and other major technologies we work with. But you'll find many techies out there that know these technologies too; what makes us different is that we explain these technologies in terms of how it impacts your business. We believe in customer service, and owning an issue until it is resolved. We know that some people are scared of technology, and we help guide them through technology to help them get their jobs done.

Most importantly – we believe in forming long lasting relationships with our clients, and being an extension of your business. My promise to you is that we will always act in your best interest, as if we are an extension of your business.

OUR VISION :
To help businesses leverage the power of cutting edge technology to achieve High Performance & Exponential Growth.

OUR SERVICES :

- IT Support
- IT Security
- Business Applications
- Cloud Backup
- IT Infrastructure Solutions
- Digital Marketing

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Comparing Apples To Apples:
The Predominant IT Service Models Explained

Before you can accurately compare the fees, services and deliverables of one IT services company to another, you need to understand the 3 predominant service models most of these companies fit within. Some companies offer a blend of all 3, while others are strict about offering only one service plan. The 3 predominant service models are:

- **Time and Materials**. In the industry, we call this "break-fix" services. Essentially you pay an agreed-upon hourly rate for a technician to "fix" your problem when something "breaks." Under this model, you might be able to negotiate a discount based on buying a block of hours. The scope of work may be simply to resolve a specific problem (like removing a virus), or it may encompass a large project like a computer network upgrade or move that has a specific result and end date clarified. Some companies will offer staff augmentation and placement under this model as well.

- **Managed IT Services.** This is a model where the IT services company takes the role of your "IT department" and not only installs and supports all the devices and PCs that connect to your server(s), but also offers phone and on-site support, antivirus, security, backup and a host of other services to monitor and maintain the health, speed, performance and security of your computer network.

- **Software Vendor-Supplied IT Services.** Many software companies will offer IT support for their customers in the form of a help desk or remote support for an additional fee. However, these are typically scaled-back services, limited to troubleshooting their specific application and NOT your entire computer network and all the applications and devices connected to it. If your problem resides outside of their specific software or the server it's hosted on, they can't help you and will often refer you to "your IT department." While it's often a good idea to buy some basic-level support package with a critical software application you use to run your business, this is not enough to provide the full IT services and support most businesses need to stay up and running.

When looking to outsource your IT support, the two service models you are most likely to end up having to choose between are the "managed IT services" and "break-fix" models. Therefore, let's dive into the pros and cons of these two options, and then the typical fee structure for both.

Managed IT Services Vs. Break-Fix:
Which Is The Better, More Cost-Effective Option?

You've probably heard the famous Benjamin Franklin quote, "An ounce of prevention is worth a pound of cure." I couldn't agree more — and that's why it's my sincere belief that the managed IT approach is, by far, the most cost-effective, smartest option for any Dubai small business. The only time I would recommend a "time and materials" approach is when you already have a competent IT person or team proactively managing your computer network and simply have a specific IT project to complete that your current in-house IT team doesn't have the time or expertise to implement (such as a network upgrade, installing a backup solution, etc.). Outside of that specific scenario, I do not think the break-fix approach is a good idea for general IT support for one very important, fundamental reason: you'll ultimately end up paying for a pound of "cure" for problems that could have easily been avoided with an "ounce" of prevention.

Why Regular Monitoring And Maintenance Is Critical
For Today's Computer Networks

The fact of the matter is, computer networks absolutely, positively need ongoing maintenance and monitoring to stay secure. The ever-increasing dependency we have on IT systems and the data they hold — not to mention the *type* of data we're now saving digitally — has given rise to very smart and sophisticated cybercrime organizations and who work around the clock to do one thing: compromise your networks for illegal activities.

In most cases their intent is to access financial information and passwords to rob you (or your clients), create fake identities for credit card fraud, etc. In other cases they may want to use your computer network to send illegal spam, host pirated software, spread viruses, etc. And some do it just for the "fun" of being able to make computer systems inoperable. These criminals work around the clock in teams, constantly finding and inventing new ways to get around your antivirus software and firewalls; that's why you have to remain ever vigilant against their attacks.

Of course, this doesn't even take into consideration other common "disasters" such as rogue employees, lost devices, hardware failures (which are the #1 reason for data loss), fire and natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds. Then there's regulatory compliance for any business hosting or touching credit card or financial information, medical records and even client contact information such as e-mail addresses.

Preventing these problems and keeping your systems up and running (which is what managed IT services is all about) is a LOT less expensive and damaging to your organization

than waiting until one of these things happens and then paying for emergency IT services to restore your systems to working order (break-fix).

Should You Just Hire A Full-Time IT Manager?

