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**12 Reasons why Connectability  
Should be your IT Services Provider**

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## Introduction

You're looking for a new IT services provider.

Maybe your old provider is just not available when you need him. Or maybe you've had too many bad experiences, or your current IT support costs are unsustainable. Perhaps you've decided to outsource your IT rather than hiring someone.

Whatever your reasons, you're now faced with a *very* difficult decision. There are so many companies out there, all of them advertising IT services, and all of them telling you that *they* are the company you should choose.

How can you possibly know which company is the right fit?

Connectability has been in the business of providing IT services for companies across the GTA and beyond, for 20 years. While we would never claim to be the right fit for every business, we have a solid track record of providing superior service and value.

Nevertheless, selling our services is only the secondary mission of this report. Our primary mission is to acquaint you with our standards and our belief systems so you can see for yourself what an IT professional should be providing.

Below are the 12 reasons why you should seriously consider hiring Connectability as *your* IT services provider.



## 1) **We Guarantee Our Service.**

Does your current IT provider have the courage to put its reputation on the line? Connectivity does! We offer Service Guarantees with "teeth" to ensure you're not left out to dry when you really need our help. If an IT emergency occurs, will your current IT person be there to help in a timely manner? If you're unsure, maybe it's time to explore other options.

Through the course of our 20+ years in business, we've heard plenty of horror stories about terrible, unresponsive IT providers who "sell the dream and service the nightmare". They convince you to sign up for a contract and eventually their negligence hurts the business in question. We are committed to ensuring that this **doesn't** happen to you. We therefore provide Service Guarantees so you know we will be responsive, on time, and fair. If you call during business hours with an emergency and we don't respond within 30 minutes, we will automatically credit your account \$200. Similarly, if you make an onsite appointment with us and we aren't there within 10 minutes of our scheduled time we will also credit the account \$200. We're always incentivized to respond quickly, which is great for your business!

We also offer satisfaction guarantees for our Managed Services clients. If you sign up for a Managed Services agreement and you're not completely satisfied in the first 60 days you can cancel and we'll refund every dollar you've spent on services. Since we understand that 60 days may not be enough time to get to know us, we also offer a 120 day cancellation. If you're not satisfied with our service four months into the contract you can cancel without any penalty or additional cost.

## 2) **We Are Process Driven.**

Without clearly defines processes, it is impossible to do something the same way twice. That's why we believe in carefully documenting our best practices. Without process documentation, a support organization is simply acting randomly, and will end up delivering random results. That's not fair to our customers, it reflects badly on us, and frankly it's inefficient for delivering service.

That's why we create and follow a process document for most tasks that our technicians could be faced with. And if we come across a situation we've never faced before, we create a new document that is reviewed and polished by our entire team. This is how we ensure that we're delivering a consistently high level of service to all our customers regardless of the technician, the time of year, or our workload.



### 3) **We Have A Long Track Record.**

A lot of IT firms appear suddenly and disappear just as suddenly. The truth is, you don't need any kind of formal qualifications to call yourself an IT Consultant. Even if you have the technical skills to fix a computer, it doesn't mean that you have the necessary skills to look after your customers in a professional manner, year-in and year-out. As a result, you will often come across IT consultants who attempt to enter the IT services market by offering pricing that's significantly lower than their competition. The problem is that their pricing is below their operating costs. Eventually those consultants need to make a profit, or they'll go under. And the only way to do that is to lower the level of service they deliver, or raise their prices above cost. All of a sudden, their service is either unavailable or not nearly as cheap as promised.

Connectability has been around for over 20 years and we plan to be around a lot longer. We have been battle tested and the proof is in the pudding - we're still standing. Wouldn't you rather choose a company with happy customers, experienced staff, and predictable costs, than a company whose **only** advantage is price? We have decades of collective experience in the IT industry and therefore have knowledge and skills that others lack. Many IT consultants have very little real experience in the business world. But we're familiar with both sides of the coin: we're business people and IT professionals.

