

# YOUR NETWORK IS DOWN, YOUR E-MAIL IS FULL OF SPAM, AND IT'S MONDAY.



## NOW WHAT DO YOU DO?

- a. ~~Call your IT people~~
- b. ~~Wait for your IT people to call you~~
- c. ~~All of the above~~
- d. None of the above

**For AllThingsIT customers, the answer is D.  
Sorry, even we can't help you with the Monday part.**

### **Let AllThingsIT help you raise the reliability of your IT infrastructure and lower your IT maintenance costs.**

Keeping your computer systems and services running effectively and efficiently isn't rocket science—if you know what you're doing. At AllThingsIT, that's been our real job since 1986. Let us take a look at your network, and we'll show you the causes of the problems you've suffered through but couldn't diagnose.

After we tune up your systems and get rid of the cobwebs, our behind-the-scenes monitoring technology lets us keep an eye out for problems before they can affect you. You don't even have to call us to keep everything running smoothly.

No more finding out your network's down because you suddenly can't access your data. No more spam promising you alluring dates and untold riches from foreign lands. No more worries about what your employees do when you're not looking. We offer solutions and peace of mind, not guesswork and excuses.

### **Services**

- ▶ Proactive remote monitoring and server support
- ▶ Virus protection
- ▶ Backup solutions
- ▶ VoIP phone systems
- ▶ Virtual private networks
- ▶ Network solutions for remote workers/telecommuters
- ▶ Disaster planning
- ▶ Internet spam/content control
- ▶ Digital video security and surveillance

### **Service plans**

Select from our roster of monthly plans to turn IT expenses into a fixed cost and avoid the unexpected.

### **Peace of mind**

Our clients tell us that the most valuable service we offer them is the peace of mind they get from letting us worry about their IT needs—so they can get back to running their companies and planning for the future.

### **Get rid of the headaches and worries.**

Choose the level of support that meets your needs and suits your budget. And get back to doing what you do best: Your real job.

To schedule a personal consultation, please contact

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# YOUR IT DISASTER PLAN IS AS COMPLETE AS YOUR IDEA OF DISASTER.



## WHICH IS TO SAY, PROBABLY NOT VERY

### Fire, flood, computer viruses, hardware failure, more:

- ~~a. I have no idea what can happen.~~
- ~~b. I don't want to know.~~
- ~~e. I know how to worry about it, but not what to worry about.~~
- d. I don't have to worry about it at all.

### For AllThingsIT customers, the answer is D.

#### **Murphy's Law says anything that can go wrong will go wrong. Murphy has no business near your IT infrastructure.**

You back up your main computer once a week. (Well, let's be honest: it's more like once a month.) You run anti-virus software and usually remember to update its definitions—when you have time. You'd never hire someone who'd steal sales forecasts, new-product information, or client records. Your office isn't in a flood plain, your sprinkler system is up to code, and nobody's going to break in to your building.

You hope.

In other words, you're utterly dependent on your IT infrastructure—and equally unable to protect it.

Congratulations. You're in good company. Many small business owners have better plans for how to market their products than for how to recover from an IT disaster. But that list of disasters always includes one you weren't expecting. **NOW FOR THE GOOD NEWS: it doesn't have to be that way.**

#### **The ultimate backup**

AllThingsIT offers you the ability to turn back the clock. Right before one of your employees "accidentally" introduced a virus on your network? Check. Before a water main broke and flooded your office? Check. Everything just as it was before the burglars broke in and stole your server? Check.

Our remote backup service captures the state of every computer on your entire network as often as you want and stores your data in multiple safe places. Best of all, we can restore in minutes what could cost you a lifetime to replace. Choose our premium service, and we'll even supply replacement hardware. All this in a service package that can integrate right into your current IT setup.

No need to choose an Internet backup service and worry about the safety of your files. No need to set aside time to run archiving software. We capture your data on the fly while you keep working.