In most cases, it is not cost-effective for companies with under 50 employees to hire a full-time IT person, because you can outsource this function of your business far cheaper and with a lot less work; but you DO want to hire a professional to perform basic maintenance just as you would hire an attorney to handle your legal matters or an accountant to prepare your taxes. **And if you truly understand the cost of your TIME and factor in employee productivity, the managed IT services model is considerably less expensive over time than the "break-fix" model.**

Why "Break-Fix" Works Entirely In The Consultant's Favor, *Not* Yours

Under a "break-fix" model, there is a fundamental conflict of interests between you and your IT firm. The IT services company has no incentive to stabilize your computer network or to resolve problems quickly because they are getting paid by the hour; therefore, the risk of unforeseen circumstances, scope creep, learning curve inefficiencies and outright incompetence are all shifted to YOU, the customer. Essentially, the more problems you have, the more they profit, which is precisely what you DON'T want.

Under this model, the IT consultant can take the liberty of assigning a junior (lower-paid) technician to work on your problem who may take two to three times as long to resolve an issue that a more senior (and more expensive) technician may have resolved in a fraction of the time. There is no incentive to properly manage the time of that technician or their efficiency, and there is every reason for them to prolong the project and to find MORE problems than solutions. Of course, if they're ethical and want to keep you as a client, they *should* be doing everything possible to resolve your problems quickly and efficiently; however, that's akin to putting a German shepherd in charge of watching over the ham sandwiches. Not a good idea.

Second, it creates a management problem for you, the customer, who now has to keep track of the hours they've worked to make sure you aren't getting overbilled; and since you often have no way of really knowing if they've worked the hours they say they have, it creates a situation where you really, truly need to be able to trust they are being 100% ethical and honest AND tracking THEIR hours properly (not all do).

And finally, it makes budgeting for IT projects and expenses a nightmare since they may be zero one month and thousands the next.

What To Look For In A Managed IT Services Agreement
And What You Should Expect To Pay

Important! Please note that the following price quotes are industry averages based on a recent IT industry survey conducted of over 750 different IT services firms. We are providing this information to give you a general idea of what most IT services firms charge and to help you understand the VAST DIFFERENCES in service contracts that you must be aware of before signing on the dotted line. Please understand that this does NOT reflect our pricing model or approach, which is simply to understand exactly what you want to accomplish FIRST and then customize a solution based on your specific needs, budget and situation.

Hourly Break-Fix Fees: Most IT services companies selling break-fix services charge between $100 and $250 per hour with a one-hour minimum. In most cases, they will give you a discount of 5% to as much as 20% on their hourly rates if you purchase and pay for a block of hours in advance.

If they are quoting a **project**, the fees range widely based on the scope of work outlined. If you are hiring an IT consulting firm for a project, I would suggest you demand the following:

- **A very detailed scope of work that specifies what "success" is.** Make sure you detail what your expectations are in performance, work flow, costs, security, access, etc. The more detailed you can be, the better. Detailing your expectations up front will go a long way in avoiding miscommunications and additional fees later on to give you what you REALLY wanted.

- **A fixed budget and time frame for completion.** Agreeing to this up front aligns both your agenda and the consultant's. Be very wary of loose estimates that allow the consulting firm to bill you for "unforeseen" circumstances. The bottom line is this: it is your IT consulting firm's responsibility to be able to accurately assess your situation and quote a project based on their experience. You should not have to pick up the tab for a consultant underestimating a job or for their inefficiencies. A true professional knows how to take into consideration those contingencies and bill accordingly.

Managed IT Services: Most managed IT services firms will quote you a MONTHLY fee based on the number of devices they need to maintain, back up and support. In Dubai, that fee is somewhere in the range of $150 to $500 per server, $40 to $80 per desktop and approximately $10 per smartphone or mobile device.

If you hire an IT consultant and sign up for a managed IT services contract, here are some things that SHOULD be included (make sure you read your contract to validate this):

- Security patches applied weekly, if not daily, for urgent and emerging threats
- Antivirus updates and monitoring
- Firewall updates and monitoring

- Backup monitoring and test restores
- Spam-filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed
- Email services management
- IT security training for your staff
- IT budget planning & 12 month strategic roadmap

The following services may **NOT be included** and will often be billed separately. This is not necessarily a "scam" or unethical UNLESS <u>the managed IT services company tries to hide these fees when selling you a service agreement</u>. Make sure you review your contract carefully to know what is and is NOT included!
- Hardware, such as new servers, PCs, laptops, etc.
- Software licenses, maintenance renewals and subscriptions
- On-site support
- Project Work

Warning! Gray areas of "all-inclusive" service contracts. In order to truly compare the "cost" of one managed IT services contract to another, you need to make sure you fully understand what IS and ISN'T included AND the "SLA" or "service level agreement" you are signing up for. It's VERY easy for one IT services provider to appear far less expensive than another UNTIL you look closely at what you are getting.

The following are 21 questions to ask your IT services provider that will clarify exactly what you're getting for the money. Some of these items may not be that important to you, while others (like response time, proactive monitoring and uptime guarantees) may be critical. Make sure you fully understand each of these items before making a decision about who the right provider is for you; then make sure you get this IN WRITING.