### 4) **We'll Provide Testimonials and References.**

Let's face it: every IT provider you speak with is going to tell you how great they are. But when it comes right down to it, the best judges of that are *their other customers*. You probably wouldn't see a movie that got bad reviews, and if your friends told you not to eat at a particular restaurant, you wouldn't rush there either.

So if your proposed IT Provider can't provide you with a reasonable list of references and testimonials, it's probably worth asking yourself if they have something to hide.

We keep a collection of customer testimonials that we send along with every proposal we write. And we'll put you in direct contact with our customers if you want to chat openly and honestly about our service. We have nothing to hide. As we tell all of our prospective clients: call our references, and if you don't like what you hear, you shouldn't do business with us!



## 5) **We're Not A One-Trick Pony.**

Because we've been around for so long, we have extensive experience managing a wide variety of different technologies. Often, an IT provider might have a very good understanding of Windows, or Mac, or Linux. But what if you're using all of those? More often than not, these different operating systems need to speak to one another, increasing the level of complexity involved.

Many IT companies lack the skills to manage this complexity, but we've been building cross-platform IT environments for years, so we understand how these different technologies interact and what that means for your business. If your current IT provider can only handle a limited range of technologies then maybe it's time to consider a switch. Although you may only have one operating system now, going forward it may be necessary to invest in some other application that your current IT personnel cannot support. Why take that risk? We take the view that if your technology is not connected, how can your team be? That's why we call ourselves Connectability!

## 6) **We Are Proactive.**

In the past, most IT providers offered support using a “break-fix” model. If a customer had a problem they simply called their IT provider, a technician was sent, and they got a bill in the mail. The problem with this model is that it's totally unpredictable. You never know when problems are going to arise and you never know how much those problems will cost to resolve, making budgeting a nightmare.

This often results in more severe problems, due to neglect. Because managers expect a bill every time they call their IT provider, they tend to call them less. Under a Managed Services plan, you're entitled to unlimited support and we include a number of key software applications that allow us to monitor and manage your network 24/7 to prevent small issues from turning into major disasters. We will meet with your team quarterly to discuss recent progress, any areas for improvement, and any new technologies that could offer your organization a tangible benefit. By being proactive we're always one step ahead, which leads to increased uptime, fewer frustrations, and greater productivity.



## 7) **We Don't Believe In Cutting Corners.**

We don't cut corners. When your technology doesn't work, the impact on your business is huge. So we'll never "cheap out" just to save a few pennies and suggest a solution that could result in problems that will stop your business in its tracks. We understand, of course, that all businesses want to manage their costs and that no one has an unlimited budget. Technology can be expensive and sometimes its value can be unclear.

As a result, some IT providers will choose to offer "budget" products or a reduced level of service at a lower cost, to appeal to price-sensitive customers. The problem is that *when you pay less, you get less*. Although your bills might be lower, it is unlikely that you are receiving the value that your business needs. And this results in a situation where neither the IT provider nor the business is happy. We've seen the results when IT providers try to meet unrealistic budget requirements by slimming down their offerings: it always turns out badly for all parties involved. The provider feels trapped by budget requirements, while the client feels they aren't receiving the functionality they require. That's why we won't do it.

When IT companies cut corners, ongoing problems are almost always the direct result. Connectivity **never** wants to be the cause of your problems; only the source of the solutions. We understand that all customers are price conscious to some extent. But lowering our level of service just to fit a price point is just another way of delivering bad service. If we feel we cannot provide the appropriate business value for the price that you're looking to pay, we will instead encourage you to look for another IT provider. But always remember that you get what you pay for.

## 8) **We Understand That IT Requires High-Level Strategic Thinking.**

Have you ever had a business need that could not be met because of limitations in your IT infrastructure? Did your IT provider anticipate this bottleneck and suggest a cost effective solution? If not, you're dealing with a purely reactive organization, and it's time to cut the cord. Since IT is so critically important for your company's day-to-day operations, shouldn't you have a strategic IT plan just like you would create a business plan? Part of our process is to meet with the decision makers in your organization quarterly to ensure that IT is meeting both the current requirements of the business and the anticipated needs of the future.

