

PAVELCOMM





# IT Consulting eBook

[www.pavelcomm.com](http://www.pavelcomm.com)

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# Business Focused IT Consulting

**W**e know that hearing the words “IT Consulting” in a sentence will make some people want to hide. The thing is that “IT Chat” doesn’t carry the same meaning, even though it’s closer to what we do in the beginning.

## First things first

The initial step in an IT consultation is a conversation. It’s the perfect opportunity for IT consultants and clients to get to know each other. If they work together, then it will be a kind of partnership.

We want you to trust us to make the best suggestions and plans for your business based on what we learn about you during the conversation. It’s the ideal time for you to ask us any questions that are on your mind.

Your IT consultant will ask you questions about your company. They will want to know what you need and to understand your goals, whatever they may be.



Every business is different, so this initial stage is crucial to getting a full understanding of what is required.

A high-quality IT consultant will give you a customized service that is perfect for your business. They are not going to be looking over your shoulder to see if you've got the latest tech. It's not about technology for the sake of it. Instead, you'll notice that they are paying attention to what you say. IT consultants tend to have

excellent communication skills. They can listen as well as they can. express ideas. They need to know what you value as a business. This way, they can provide custom technology solutions to achieve your goals.

## The Second Step

Once your IT consultant has established your business goals, it's time for them to check out your current tech. Don't worry about this. It's not a test that you can pass or fail. At Pavelcomm, we've seen all sorts. The only judgments we make are about what to do next.

By looking at your current business processes and systems, your IT consultant can uncover issues that might be between your business and your goals for the company. Every issue or potential issue is an opportunity to make improvements. It's typical for an IT consultant to enhance a business's speed, efficiency, and security.

By the end of this stage, the IT consultant will have everything necessary to make a plan to streamline your infrastructure.

## Third Base

At Pavelcomm, this is where the team meets and we develop a technology solution for your business. Other providers of IT solutions might offer you an off-the-shelf solution. In our view, that means missing out on an opportunity to give your business exactly what it needs. We maximize the results of the consultation process by combining everything we learned about your business with our wealth of IT experience. We value getting the ideal solution for you. This means considering your industry, your business size, your current tech, and your business aims.

Since we have a business focus, you can be sure that any solutions we suggest will be aimed at helping you to reach your business goals, reduce costs, and maintain business operations effectively. We don't expect you to upgrade your systems to comply with the latest trends. We have access to cutting edge tech and the know-how to use it, but we approach IT from a business standpoint first of all. We treat IT as a tool or as a means to an end, not the end itself.

**“ Sometimes these things happen by accident. Human error accounts for a large amount of data loss as files are accidentally deleted, misplaced, or overwritten.”**

Whether you want to focus on growing your business, improving communications, increasing production, enhancing security, or any other business goals, we will work out what you need for success and provide it.