21 Service Clarification Questions You Should Ask Your IT Services Firm Before Signing A Contract

Customer Service:

Q1: Do they answer their phones live or do you always have to leave a voicemail and wait for someone to call you back?
Our Answer: We answer our phones live from 8:30 a.m. to 6:00 p.m. and give all clients an emergency after-hours number they may call if a problem arises, even on weekends. Why? Because many of the CEOs and executives we support work outside normal hours and find it the

most productive time they have. If they cannot access their computer network AND can't get hold of anyone to help them, it's incredibly frustrating.

Q2: Do they offer a written, guaranteed response time to your calls?
Our Answer: We guarantee to have a technician working on a problem within 60 minutes or less of your call. This is written into every service agreement we give to our clients because it's standard procedure.

Q3: Do they take the time to explain what they are doing and answer your questions in terms that you can understand (not geek-speak), or do they come across as arrogant and make you feel stupid for asking simple questions?
Our Answer: Our technicians are trained to have the "heart of a teacher" and will take time to answer your questions and explain everything in simple terms. Just look at what James Hunter Johnstone had to say:

"Burhani's technical guys don't just know what they are doing, but are also polite, well spoken & have the uncanny ability to explain complicated tech-stuff to a non-techie like me in words I understand."
- **James Hunter Johnstone, General Manager, NVC Lighting, Dubai, UAE**

And here's what Dr. Omar Salem Al Ameri had to say:

"Burhani has been a big support to KKT. They have the experience, staff, professionalism, individualized service acumen, flexibility, responsiveness & a disciplined process for every activity they perform"
- **Dr. Omar Salem Al Ameri, CEO, KKT Spine Clinic, Abu Dhabi, UAE**

Q4: Do they consistently (and proactively) offer new ways to improve your network's performance, or do they wait until you have a problem to make recommendations?
Our Answer: We conduct quarterly review meetings with our clients to look for new ways to help improve their operations, lower costs, increase efficiencies and resolve any problems that may be arising. Our goal with these meetings is to help our clients be more profitable, efficient and competitive.

Q5: Do they provide detailed invoices that clearly explain what you are paying for?
Our Answer: We provide detailed invoices that show what work was done, why and when, so you never have to guess what you are paying for. We also double-check our invoices for accuracy before they are sent to you.

Q6: Do they have adequate NDA processes to protect YOU?
Our Answer: Here's something to consider: You IT company will have often have unrestricted access to your entire network and data. It's just common sense to ensure that a watertight Non Disclosure Agreement is in place to protect your data.

Q7: Do they guarantee to complete projects on time and on budget?
Our Answer: All projects are fixed-priced and guaranteed to be completed on time, in writing. This is important because many unethical or incompetent computer guys will only quote "time and materials," which gives them free rein to nickel-and-dime you as well as take as much time as they want completing a project.

Maintenance Of Your Network:

Q8: Do they insist on remotely monitoring your network 24/7/365 to keep critical security settings, virus definitions and security patches up-to-date and PREVENT problems from turning into downtime, viruses, lost data and other issues?
Our Answer: Yes; our remote network monitoring system watches over your network to constantly look for developing problems, security issues and other problems so we can address them BEFORE they turn into bigger problems.

Q9: Do they provide you with a monthly report that shows all the updates, security patches, and status of every machine on your network so you know for SURE your systems have been secured and updated?
Our Answer: Every month our clients get a detailed report that shows an overall health score of their network and the updates to their antivirus, security settings, patches and other important network checks (like hard-drive space, backups, speed and performance, etc.).

Q10: Is it standard procedure for them to provide you with written network documentation detailing what software licenses you own, critical passwords, user information, hardware inventory, etc., or are they the only person with the "keys to the kingdom"?
Our Answer: All clients receive this in written and electronic form at no additional cost. We also perform a quarterly update on this material and make sure certain key people from your organization have this information and know how to use it, giving you complete control over your network.

Side Note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

Q11: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?
Our Answer: Yes; and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, any of our technicians can pick up where another one has left off.

Q12: When they offer an "all-inclusive" support plan, is it TRULY all-inclusive, or are their "gotchas" hidden in the fine print?

Our Answer: Our "all-inclusive" support plan is just that — all-inclusive. One of the more popular service plans offered by consulting firms today is an "all-inclusive" or "all-you-can-eat" managed services plan. These are actually a good thing because they'll save you a lot of money in the long run. HOWEVER, make sure you REALLY understand what is and isn't included. Some things to consider are:

- Is phone/e-mail help desk included or extra?
- What about network upgrades, moves or adding/removing users?
- Is hardware and/or software included?
- What about 3rd-party software support? (We recommend that this IS included.)
- What are the costs/consequences of early cancellation?
- What if you aren't happy with their services? Do they offer a money-back guarantee?
- If the hardware and software is included, what happens if you cancel the contract?
- Are off-site backups included? To what degree?
- If you have a major disaster, is restoring your network included or extra?
- What about on-site support calls? Or support to remote offices?
- Are home PCs used to access the company's network after hours included or extra?
- Are quarterly security audit included?

Backups And Disaster Recovery:

Q13: Do they INSIST on monitoring an off-site as well as an on-site backup, or are they letting you rely on outdated tape backups?

