

HOW TO **EFFECTIVELY** LEVERAGE AN OUTSIDE PARTNER WHILE **AVOIDING** THE COMMON & COSTLY MISTAKES



PART 1:

KEEPING YOUR COMPANY MOVING:
WHEN TO OUTSOURCE IT



REASON 1: YOUR BUSINESS NOW NEEDS TO HIRE FULL-TIME IT STAFF

ROCKET IT SPECIALISTS HANDLE COMPLEX ISSUES

One IT employee can often handle the basics. In some cases, a regular employee doubles as the IT specialist until that develops into a full-time job. But when things grow from “why is my mouse not working?” to “let’s figure out the best way to monitor and communicate our sales,” it’s time to consider outside IT help.

REASON 2: YOU'RE FORCED TO CHOOSE BETWEEN URGENT MATTERS & HIGHLY BENEFICIAL LONG TERM EFFORTS

DON'T LET FORCED CHOICES DRIVE YOUR BUSINESS

You have day-to-day, and you have projects. There are times when both need attention from the IT department, but you don’t have the manpower to cover both. As a result, you're forced to choose: stagnation or innovation. When you feel this tension, it's time to explore an IT partnership.

VP OF TECHNOLOGY INSIGHT

Should anything happen to your organization’s data, systems, or even to a member of its leadership, a business continuity and disaster recovery plan will help ensure that the organization will be able to recuperate and continue thriving, enabling you to build a legacy to last. - **Eric Henderson, VP of Technology**