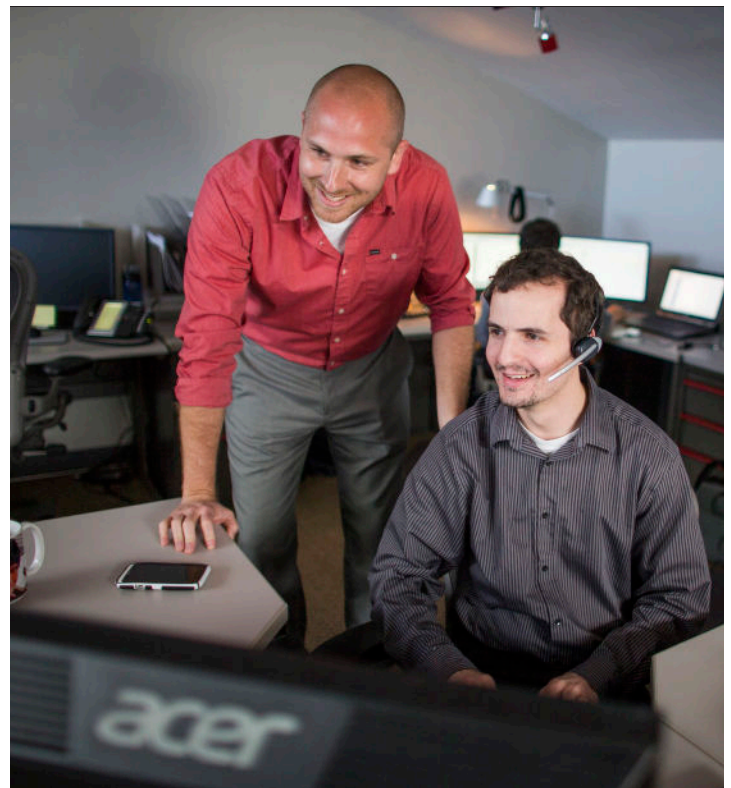
## Step Four

Security is extremely important in business, regardless of how much confidential and personal information you deal with. It is widely acknowledged that most business will suffer after losing critical data and many will fail within two years.

Large organizations normally have data backup systems in place. They are better placed to bounce back after a data loss than smaller businesses. Small and medium-sized businesses tend to suffer the most after a data loss or downtime.

What would you do if you lost your contact details and other critical data for customers and suppliers, order details, and reports?

Sometimes these things happen by accident. Human error accounts for a large amount of data loss as files are accidentally deleted, misplaced, or overwritten. Sometimes, however, data loss is caused by a malicious attack. Hackers don't only exist in dark bedrooms in the movies. They are real and many love to cause mayhem, sometimes holding businesses to ransom.



Your IT consultant will look at your existing security systems. If necessary – and it often is – she will install IT solutions to protect your business from threats. If your current security and back-up systems are lacking or non-existent, we'll install something that works with your setup and protects you 24/7.

## **The Final Step (But Not The End)**

A good IT consultant is not going to make sweeping changes to your system and then leave you with a 500-page PDF manual. By the time she is 'finished,' she will have integrated any new technology into your current system and ensured that you and your staff know how to use it. Expect ongoing support. This is not necessarily the end of the IT consultant/business relationship, but the beginning of a new stage in the partnership.

Downtime can be a disaster for a business. Many IT consultants offer services so that they are always available to keep your systems running as efficiently and securely as possible. With a holistic approach to IT, Pavelcomm are not only here to respond to issues, but we have trained computer support specialists ready to take proactive steps to keep your business running, as efficiently as possible, no matter what. ■

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# Unlimited Access to a Trained Computer Support Specialist

**T**he harder your IT works for your business, the more you need a trained computer support specialist. Just as a careful owner would take a car to a garage for a regular service, it's wise to have an experienced computer support specialist check out your IT system to make sure there are no issues.

On that note, imagine if you could hire an invisible mechanic to keep watch over your car. You'd have someone to perform a check before, during, and after every journey. Wouldn't that give you peace of mind? A computer support specialist can do something similar for your IT infrastructure. And he or she needn't be invisible.

## Expert Advice

Hiring computer support specialists gives business owners peace of mind. An in-house IT person or even a team might be an expert in your system, but they may not be an expert in IT. At Pavelcomm, our team consists of well-trained professionals with extensive IT experience. A well-trained computer

support specialist will be able to handle any IT task, from managing a server to configuring applications for specific business projects.

## Security and Compliance

The role of a computer support specialist extends to more than getting computers and peripherals working as they should. This professional will also know all about how to secure your system from attacks. As cyber attacks become more sophisticated, defending against them becomes more difficult but also more important than ever. Why take chances with your business?

A trained specialist will also be up-to-date with industry issues regarding compliance. Like most jobs in the IT industry, the role of computer support



**“ According to estimates, Amazon’s downtime in 2012 cost the company around \$65,000”**

specialist requires continual education and consistent self-motivated learning. You'll find that your consultant may have recent certifications in addition to years of experience. She will be both experienced and qualified to assess your system to ensure that your infrastructure will allow your business to meet its targets.