Our Answer: We do not allow our clients to use tape backups because tape backups are incredibly unreliable. We make sure all of our clients are backing up their data in multiple locations – one locally onsite and one at a secure, offsite location. This ensures that in the event of a disaster, our clients will be able to fail over instantly to keep their business up and running.

Q14: Do they INSIST on doing periodic test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?

Our Answer: We perform a monthly "fire drill" and perform a test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. After all, the WORST time to "test" a backup is when you desperately need it.

Q15: Do they insist on backing up your network BEFORE performing any type of project or upgrade?

Our Answer: We do, and that's simply as a precaution in case a hardware failure or software glitch causes a major problem.

Q16: If you were to experience a major disaster, do they have a written plan for how your data could be restored FAST and/or enable you to work from a remote location?
Our Answer: All clients receive a simple disaster recovery plan for their data and network. We encourage them to do a full disaster recovery plan for their office, but at a minimum, their network will be covered should something happen.

Technical Expertise And Support:

Q17: Is their help-desk Managed In-House or outsourced to an overseas company or third party?
Our Answer: We provide our own in-house help desk and make sure the folks helping you are friendly and helpful. We consider this one of the most important aspects of customer service, plus we feel it's important to keeping your data secure.

Q18: Do their technicians maintain current vendor certifications and participate in ongoing training — or are they learning on your dime?
Our Answer: Our technicians are required to keep the most up-to-date vendor certifications in all the software we support. Our staff are certified in all Microsoft, VMware, and Veeam technologies, along with all major hardware vendors, such as Dell, HP, Lenovo and IBM. Plus, our hiring process is so stringent, 99% of the technicians who apply don't make it through. (Guess who's hiring them?)

Q19: Do their technicians arrive on time and dress professionally?
Our Answer: Our technicians are true professionals that you would be proud to have in your office. They dress professionally and show up on time, and if they cannot (for some odd, unforeseen reason), we always notify the client immediately. We believe these are minimum requirements for delivering a professional service.

Q20: Are they familiar with (and can they support) your unique line of business applications?
Our Answer: We own the problems with all lines of business applications for our clients. That doesn't mean we can fix faulty software — but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you. We NEVER refer the problem back to you, and we ALWAYS act on behalf of the client, even pushing back on the vendor when they try to charge fees unnecessarily.

Q21: When something goes wrong with your Internet service, phone systems, printers or other IT services, do they own the problem or do they say, "That's not our problem to fix"?
Our Answer: We feel WE should own the problem for our clients so they don't have to try and resolve any of these issues on their own — that's just plain old good service and something many computer guys won't do.

4 Costly Misconceptions About Computer Maintenance and Repair

Misconception #1: My computer network doesn't need regular monitoring and maintenance.

This is probably one of the biggest and most costly misconceptions that business owners have. Usually this is because they've been fortunate enough to have never encountered a major disaster; but that's similar to someone thinking they don't need to wear a seat belt when driving a car because they've never had an accident.

Computer networks are complex and dynamic systems that need regular updates and maintenance to stay up, running fast and problem-free. In fact, it's surprising how fast a brand-new PC will slow down after a few weeks of use without proper updates and maintenance. Here are just a FEW of the critical updates that need to be done on a weekly – if not daily – basis:

- Security patches applied – with NEW viruses and hacker attacks cropping up DAILY, this is a CRITICAL part of maintaining your network
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Backup monitoring and test restores
- Spam-filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed
- Monitoring systems for bottlenecks and remediating before they impact the business

Your computer network is just like a car: if you don't change the oil, replace the filter, rotate the tires, flush the transmission and perform other regular maintenance on your car, it will eventually break down and cost you FAR MORE to repair than the cost of the basic maintenance – and a car is far simpler than a computer network!

If your computer support tech does not insist on some type of regular, automated monitoring or maintenance of your network, then DO NOT HIRE THEM. Lack of system maintenance is the NUMBER ONE reason most people end up losing valuable files and incurring heavy computer repair bills. If your technician isn't offering you these services, you need to find someone else to support your computer or network for two reasons:

1.   Either they don't know enough to make this recommendation, which is a sure sign they are horribly inexperienced, *OR*

2.   They recognize that they are *profiting* from your computer problems and don't want to recommend steps toward preventing you from needing their help on an ongoing basis. After all, they'll get paid MORE to remove a virus than to make sure your system is patched, updated and secured (which can be done quickly and inexpensively with good monitoring).

Either reason is a good one to get as far away from that person as possible!

Misconception #2: My nephew/neighbor's kid/brother-in-law/office manager knows this computer stuff and can take care of our computers.

Most people look for a part-time "guru" for one reason: to save a few bucks. But this often comes back to haunt them. We frequently get calls from business owners who desperately need our help to get them back up and running or to clean up a mess that was caused by an inexperienced neighbor, friend or relative who was just trying to help.