The ultimate preparation for disaster isn't an exhaustive list of all the things that can go wrong. It's knowing that whatever happens, you won't lose anything—except the worries.

#### **Get Murphy out of your infrastructure.**

Choose the level of support that meets your needs and suits your budget. And get back to doing what you do best: Your real job.

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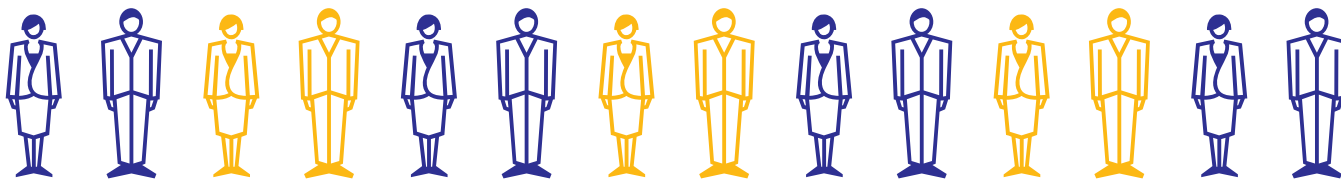
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# THE PROBLEM WITH PERSONAL COMPUTERS ISN'T THE COMPUTERS.



# IT'S THE PEOPLE WHO USE THEM.

Visiting questionable websites, installing unauthorized software, and more:

- a. ~~My people wouldn't do that.~~
- b. ~~I don't want to know what they're doing.~~
- c. ~~What good does it do to worry? You can't stop them anyway.~~
- d. I don't have to worry about it at all.

**For AllThingsIT customers, the answer is D.**

## Just because they're called personal computers doesn't mean they're meant for personal use.

Your employees wouldn't spray paint their desks, change the company logo, or give trade secrets to one of your competitors. Just ask them. They'll look at you like you're nuts.

But the same people who wouldn't dream of doing something that outrageous might not think twice about bidding on movie memorabilia auctions on their work computers. Or visiting porn websites at lunch. Or giving away confidential information in response to phishing scams. Or infecting your computer network with a virus from a flash drive full of vacation photos.

When it comes to risky behavior on company property, someone has to draw the line. That would be you, right? After all, you're the boss. But just because you stipulate what is and isn't okay doesn't mean you have the slightest idea of how to enforce those rules.

**That's where we come in:** to make things simple and keep them that way.

## The invisible nanny

AllThingsIT can help you monitor every aspect of your IT infrastructure every minute. To make sure Jane's passion for online auctions stays at home. To keep Joe's lunchtime activities G rated. To stop John from accidentally giving away the password to his accounts—and from setting it to the name of his dog to begin with. Not to mention putting a halt to that malware Jill brought along with her photos.

"But my employees aren't children," you say. "Isn't it insulting to subject them to that kind of scrutiny?"

Let's be polite about it: heck no. Look at what's at stake if your employees treat the computers on their desks as if they're the computers on their desks—at home.

Your tax records and financial data. Your marketing plans. Your confidential client information. One false move by one employee can catapult you into IT chaos, corporate liability, and financial loss. You simply can't afford not to protect your company, your assets, your customers, and your livelihood.

The ultimate mark of respect for your employees comes when you treat them all the same: like people who can do the right thing but don't always know what it is.

## Let us keep an eye on things for you.

Choose the level of support that meets your needs and suits your budget. And get back to doing what you do best: Your real job.

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# BRAIN SURGEONS DON'T OPERATE ON THEMSELVES. WHY WOULD YOU WANT TO INSTALL YOUR OWN IT NETWORK?

## Want to guess what happens if you do?

- a. ~~Is this thing on?~~
- b. ~~Let's try again. I'm sure it will work this time.~~
- c. ~~But I followed all the directions. Even the ones I didn't understand.~~
- d. I'm not going there. No way.

