



Subject: Is Your Computer REALLY Protected? (Don't Wait Until It's Too Late!)

In today's digital world, your computer is more than just a tool – it's your connection to everything important: work, finances, memories, and staying in touch with loved ones. But are you *really* doing everything you can to protect it?

Think about it: When was the last time you *actually* updated your software? Do you *know* if your antivirus is truly catching the latest threats? Hackers and malicious software are becoming more sophisticated every day, and relying on outdated security is like leaving your front door unlocked.

That's where Techs-R-Us Computer Services' Managed Service comes in. For just a small monthly fee, we take the worry and hassle out of computer maintenance and security, providing you with:

- **Automatic Updates:** We ensure your operating system and critical software are always up-to-date, patching security holes before they can be exploited.
- **Proactive Malware and Virus Protection:** Our advanced security solutions go beyond basic antivirus, actively monitoring your system for suspicious activity and neutralizing threats before they can cause damage.
- **Remote Monitoring and Support:** We keep a watchful eye on your system's health, identifying and resolving potential problems *before* they disrupt your work or put your data at risk.
- **Peace of Mind:** Knowing that your computer is secure and running smoothly allows you to focus on what matters most.

Imagine the cost and frustration of dealing with a virus infection, data breach, or identity theft. Our Managed Service is a small investment that can save you a HUGE headache (and a lot of money) down the road.

Ready to take the next step in protecting your digital life?

Visit www.techs-r-us.net or call us at {252} 241-0926 to learn more and sign up for our Managed Service today!

Sincerely,

Daniel

Techs-R-Us Computer Services

Cost considerations & Information

For the Residential Customer:

What to Expect from a Managed Service Provider (MSP) for Your Home:

While the term "Managed Service Provider" is more common in the business world, some IT support companies offer ongoing service packages for residential customers that resemble a managed service. Think of it as proactive and ongoing tech support for your home's digital life.

You should generally expect services like:

- Remote Monitoring and Management: Proactive monitoring of your computers and network for potential issues. They might identify and fix problems before you even notice them.
- Antivirus and Anti-Malware Management: Ensuring your security software is up-to-date, scanning regularly, and dealing with any threats.
- Data Backup and Recovery: Setting up and managing a system to back up your important files (photos, documents, etc.) either to a local drive or the cloud, and helping you recover them if something goes wrong.
- Software Updates and Patch Management: Keeping your operating system and common software updated to protect against vulnerabilities and ensure smooth operation.
- Remote Technical Support: Access to IT professionals via phone, email, or chat to help with troubleshooting issues, software installations, or general tech questions.
- Network Support: Help with your home Wi-Fi network, ensuring good coverage and security.

- **Device Setup and Configuration:** Assistance with setting up new computers, printers, or other smart home devices.
- **Parental Control Setup/Management (Optional):** Some providers may offer assistance with configuring and managing parental controls on devices.

What Would Be a Normal Price for Residential MSP-like Services?

Pricing for residential IT support can vary significantly based on the level of service and your location. It's less standardized than business MSP pricing. Here are some common models:

- **Subscription/Retainer Fees:** For ongoing monitoring, security, and remote support, you might pay a monthly fee. This could range from \$25 to \$100+ per month, depending on the number of devices and the scope of services. Simpler plans focusing on just antivirus and basic monitoring will be on the lower end.
- **Hourly Rates (for ad-hoc support or projects):** If you don't want an ongoing subscription, many IT support companies offer services on an hourly basis. Expect rates from \$75 to \$175+ per hour. Some may have a minimum charge per incident.
- **Packaged Services:** Some companies might offer packages for specific needs, like a "New PC Setup" package or a "Home Network Security" package, at a flat rate.

Key Considerations for Residential Customers:

- **Value for Money:** Consider how much you rely on your home technology and how comfortable you are troubleshooting issues yourself.
- **Scope of Service:** Clearly understand what is and isn't included in any subscription.
- **Response Times:** Ask about expected response times for support requests.

For the Business Customer:

What to Expect from a Managed Service Provider (MSP) for Your Business:

For businesses, an MSP acts as an outsourced IT department or an extension of your existing IT team. They provide a much broader and more comprehensive range of services with a focus on minimizing downtime, enhancing security, and improving overall IT efficiency.