If the person you have working on your machine does not do computer repair and support for a living, there is a good chance they won't have the knowledge or experience to truly help you – they are a hobbyist at best. And do you really want a part-time, inexperienced person responsible for handling something as important as your data and computer network? As with everything in life, you get what you pay for. That's not to say you need to go broke to find a great technician, but you shouldn't be choosing someone based on price alone.

Misconception #3: All computer technicians are created equal. Your best option will be the one who offers the lowest price.

As we stated a moment ago, you get what you pay for. A cheap price usually means a cheap job. Really good technicians do NOT work cheap because they are in high demand just like every other professional service category. The only technicians that will work cheap are those who are just starting, and they are grossly inexperienced.

And some shops will hire college kids or newbie technicians because they will work for next to nothing to gain experience, OR they allow interns to support your network because they don't have to pay them at all – but what you don't realize is that an inexperienced technician like this can end up costing more because:

1. They improperly diagnose problems, which means you're paying them to fix the WRONG thing and they STILL won't resolve your problem. Case in point: A few years ago a TV reporter went undercover to 8 computer repair shops in LA with a perfectly working PC, but simply disconnected a cable in the back (a fix that the

AVERAGE computer tech would have caught in minutes with a visual inspection). Several shops improperly diagnosed the problem and wanted to charge them anywhere from $59 to over $275 to fix it!

2. They could take 3 to 5 times as long to do the same repair an experienced technician could fix quickly. Again, you're paying for those extra hours.

3. They could do MORE damage, costing you more money and downtime.

With your client data, accounting records, e-mail and other critical data at stake, do you REALLY want the lowest-priced shop working on your machine?

We take the view that most people want value for their money and simply want the job done right. You will find that we are not the cheapest, but we don't apologize for that. As the owner, I decided a long time ago that I would rather explain our higher rates ONE TIME than make excuses for POOR SERVICE forever. That said, we're not the most expensive either. We simply feel that we should offer a good service at a fair price. That's why we have been able to stay in business for over 15 years and have scores of customers who've been with us that entire time.

Misconception #4: An honest computer support company should be able to give you a quote over the phone.

I wish this were true, but it isn't. Just like a good doctor, an honest and professional technician will need to diagnose your network before they can quote any price over the phone; consider the example above where all that was needed was to plug in a simple cable. If someone brought that to us, we would just plug it back in and not charge them; but without SEEING the machine, we could have never diagnosed that over the phone.

Also, some consultants will quote you a cheap rate over the phone to get in the door, but then jack up the prices once they get in your office by taking 3 times as long, selling you add-ons and up-sells, etc. And finally, reputable firms don't charge by the hour anyway – they give you a fixed fix, flat rate. Here's why…

One of the easiest ways to take advantage of a customer is to get them to agree to a time and materials repair. Unless you know what's wrong and how long it should take, they can soak you on the fees. And what are you going to do when they get 5-6 hours into a repair or project and then spring on you the news that it will take even longer than they anticipated to fix, costing you MORE money?

Always, always, always make sure you get a flat-rate, fixed-fee quote in advance so you don't end up getting burned – and NEVER take a phone quote!

5 More Mistakes To Avoid
When Choosing A Computer Consultant

1. **Choosing a computer consultant based on a single phone call.** We recommend you invite them into your office and ask them for a <u>written</u> proposal. Be clear on what your expectations are and what type of problems you want them to resolve. As stated a moment ago, a competent professional should offer to do an audit of your network to diagnose your system BEFORE quoting you anything. After all, would you take a doctor's word that you need surgery if they hadn't done x-rays or other diagnostics? Of course not! Prescription without diagnosis is malpractice.

2. **Choosing a computer consultant that doesn't have a written money-back guarantee.** In our view, a good consulting firm should be accountable for their services and for fixing things RIGHT. If you aren't pleased with a job that was done, they should (at a minimum) make it right for free; and if they simply cannot resolve an issue to YOUR satisfaction, you shouldn't get stuck with the bill.

   Plus, the fact that they stand behind their work with a money-back guarantee shows they have confidence in themselves to make you a happy client. And don't fall for the "We don't offer one because people will take advantage of us" routine. In our experience, MOST people just want an honest service at a reasonable price. If you give them that, they are happy to pay. Are there a few unethical folks out there? Of course, but they are the minority, and we would rather bite the bullet on the very few dishonest folks so we can gain the trust and confidence of the majority of clients, who just want their problems fixed fast and fixed right.

3. **Choosing a computer consultant without speaking to several of their current clients.** Check their references! Don't just take the sales guy's word that they are good – ask to speak to at least 3 or 4 clients that are similar to you in size and scope. If they hesitate or cannot provide you with references, don't trust them!

   Another good sign is that they should have multiple client testimonials and success stories posted on their web site and throughout their marketing collateral. A lack of this may be a sign that they don't HAVE clients who are happy enough to provide a good reference – again, a warning sign.