## For AllThingsIT customers, the answer is D.

### No one's equally good at everything.

You're a smart, capable businessperson. Your company reflects that in its hard-working employees and positive bottom line. So you figure if you can learn how to *use* a computer, surely you can figure out how to put in a computer network.

If we suggest you should resist temptation and hire us to do it for you, you're going to think we're just saying that to get your business.

Sorry. Oh, sure, we'd really like your business. And we'll offer you the kind of dedicated, high-quality service you give your own customers. But that's not the reason for the answer.

It's **simple** enough to put in a computer network—if you don't care how well it works. We've fixed enough broken ones for smart people who got in over their heads to know that more people do it themselves than do it the right way. That's because it may be simple to install a network, but **getting it right isn't easy**. Unless getting it right is what you do for a living.

### Some things are cheaper to do once right.

The smart people who get in over their heads trying to go the DIY route with their IT infrastructure think it's cheaper to do it that way.

If you're one of the lucky ones whose self-installed network is a success, then that's true. But most people who try it alone spend every dollar they save on troubleshooting and lost profitability.

At **AllThingsIT**, we have a simple blueprint for network success called the **Network Utility Model**. We don't just walk in your office door with a stack of hardware and a roll of cable and start installing stuff.

Quite the contrary. The brain surgeons who don't operate on themselves don't operate on people they haven't diagnosed, either. We begin by sitting down with you and your employees and finding out what you actually need your network to do. We follow those needs all the way to your users' desktops. We don't talk about products, software and pricing until we know what you need.

The ultimate savings come in peace of mind, uptime, and real dollars you don't have to spend on bandaging up your system..

**Want to do it right?** Let us help you get the network that works for you. So you can get back to doing what you do best: Your real job.

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# WOULD YOU BUILD A HOUSE THE WAY YOU BUILT YOUR COMPUTER NETWORK?

R> DRIVE NOT AVAILABLE

## PROBABLY NOT.

It's great when it works. When it doesn't, you consider your options:

- a. ~~Throw it under the bus.~~
- b. ~~Throw myself under the bus.~~
- c. ~~Go buy something somebody told me will fix all my problems.~~
- d. It just works. Period.

**For AllThingsIT customers, the answer is D.**

### How to become responsible for what comes out of the wall.

"We need a network server," you said. Before you knew it, one of your supply closets turned into The Network Room. Flashing lights, lots of black boxes, and a pile of wiring that looks like it needs spaghetti sauce. Now everyone lines up at your door when the spaghetti stops working. Funny how people expect the stuff that comes out of the wall to function consistently, like electricity.

So you brought in a so-called expert to take a look. (Well, let's be honest: this time, it's your cousin's sister's kid. Last time, you threw a virtual dart at a Web search.) Now you have a list of stuff to buy, a bill, and not much else. Plus a headache from trying to understand what the kid was talking about.

Why not skip the headaches and call **AllThingsIT**? We've been keeping networks running smoothly almost as long as such things have existed. We'll find your problems and explain them in plain language. We'll take care of them so they stay fixed. No shopping lists, workarounds, or doubletalk. And no darts required, virtual or otherwise.

### Even a broken watch is right twice a day.

A network that sometimes works and sometimes doesn't leaves everyone who relies on it wondering when it's going to go down. And if it's unreliable, chances are it brings more baggage with it as well.

Like applications that don't always run properly. Cumbersome workarounds to access e-mail. Internet phone service that sounds like you're calling Mars. File-transfer speeds that make snails look like sports cars. Or blinking lights on the front panel of your network interface that spell Morse code for HELP.

Ready to figure out what your network's doing behind your back? We're not just the people you call when you have an emergency. We're the people you call so you don't have emergencies in the first place. From your users' desktops to your server itself, we can bring you up to speed in more ways than one.

Wouldn't you rather have a line of people waiting outside your office door to thank you for finally getting the network working? You have better things to do than babysit your infrastructure.

Like running a profitable company and keeping your customers happy.

### Let us keep an eye on things for you.

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