REASON 3: IF YOUR IT PERSON LEFT TODAY, IT'D LEAVE YOUR BUSINESS IN CRISIS

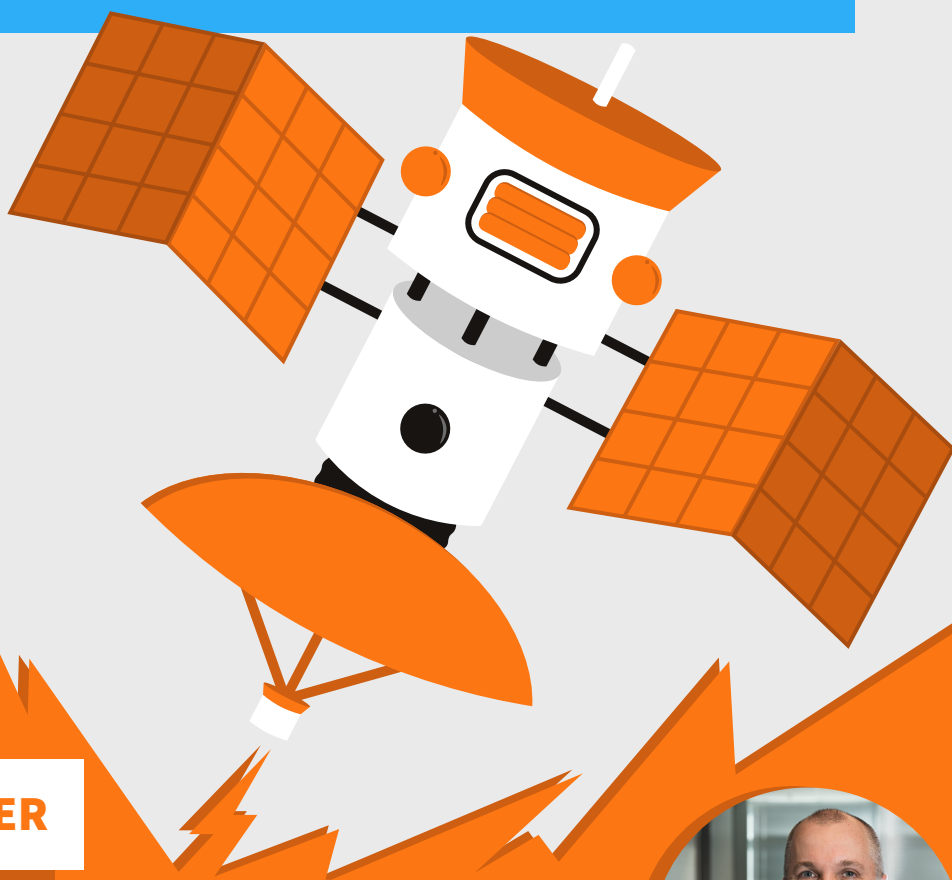
IMAGINE YOUR IT PERSON QUILTS, TODAY

Out the door he or she goes, leaving you and your organization in the dust. What happens? Which IT-supported objectives would become non-achievable? How long would it take for you to recover? Many times, what seems like an small change, may actually result in a significant negative impact. Should we be talking?

REASON 4: YOU VALUE DEDICATED SUPPORT WITHOUT THE HIGH COST OF A FULL-TIME EMPLOYEE

COMPARE THE NUMBERS

This is relatively simple when you consider salary, benefits, taxes, insurance and office space. In some cases, you may be required to hire someone with specific knowledge for just a small portion of the job – ultimately leading to increased costs.



A NOTE FROM THE OWNER

Good IT people aren't just fixing broken things. They keep the motor running. The system improves over time, unlike your car. And at those times when things break down unexpectedly, they get you back on the road quickly. - **Matt Hyatt, Founder**