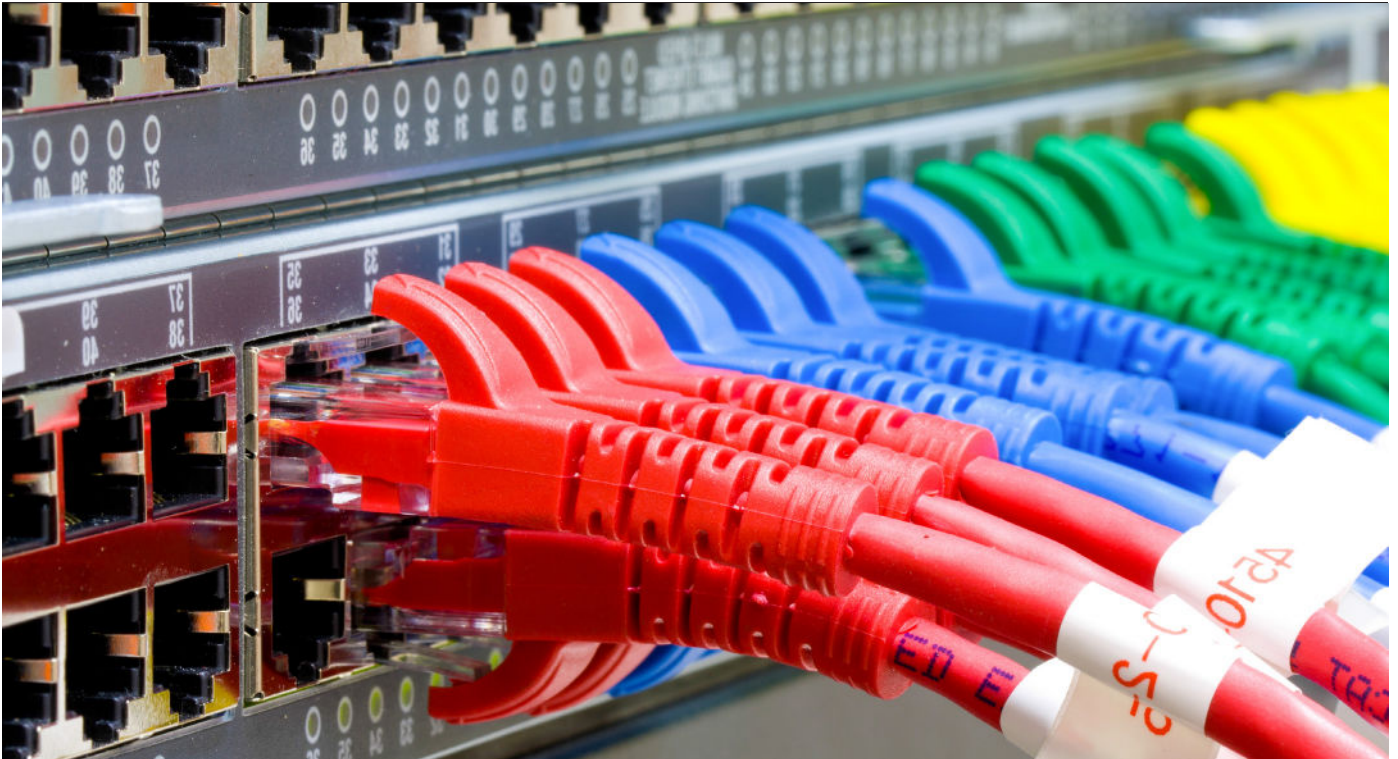
**“ A trained specialist will also be up-to-date with industry issues regarding compliance.”**

## **Computer Support and Business Size**

Large organizations almost always have a computer support specialist or another IT support system in place. When we look at medium-sized or small businesses, however, we tend to see less emphasis on IT support, even by a single individual. In some cases, IT support is carried out by a member of staff who also has other, regular duties.



Despite a frequent lack of spending, maintaining an effective IT infrastructure remains very important to the longevity of small- and medium-sized businesses. These businesses are hit particularly hard when they experience downtime.



According to estimates, Amazon's downtime in 2012 cost the company around \$65,000. Every minute. This added up to almost \$2 million in lost sales. Amazon is still here, however. In general, a big business can weather a significant loss of sales better than a small businesses can weather a proportionally similar loss of its revenue.

A very large organization is also more likely to be able to recover from a loss of critical data. According to Boston Computing Network, around 6 out of every ten companies that lose their data close within 6 months. If that statistic caused you to tense the muscles of your body, you're not alone.

Filing for bankruptcy due to data loss or downtime is easily avoided, however, by giving your business access to a trained computer support specialist. Note that we're not talking about somebody who knows a bit about computers. This is a professional whose job involves staying up to date with the latest trends and technology, not only so she can implement them, but so she knows which technologies are right for your particular business at any given time.