As a technology company, part of our commitment to our clients is to closely follow technology trends and developments and to remain current with the latest innovations. We use that ongoing research to proactively approach our customers and offer suggestions for ways to leverage new technologies. The goal is always to deliver productivity improvements and, where possible, cost reductions. We will not sell you useless technology; we simply try to ensure that IT is not a limiting factor in your organization so you can focus your time and efforts on the more important business decisions.



## 9) **We Respect Your Budget. No Upselling Here.**

As a business like yours, we also meet regularly with vendors who are trying to sell us products and services. Too often we find they're trying to sell us a more expensive solution than we need. Many vendors will take the same approach when selling to you because it puts extra money in their pockets. And unfortunately, some businesses don't have enough of an understanding of IT to know when they're being oversold. We have never liked this kind of high-pressure sales, and we will never do it to our clients. Period.

Our goal is to ensure that your IT is running smoothly and meeting or exceeding your company's requirements. If we believe that there is a product or service that will allow us to achieve that goal within your budget, we will make you aware of it. But we will never try to sell you something you don't need just to make a few extra bucks. Our business is to support your IT needs and to ensure that you are educated about the role and capabilities of business IT. Selling you something is always secondary to that goal.

Unfortunately, we sometimes hear about IT companies who make exaggerated claims in order to make a sale, a practice that only damages the reputation of our industry. At Connectability, we genuinely believe that an educated customer is our best customer. After all, without an understanding of your IT needs, how could you truly appreciate the value that it offers? If your technology is limiting your ability to conduct your business we are excited to help, but we will only propose what we feel is the most appropriate solution for your needs, not the solution that brings us the most revenue. If we encouraged you to invest in unnecessary technology, it would only damage your organization's productivity along with our relationship. In the end, this practice would benefit no one.

## 10) **We're Unbiased - No Vendor Has Us In Their Pocket.**

It's normal enough for an IT provider to have strategic partnerships with vendors who provide hardware, software, antivirus, and cloud solutions. But when an IT provider recommends a particular vendor, you want to be sure that their recommendation is based on your best interests, rather than the IT provider's bottom line.

At Connectability, we work with many vendors but we're not in anyone's pocket. We will always recommend the vendor who is the *best fit* for your business, not the one who offers us the most lucrative business opportunity. That is why we choose to work with multiple vendors from all relevant segments of the technology industry, and why we are continually researching new companies entering the market, because very often these new vendors are offering innovative new solutions that may be more tailored towards your specific needs.



## 11) **We Only Hire Pros. No Novices, Cowboys, Or "Level 1 Technicians" Here.**

Have you ever called a tech support hotline to ask a simple question and found yourself forced to speak to someone who had less knowledge of the technology than you do? Unfortunately, we've probably all had this experience. We call it the "Level 1 Issue". These employees are simply reading from a script and unless your problem corresponds exactly to that script, it's highly unlikely that they'll be able to solve your problem. Unfortunately, "company policy" dictates that you have to speak with them before getting to someone in "Level 2" who actually knows anything.

With Connectability, you will never speak to a novice or anyone reading from a script. We only hire experienced IT professionals who have the skills to help you with your problems right away. When you call us, you're directed either to one of our staff technician specialists or one of over 400 knowledgeable and certified technicians at our Network Operations Centre in the US. All of them have the technical know-how to fix your problem. No more wasted time sitting on the phone and answering silly questions. Just get in touch with us and we will fix it!

## 12) **With Connectability, There's Always An Exception To The Rule.**

Did you ever ask an appliance repair technician, or your auto dealer, or - for that matter - your IT technician: "but why can't you....", only to hear the response: "I'm sorry, but that's not our company policy"?

At Connectability we have "company policies" but none of them is designed to impede us from taking care of your needs. You'll never hear "we don't do that" or "that's not our policy", because the only policy that matters to us is taking care of our clients' needs.

In practice, that means that if we have to work late, or early, or on a weekend, we'll do that. If we have to lend you equipment from our inventory to get you through an emergency, we'll do that too. If we have to temporarily host your email because of a fire in your building, we'll do that as well (and we have).

We will **always** go the extra mile to ensure that your IT support needs are met.