4. **Choosing a computer consultant who cannot remotely monitor, update and support your network**. In this day and age, a computer consultant who doesn't do this is living in the Stone Age. You want someone to do this because it will dramatically increase your network's security and will enable them to do faster repairs. That's not to say they shouldn't come on-site; but remote monitoring and repairs make fixing

problems FASTER for YOU and help AVOID problems cropping up in the first place.

5. **Choosing a computer consultant who isn't familiar with regulatory laws in your industry.** The government has imposed many regulations on different industries, with steep fines for violations. You want to ensure that your IT Service Provider understands these laws, how to protect your system from breaches and how best to work with your data.

A Final Word
And Free Assessment Offer To Show You
How To Eliminate System Slowness, Crashes And Viruses And Drastically Lower Your IT Maintenance Costs

I hope you have found this guide helpful in shedding some light on what to look for when hiring a professional firm to outsource your IT support to. As I stated in the opening of this report, my purpose in providing this information was to help you make an informed decision and avoid getting burned by incompetent or unethical firms luring you in with cheap prices.

Below you will find information on how to request a FREE IT Optimization Plan for your company as a next step in engaging with us. There is no cost or obligation, and I guarantee you will find this consult to be extremely valuable and eye-opening.

Looking forward to your call!

The team at Burhani
Phone: (971 4) 334 8478

Limited Free IT Optimization Plan:

Give Me 30 Minutes, And I <u>Guarantee</u> I Can Show You How To Eliminate System Slowness, Crashes, Viruses And A Host Of Other Annoying IT Problems — And How To <u>Never Pay</u> For Unnecessary IT Expenses And Repairs Again

From The Desk of: Qusai Poonawalla
CEO, Burhani Managed IT Services
Dubai 41318, UAE

Dear Colleague,

Do you have a **nagging suspicion** that your current IT provider isn't delivering the quality of service you're paying for?

Maybe you're experiencing **chronic problems** with your computer and data systems that your IT provider just never seems to resolve.

Maybe it has become easier to find a work-around or **try to fix IT problems yourself** than to call your IT provider.

Or maybe you're sending a check every month for their services **but don't *really* know what you're paying for**. Could they really get you back up and running after a disaster? Are they *truly* maintaining critical security updates for your IT systems? Have you outgrown their ability to adequately support you?

It's very common for businesses to be unhappy with the quality of service and support they're getting from their current IT company, but they tolerate it simply because they don't know who else to call, or they're just too darn busy to take the time to find someone else.

Free Customized IT Optimization Plan And
57-Point IT Systems Security And Performance Assessment

If I just described your situation, I want to give you a **customized IT Optimization Plan for free** that will reveal what's REALLY going on in your computer network and show you the fastest and most efficient way to get your systems working the way they're supposed to, saving you a great deal of time, aggravation and money. **Briefly, here's what I have in mind…**

First, I want to perform our proprietary **57-Point IT Systems Security And Performance Assessment** on your computer network (one that's taken me over 15 years to perfect).

There's no charge for this, and it only requires a 30- to 60-minute meeting with me and one of my top IT consultants. After doing this type of thing for almost 15 years, we've truly perfected a process for helping companies like yours to get their IT systems working the way they are supposed to.

After conducting this Free Assessment, we'll be able to answer your top questions, such as:

- Are your IT systems truly secured from hackers, viruses and rogue employees?
- Are your backups configured properly to ensure that you could be back up and running again <u>fast</u> in a disaster?
- Are you unknowingly exposing your company to expensive fines and litigation under new UAE data-breach laws?
- Could you utilize cheaper and more efficient cloud-computing technologies to lower IT costs and make it easier to work remotely?
- Are your systems optimized for maximum speed and performance? (I can tell you, 99% of the computer networks we review are NOT.)

Once we have a clear picture of the state, health and performance of your current IT systems, we'll then deliver a **customized IT Optimization Plan** that will show you how to eliminate every single nagging problem, enable you to work faster and easier and lower IT costs wherever possible.

At The End Of This Assessment, One Of Two Things Will Happen:

You love the plan and decide to implement it on your own. If this is the case, we'll wish you the best of luck and *ask that you keep in touch with us to let us know how you're doing.*

Or,

You love the plan and ask to become our client so we can personally help you implement it ASAP. *If that's the case, we'll knock it out of the park…and that's a promise.*

Here's How This Will Work:

First, you'll fill out a brief IT Analysis Questionnaire on our web site: https://www.burhani.co/it-survey. This gives us the basic information we need about you to prepare for our meeting.

Once you complete this, Mufaddal from our office will call you and set up a convenient time for us to come to your office and perform our **57-Point IT Systems Security And Performance Assessment.**

After that initial meeting, we'll prepare a **customized IT Optimization Plan and a "Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible.

And like I said, *there's no charge for this*.

So Why Would We Offer This For Free?

For one simple reason:

It's the fastest and easiest way for us to demonstrate the value we can deliver without any risk to you. Frankly, it's how we get the happy clients you've seen all over our web site and have probably heard about before.