One of the top advantages of having a dedicated computer support specialist is that your business can benefit from proactive support. Back to that car analogy: if you could have a mechanic locate issues with your car and repair them before you broke down on the highway, wouldn't that be ideal? ■

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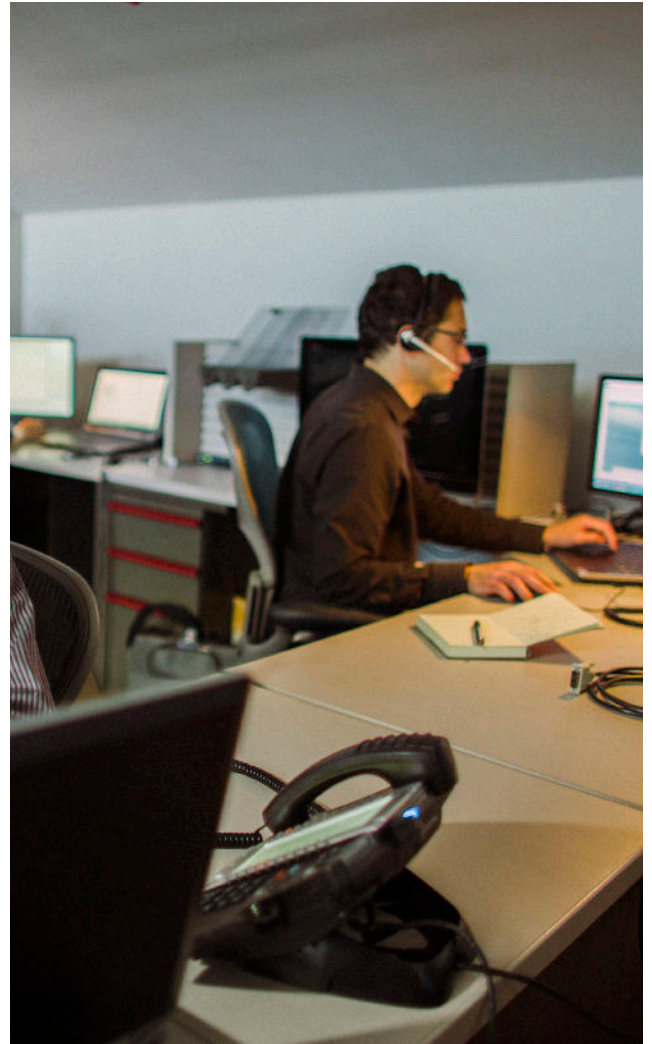
# Proactive IT Support to Catch Issues

**M**ost people know somebody, or a business, that has faced problems from cyber attacks. Hackers are a real threat. They will test the vulnerabilities of a business's infrastructure. Whether for fun, for political reasons, or for financial gain, they can make life very unpleasant or even impossible for a business. Spyware poses a threat to data security, which is bad for any organization, but particularly disastrous for a business dealing with confidential information such as those operating in the healthcare industry.

As well as there being external threats, problems can arise internally. Human error (yes, that's right Knox, human error) causes a large proportion of all system problems and data loss. Depending on the system, it might be easy for an individual to think that they have backed up essential data when they have not. Accidental deletion and overwriting of data occur more often than you might like to know.

Other system problems happen over time, like that crack in the handle of a coffee cup. On a long enough timeline, the handle gives, dumping a cupful of scalding hot Java in someone's lap, unless somebody addresses the crack before it leads to an emergency.

When you're in business, with so much resting on your IT capability, what could be better than having a capable, experienced IT team on-hand to respond to system problems? This is not a rhetorical question. The answer is that an IT team that supports your business proactively can save you more time, money, and hassle, than an IT team that only responds to your emergency calls.



No matter how fast their response time is, nothing beats preventative measures and addressing issues before they become problems. Don't believe us? Let's go back to that broken coffee cup burning a hole in somebody's lap. A proactive fix would have saved someone a trip to the emergency room. If the issue had been spotted earlier, someone could have made a lasting repair to keep the cup in service or she might have replaced the cup with something more suitable for the job.