You should generally expect services like:

- 24/7/365 Remote Monitoring and Management (RMM): Continuous monitoring of servers, workstations, networks, and other critical IT infrastructure to detect and resolve issues proactively.
- Help Desk/Technical Support: Access to a team of IT professionals for your employees to report issues and get assistance. This can be remote and sometimes includes on-site support.
- Cybersecurity Services: This is a major component and can include:
 - Managed firewall and network security
 - Antivirus and anti-malware protection and management
 - Email security and filtering
 - Intrusion detection and prevention
 - Vulnerability scanning and patch management
 - Security awareness training for employees
 - Endpoint Detection and Response (EDR)
- Data Backup and Disaster Recovery (BDR): Robust and regularly tested backup solutions for all critical business data, along with a plan to restore operations quickly in case of a disaster (e.g., hardware failure, cyberattack, natural disaster).
- Network Management and Maintenance: Ensuring your network is reliable, secure, and performing optimally. This includes managing routers, switches, and Wi-Fi.
- Server Management and Maintenance: Managing and maintaining physical or virtual servers.
- Cloud Services Management: If your business uses cloud platforms (like Microsoft Azure, AWS, or Google Cloud), an MSP can help manage these environments, including migration, configuration, and optimization.
- Software and Application Management: Ensuring business applications are updated, licensed correctly, and running smoothly.
- IT Asset Management: Keeping track of your hardware and software assets.
- Vendor Management: Dealing with technology vendors (internet service providers, software companies, etc.) on your behalf.

- Strategic IT Consulting and Planning (vCIO): Providing guidance on IT strategy, budgeting, and future technology adoption to align IT with your business goals.
- Compliance Management: Assisting businesses in meeting industry-specific regulatory compliance requirements (e.g., HIPAA for healthcare, PCI DSS for financial transactions).
- Mobile Device Management (MDM): Managing and securing employees' mobile devices that access company data.

What Would Be the Cost for Business MSP Services?

MSP pricing for businesses is typically a recurring monthly fee, often based on one of the following models:

- Per-User Pricing: A flat fee per employee per month. This often covers all devices used by that employee.
 - Typical Range: \$75 to \$250+ per user per month. The price varies based on the comprehensiveness of the services included (e.g., basic support vs. full security and vCIO services).
- Per-Device Pricing: A flat fee for each device (workstation, server, network device) managed.
 - Typical Range: \$30 to \$100+ per workstation per month, and significantly more for servers (e.g., \$100 to \$500+ per server per month).
- Tiered Pricing: Offering different service packages (e.g., Basic, Standard, Premium) with increasing levels of service and features at different price points.
 - Typical Range: Can vary widely, from a few hundred dollars a month for very small businesses with basic needs to \$3,000 - \$10,000+ per month for mid-sized businesses with comprehensive requirements.
- À La Carte: Paying for specific services as needed. This is less common for a full "managed services" approach but can be an option for specific projects or supplementary support.
- Flat-Rate/All-Inclusive: A fixed monthly fee covering all agreed-upon IT services. This provides predictable budgeting.
 - Typical Range: Similar to tiered pricing, heavily dependent on business size and service scope. Small businesses might see \$1,000 - \$5,000+ per month.

Key Factors Influencing Business MSP Costs:

- **Number of Users and Devices:** More users and devices generally mean higher costs.
- **Complexity of Your IT Environment:** More complex setups (multiple locations, specialized software, older systems) will cost more to manage.
- **Service Level Agreement (SLA):** The agreed-upon response times, uptime guarantees, and support availability (e.g., 24/7 vs. business hours) will impact price.
- **Cybersecurity Needs:** The level of security services required (basic antivirus vs. advanced threat hunting and compliance) is a major cost driver.
- **On-Site Support Requirements:** Plans that include regular or emergency on-site visits will be more expensive than remote-only support.
- **Compliance Requirements:** Industries with strict data security and privacy regulations often require more specialized and therefore more expensive MSP services.

Important Note for Both Residential and Business Customers:

Before signing any agreement, ensure you have a clear understanding of:

- What services are included and excluded.
- The Service Level Agreement (SLA), especially regarding response times and problem resolution.
- Reporting and communication protocols.
- Contract length and termination clauses.
- Data ownership and security protocols.

It's always a good idea to get quotes from multiple providers and carefully compare their offerings and pricing structures to find the best fit for your specific needs and budget.