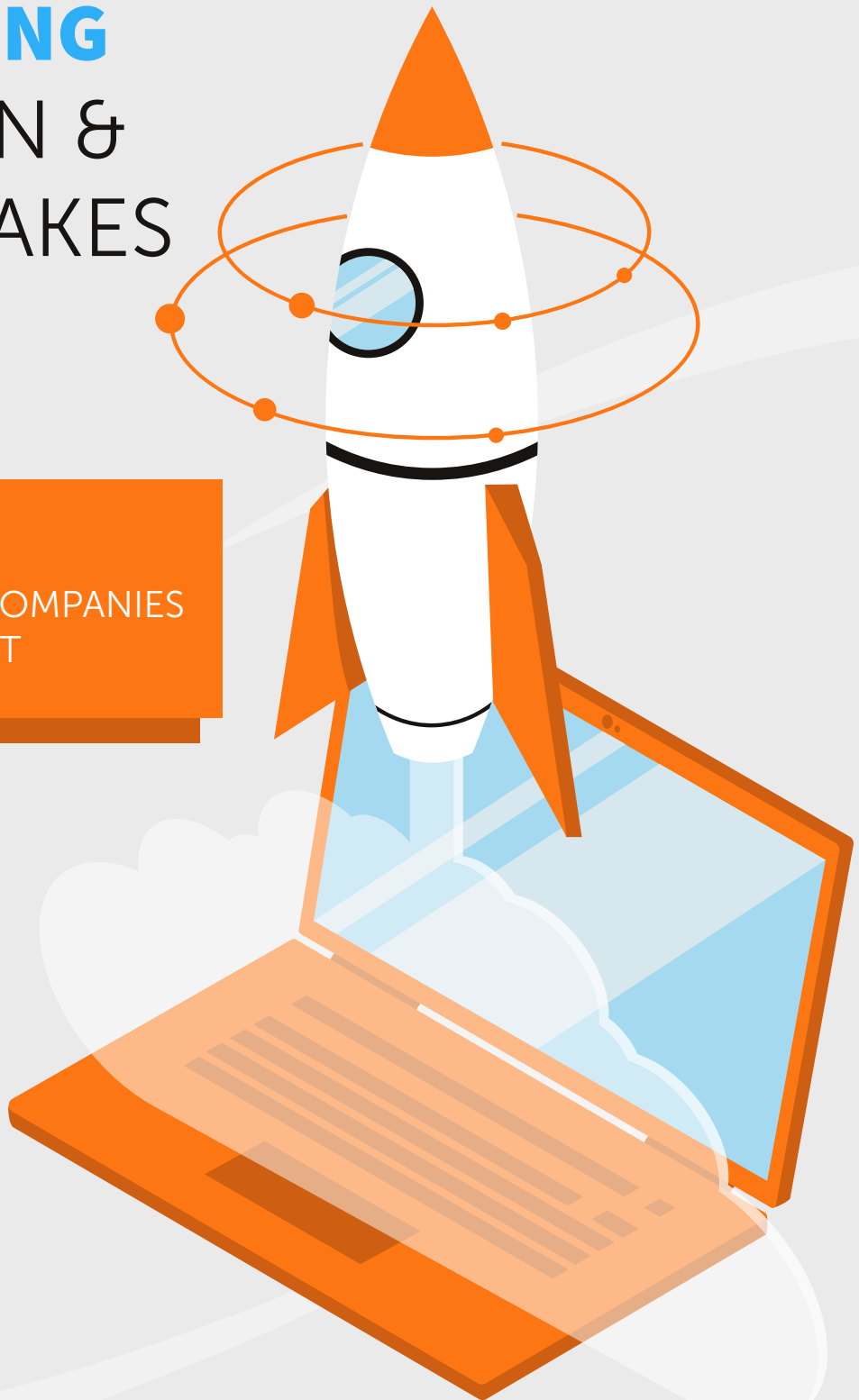


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PART 2:

THE TOP THREE MISTAKES COMPANIES
MAKE WHEN OUTSOURING IT



MISTAKE 1: ASSUMING TOO MUCH RISK PARTNERING WITH AN IT COMPANY

AD-HOC SUPPORT WON'T PROVIDE REASSURANCE

Agreeing to a fixed number of hours per month can place more stress on your company than you may expect. In fact, many IT companies count on you exceeding these hours. Simply put, when you go over that time, you pay more. Usually much more. And, because many IT companies take a reactive, rather than proactive, approach to support, be prepared to pay extra when things break.

MISTAKE 2: HIRING CHEAP INSTEAD OF PARTNERING WITH A RELIABLE & PROACTIVE IT BUSINESS

YOU GET WHAT YOU PAY FOR

With an IT company that focuses on proactive service, just a five percent productivity gain from less downtime due to technical issues will save you \$135k each year. If you recoil at spending on IT, you need to ask yourself this: do you want to save money on IT or with IT?

FREE PHISHING TRIAL

Because these looming threats are real, impacting hundreds of organizations each year, Rocket IT welcomes prospective clients to schedule a free trial of our effective phishing prevention and response system. - **Eric Henderson, VP of Technology**



MISTAKE 3: COMMITTING TO A LONG-TERM ENGAGEMENT

WOULD YOU GET MARRIED TO SOMEONE YOU DIDN'T KNOW?

When getting your technology up and running efficiently comes at a high cost from your IT company, employees will often wait until small problems, that could have been easily solved (or prevented), become very big problems. When you sign a long-term contract, your outsourced IT is only incentivized to work on break/fix issues. They don't provide the proactive strategy and care your business needs to thrive.

OUTSOURING TO ROCKET IT

You want to grow your organization, but it's time-consuming and expensive for your business to leverage the technology needed to thrive in an ever-changing marketplace.

Through constant innovation and premium support, Rocket IT ensures our clients' network infrastructure integrates seamlessly across devices, giving them a competitive edge over their adversaries.

"My experience with Rocket IT support has never failed me. Their expertise, as well as patience & kindness, have always been top-notch."

- Rocket IT Customer, since 2010

By either augmenting your current IT staff or operating exclusively as your IT department, we tailor our services to accommodate your organizational structure. Additionally, for those clients that want to take their IT planning a step further, Rocket IT provides advanced strategic guidance through our Virtual CIO offering.



IT STRATEGY, SUPPORT, AND SECURITY