## **Real-Time Monitoring Avoids Downtime**

IT disruption might seem to happen most often out of typical business hours when typical support systems are unavailable or more expensive. Alternatively, you may feel that your systems only fail at times when need

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them most. With proactive IT support, it's unlikely that you will face any downtime at all.

IT Support staff can monitor your system in real time. This enables them to not only identify potential issues, but to investigate and fix them. With proactive IT Support, you can say goodbye to scrambling in response to disasters.

Since Pavelcomm employ a business-focused approach, we will have taken the time to understand your work. We will know immediately what aspects of your business are crucial - to continuity in the short term and survival in the long term. In the case of a critical problem, we would not only respond quickly, but we would pinpoint the most important systems and data first.

## Benefits of Proactive IT Support

- **Avoid more serious issues** - The fact that a business is responding to an incident that has already occurred increases the chances of it turning into a disaster. The best way to deal with an incident is to prevent it taking place.
- **Efficiency** - The likelihood is that your IT team will see the vast majority of issues coming and will take early steps to mitigate the damage or fix the problem entirely.

- **Peace of mind** – if you don't have someone monitoring your systems, you never know when something is going to go wrong until it is too late. Having proactive supports means that you can work with confidence. Sleep like a baby again. If there is an IT issue, you will hear about it first from the specialist staff that is trained to fix it, not from frustrated workers gazing at frozen screens.




- **Affordable** – There is no call-out fee for a team that is already in place, monitoring your system. Instead of painful spikes on your balance sheet, you'll benefit from a predictable, monthly rate. You can let go of paying by the hour and sums that take you by surprise.

The story goes that a woodsman was asked what he would do if he only had five minutes to chop down a tree. He answered that he would spend the first three minutes sharpening his ax.

With proactive IT support, consider your ax permanently sharp! ■

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“ Human error... causes a large proportion of all system problems and data loss”



# Pavelcomm Ensures Your Business Success

**B**usinesses define success differently. What success means to you depends on such things as your industry, your position in the market, and the core goals of your mission statement. What an international charity might consider success is not necessarily the same as an independent bookstore.

What does success mean to you? At Pavelcomm, we want to know. Our mission is to help you achieve your mission. Whatever your goal, we can provide the support and technology to help you get there.

If you are checking, upgrading, or overhauling your existing IT infrastructure, it's a good time to think about your business goals. It might be helpful to

**“ With the right technology, workers can concentrate on doing their jobs.”**

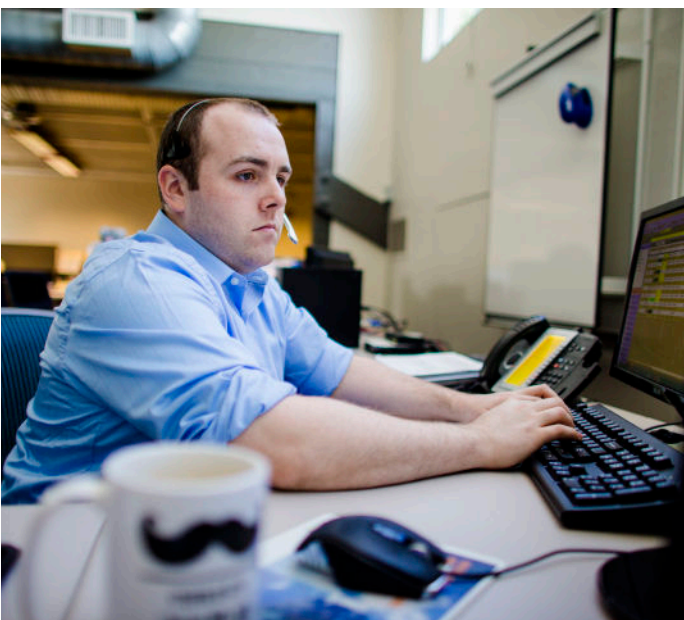
re-evaluate your mission statement, or to create one if you don't already have one.

## **Pavelcomm can help you focus on your customers**

Modern businesses put the customer at the center of everything they do. If this is your philosophy, you'll know that without customers, you won't be in business very long.

You'll also know well that customers can be changeable, impatient, and challenging! Customers are people, not numbers on a spreadsheet. When business owners have time to build relationships with their customers, their understanding of who those customers are and what they want to improve. Better customer relationships will smooth your path to business success.