After all, if you like what you see and we show you how to solve a number of IT-related problems in your company, why wouldn't you want to work with us? Of course, we will approach this with <u>no expectations or heavy sales pressure</u> of any kind. I don't like pushy salespeople any more than you do — **and we stand on the belief that providing extreme value in advance is the best way to showcase our services** and win new business. In fact, here's my "VALUE IN ADVANCE PROMISE" to you…

Why Should You Care About This?

Because there are literally dozens of ways hackers and viruses can – undetected – gain access to and remotely control your network, corrupt your data and use your network as a conduit for spreading spam, viruses and even illegal software.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance and security. Ignore them and your system will get progressively slower, more unstable and susceptible to viruses, spyware and hackers.

Tape backups have a failure rate of 100% – that means all tape drives will fail at some point, often without warning. You don't want to find out that your backup was not working the day after your hard drive fried.

You'll Find This Consultation To Be <u>Incredibly</u> Valuable

Now, obviously this is an amazing offer that you'll probably never see from any other IT company or computer expert in the world. But I'm SO confident that we can deliver extreme value that I have no concerns with putting this type of guarantee on our time together.

The ONLY catch is that we can't help everyone, so we have a strict (but reasonable) set of criteria that need to be met in order for us to proceed. Here it is:

1. **You have to at least have a server and 20 workstations.**
   Our services and advice work best for companies that have at least one server and 20 workstations. If that's not you (or if you are a brand-new startup), we might be able to help you through a different process. Call the office and we'll direct you from there: (971 4) 334 8478.

2. **You must be the owner of the business.**
   Due to the nature of the advice we'll give you, it will be actionable only for the owner or key executive.

If You Meet The Criteria Above,
Here's How We Get Started:

Step 1: Go to the web site below to complete our IT Analysis Questionnaire. Don't worry, it's simple and unobtrusive; if you don't know the answers to certain questions, just put "I don't know" as your answer:

www.burhani.co/it-survey

Step 2: Once we've received your application and reviewed it, Mufaddal from our office will call you and set up a time for us to meet.

The initial meeting will be between 30 and 60 minutes. This is where we really begin working to figure out exactly what you want and how to make it happen**.** We'll also initiate our **57-Point IT Systems Security And Performance Assessment**.

Step 3: After that initial meeting, we'll prepare a **customized IT Optimization Plan and a "Report Of Findings"** that will reveal any vulnerabilities in your backups and security, as well as show you how to optimize your IT to increase everyone's productivity in the fastest, most efficient way possible. This second meeting should be a real eye-opener for you.

If you see the value in engaging beyond that, great! We can talk about it at that time. And if you don't want to become a client — *that's OK too.* By the way, we've *never* had anyone feel like their time was wasted. EVER. That's why we can make this offer. WE DELIVER.

So, unless you are 100% happy with the IT support you are getting and absolutely confident that your network is secure, backed up properly and running at optimal levels, why wouldn't you give this a try? Do it now and you'll be glad you did:

www.burhani.co/it-survey

Dedicated to your success,

Qusai Poonawalla

Qusai Poonawalla
CEO, Burhani Managed IT Services

See What Other Dubai Business Owners Are Saying:

"Hire Burhani & Never Worry About Your IT Security & Support Again!..."

Being in a highly regulated DIFC financial services industry, we always looked for an IT service provider who not only provided quick & efficient service but also deeply understood our industry's Security & Data Protection needs.

My advice to other DIFC firms looking for an IT Services Provider: Just sign up with Burhani & don't worry about your IT or data security again.

★★★★★

Mr. Karim Kuzbari, *VP – Investments, Adenium Energy Capital, DIFC*

"Truly Happy & Satisfied With Burhani's Hard Work, Quick Response & Turn Around Times, Agreeable Costs & Consistent Work Quality..."

brag

"Brag Events would like to commend the entire team Burhani for a job well done. The technical team has been very supportive & quick to respond when needed.

We further appreciate Burhani's top management for their continuous support & assistance in taking care of us ever since we considered Burhani to become our IT services provider.

We look forward to lengthening our relationship with Burhani as we are confident that the service quality will never fade.

View Official Recommendation Letter

★★★★★

Ms. Karen Candelario, *Office Manager, Brag Events FZ LLC, D3 Dubai*

"Burhani Proved To Be The Best IT Company in Terms Of Value & Attention To Detail. Most Importantly – Their After Sales Service Continues To Be Top Notch. We Highly Recommend Burhani for Any IT Related Services in the UAE…"

" We were looking for a company based in the Dubai to provide us with a small business IT solution: on-premise server, cloud backup, telephone switch, and access control system.

After reaching out to several local companies, Burhani stood out with their fast response, professional website, and excellent communication.

I got pricing quotes from a few providers, but again Burhani proved to be the best in terms of value and attention to detail.

The installation process went smoothly and, perhaps most importantly, the after-sale services continue to be top notch:

all support tickets are attended to in a timely manner and a resolution is reached within hours.

I highly recommend this company for any IT-related services in the UAE "

★★★★★

Mr. Faisal Goussous, *Manager, Taha Actuaries & Consultants, Dubai*

"Burhani Has Been A Great Support to KKT. The Staff Is Friendly, Dedicated & Enduring To Complete Every Task Assigned. Thank You Team Burhani!..."

KKT ORTHOPEDIC SPINE CENTER

"KKT being a healthcare service provider, we understand the importance of focusing on core competencies. So, when it came to information technology requirements, we were more than willing to look for a qualified company to handle our IT needs.

Outsourcing to Burhani proved to be the ideal choice. They reduce so many of our administrative issues by fixing problems quickly, efficiently and maintain our network so that we have very few concerns and minimal downtime.

We find Burhani to be a professional team with the commitment to excellent technical expertise and good customer service. They have the experience, staff, professionalism and individualized service acumen, flexibility, responsiveness, as well as prioritizing important issues.

Thank You Burhani for your valuable support!"

View Official Recommendation Letter

★★★★★

Dr. Omar Salem Al Ameri, *CEO, KKT Orthopedic Spine Clinic, Abu Dhabi*

"Their Technical Guys Can Explain Complicated Tech Stuff To A Non-Techie Like Me In Words That I Can Understand..."

"The team from Burhani patiently listened to what we wanted and then proposed what seems to be a perfectly suitable solution – which we are still evaluating.

In the meantime, I have used Burhani's IT Support services twice and must say that their technical guys don't just know what they are doing, but are also polite, well spoken & have the uncanny ability to explain complicated tech-stuff to a non-techie like me in words I understand.

If anyone asked me to recommend a professional IT services company in Dubai, all I'd say would be – "Go to Burhani"

★★★★★

Mr. James Hunter, *General Manager, NVC Lighting Middle East, Dubai*

"Thank You Team Burhani For Being So Accommodating To Our IT Requests. Burhani Has A Good Reliable Team! ..."

"DI DesignDevelopment & Consultants FZ LLC is thankful that it has Burhani as it's local IT consultant. From the beginning of our office conceptualization until now that our company is fully operational, BURHANI has been very accommodating to comply our IT requests and requirements. Burhani has a good reliable team!"

★★★★★

Mr. Kollin Akbar, *Office Director, Design International, D3, Dubai*

"One Of The Best IT Services Providers in Dubai. My Rating: 9/10…"

"If I had to grade Burhani on a scale on 1 to 10, I'd give them a solid 9 points (simply because it's almost impossible to find any services provider who can score a perfect 10).

All in all, Burhani is one of the best IT solution providers and PABX experts in Dubai with experienced technical engineers & support staff.

If anyone in DIFC is looking for a reliable IT service provider, I would definitely recommend Burhani for fast and quality IT solutions and support"

★★★★★

Ms. Anne Grace Perez, *PA to the CEO, ProgressSoft, DIFC*

The Top 7 Reasons Why You'll Want To Outsource Your IT Support To Us:

1. **We Respond Within 5 Minutes Or Less.** The average amount of time it takes for one of our clients to get on the phone with a technician who can start working on resolving their problem is 3.5 minutes. We know you're busy and have made a sincere commitment to making sure your computer problems get fixed FAST. And since most repairs can be done remotely using our secure management tools, you don't have to wait around for a technician to show up.

2. **No Geek-Speak.** You deserve to get answers to your questions in PLAIN ENGLISH, not in confusing technical terms. Our technicians will also not talk down to you or make you feel stupid because you don't understand how all this "technology" works. That's our job!

3. **100% No-Small-Print Satisfaction Guarantee.** Quite simply, if you are not happy with our work, we'll do whatever it takes to make it right to YOUR standards without charging you for it. And if we can't make it right, the service is free.

4. **All Projects Are Completed On Time And On Budget.** When you hire us to complete a project for you, we won't nickel-and-dime you with unforeseen or unexpected charges or delays. We guarantee to deliver precisely what we promised to deliver, on time and on budget, with no excuses.

5. **Lower Costs, Waste And Complexity With Cloud Solutions.** By utilizing cloud computing and other advanced technologies, we can eliminate the cost, complexity and problems of managing your own in-house server while giving you more freedom, lowered costs, tighter security and instant disaster recovery.

6. **We Won't Hold You Hostage.** Many IT companies do NOT provide their clients with simple and easy-to-understand documentation that outlines key network resources, passwords, licenses, etc. By keeping that to themselves, IT companies hold their clients "hostage" to scare them away from hiring someone else. This is both unethical and unprofessional. As a client of ours, we'll provide you with full, written documentation of your network and all the resources, software licenses, passwords, hardware, etc., in simple terms so YOU can understand it. We keep our clients by delivering exceptional service — not by keeping them in the dark.

7. **Peace Of Mind.** Because we monitor all of our clients' networks 24/7/365, you never have to worry that a virus has spread, a hacker has broken in or a backup has failed to perform. We watch over your entire network, taking the management and hassle of maintaining it off your hands. This frees you to focus on your customers and running your business, not on your IT systems, security and backups.