Wouldn't it be nice to spend less time dealing with cables and screens and general IT issues? Whether you have an IT team or you are the IT department, you might find that you are spending too much time fighting fires, surmounting one mishap only to encounter another.



Letting experts handle your IT is not as decadent as it might sound to some small business owners. Hiring experts to look after your technological infrastructure is not a luxury. It's good business sense because it leads to improvements in efficiency, security, and reliability. It can also save you money if it means your business is streamlined and avoids disruption.

## **Pavelcomm can help you reach your customers**

If IT support takes care of the backbone of your business, you can put your energy into satisfying customers with your products or services. We'll maintain your IT so that you can use it to reach your customers.

With the right technology, workers can concentrate on doing their jobs. We can install and modify systems to help your staff communicate more easily and work together more effectively.

VoIP and wireless solutions, for example, can give your business an edge over the competition. These technologies will help your staff work together by making them contactable wherever they are. Working from home or



while traveling is facilitated by cloud technology: flexible workers are happy workers, and happy workers make a difference to customers.

## **Pavelcomm can help you focus on your staff**

You might decide to use your extra time to allow your staff to spend more time with family. You'll be able to do so knowing that your IT system is not going to fall apart while your back is turned.

You'll see a definite improvement in staff morale when technology works the way it is meant to. Too often, advances in technology can be counterproductive. With our business approach, however, you can be sure that any recommended changes are directly linked to achieving business your goals.

**“ If IT support takes care of the backbone of your business, you can put your energy into satisfying customers with your products or services.”**

With our expert installation and continuing support, you have nothing to worry about but having too little to worry about. We thoroughly examine existing systems before making improvements efficiency and improving job satisfaction.

When you have a happy workforce that is empowered to do its job, you raise the ceiling on how much can be achieved.

## **Pavelcomm can help you focus on business development**

In an increasingly global marketplace, continual improvement is necessary to stay ahead of the competition. This includes improving your IT.

You can rest easy when leaving the management of your IT to Pavelcomm. We are interested in providing you with the right IT to meet your business goals. We're not going to insist that you install software and hardware that is irrelevant to your needs. We listen to your goals and aspirations, examine your current technology, and then ensure that you have the right tools to achieve your goals.

Pavelcomm will fix any issues, improve efficiency, and make sure that your staff is able to use any new systems. What will you do with all this free time? Anything you like. You'll be free to develop other areas of your business. This might mean developing new product lines, or you might focus on making cost savings. These savings, of course, would be in addition to the savings you make by hiring proactive, IT support.

Our customers enjoy working with our friendly team. We enjoy finding innovative, customized solutions as we strive to improve their businesses. We consider our role as something like business partners, since our successes are aligned.

We look forward to helping you meet your business goals ... months or even years earlier than you'd expected. ■

[Click here to contact us](#)

# Our Partnership

If you're ready to get your IT infrastructure up to date with the latest Cloud technology, our team here at Pavelcomm is ready to offer our complete guidance and support. We're backed with industry-leading Cloud solutions to help you cut operational costs and increase efficiency.

**Contact us today to learn more!**



"We began working with Pavelcomm during the first part of 2014. As a small but rapidly growing company, we so badly needed the expertise of a full IT shop. What we found is that the entire Pavelcomm team delivered the highest rate of customer service, knowledge, professionalism, and complete alignment with all of our goals."

**Scott H. Ruse | LOVETT**



"We've had a great all-around experience working with Pavelcomm. Regardless of whatever technical and logistical challenges we encountered (these things always come up in IT!), Pavelcomm's staff have found innovative ways to work past them and move our agency forward."

**Bill Aronson, Support Services Director | Outside In**



"Pavelcomm has been a great asset to SAM Medical by solving the problem that many businesses our size face. We are too small to have a full time IT employee, yet we have the need for IT work every day. Pavelcomm has successfully become our IT department."

**Cherrie Scheinberg, Owner | SAM Medical Products**



"We were referred to Pavelcomm, which has turned out to be one of the best referrals I have ever received. We had so little down time that my partner is still thanking me for the great way the move happened."

**David Buettner | Di Lorenzo & Company LLC**



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