

The movie “**Young Guns**” was on T.V. the other day. I’ll admit that I’m a sucker for 80s films and I took a few minutes from my busy schedule to watch a young Emilio Estevez play the role of *Billy the Kid* and Lou Diamond Phillips act as *Chavez*.

The film was based on a true story about the Lincoln County “Regulators,” a deputized posse who fought for control of dry goods and cattle interests in New Mexico. In real life, the gang took the name “Regulators” because they believed the lawmen in their county were corrupt and they wanted to make sure that justice was served.

You may wonder where I’m going with this and why I’ve included a bendable cowboy of all things in this letter. Well, let me explain...

- 1) “Young Guns” got me thinking. **There are no regulations or regulators in the IT Industry.** Unlike nearly every industry we work with, IT companies are not governed by compliance laws. *It’s almost as if the IT industry is its own Wild West.* This letter will let you know how to be certain that your IT Service Provider is doing what they promise and keeping your sensitive data safe from cyber attacks.
- 2) Second, I wanted to offer you a **FREE IT REVIEW & STRATEGY ALIGNMENT** to make sure your current IT is aligned with your business goals. We want to learn about where your company is headed and equip you with the knowledge and tools (in easy-to-understand terms) to help you get there. IN ADDITION, after our discussion we’ll arm you with our customized **Technology Success Report Card**. This is the tool we use to help our businesses partners comply with the industry’s best practices.

My name is Pat Carroll and I’m the President of PCR Business Systems. Founded in 2004, we are the only IT MSP in Akron, Ohio that can guarantee your information technology adheres to your industry laws, policies, and regulations.

How can we guarantee this?

Because we are also one of—if not the only— IT Service Provider in Northeast Ohio to be SOC 2 Certified. That means we’ve spent the time and money to ensure that what we promise our clients—both in terms of the privacy and data protection protocols we follow, as well as the services we offer—is exactly what we deliver.



Dedicated to your success,

Pat Carroll
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Free Customized IT Review & Strategy Alignment

A \$2,000 value

****For A Limited Time Only****

Give me 60 minutes and I will help you develop an IT Strategy that makes sense for your business. Your IT strategy must be aligned with your business goals—plain and simple. If it's not, you're throwing away money, wasting valuable resources, and not maximizing all the ways in which technology can help your business thrive.

THE PCR APPROACH

PCR Business Systems has developed a tried and true process for how we manage technology for all of the businesses we partner with. We don't just eliminate frustrations and put out fires; we take it a step further and show you how we do it.

Below is brief introduction on how our FREE IT Review & Strategy Alignment works, and how your business can take advantage of it.

1. **Schedule:** Call me at (330) 572-4861 or email me at pat@pcrbusiness.com to schedule your IT Review & Strategy Discussion.
2. **Discuss:** I will come to your business to learn about your company goals and current IT situation. I will dive into the role technology plays in your business and ask several questions to gain insight into your current IT strategy.
3. **Analyze:** I will take a comprehensive look at your IT infrastructure through a fresh set of eyes to make sure everything is operating efficiently and to see if anything can be improved.
4. **Align:** I will prepare a **Customized IT Alignment Plan** with our findings **at no charge to you**. This alone is valued at over \$2,000. This is for you to keep and look over. This plan will help you align your company goals with your overall technology strategy.
5. ***BONUS Free Report*:** Any business that schedules an IT Review & Strategy Discussion with PCR will also get a FREE copy of our **Technology Success Report Card**. This is the tool we use to help the businesses we partner with comply with the industry's best practices. This tool has taken us years to develop and provides a true blueprint for IT success.



Who Is Watching Over Your IT Service Provider?

The IT Industry is a lot like the Wild West—lawless, unregulated, and potentially dangerous. During our IT Review & Strategy Discussion we will also go over your current IT Security Practices and Procedures and make sure you are not vulnerable to a data breach or cyber-attack, and that your current IT Service Provider is not your company's weakest link against cyber threats.

TOP SECURITY QUESTIONS WE'LL BE ABLE TO ANSWER

- Do you have a **nagging suspicion** that your current IT Provider isn't delivering the quality of service and level of security you're paying for?
- Are they **really maintaining** critical security updates for your IT systems? Have you outgrown their ability to adequately support you?
- Are your IT systems **truly secured** from hackers, viruses, and rogue employees?
- Are your backups **configured properly** to ensure that you could be back up and running again fast in a disaster?
- Are you unknowingly exposing your company to **expensive fines and litigation** under Ohio data breach laws?
- Does your cybersecurity program conform to the new **Ohio Data Protection Act**?
- Will working with an IT Service Provider who is not **SOC 2 Certified** raise red flags within your industry?

Putting It All Together In One Neat Little Package

Our Free IT Review & Strategy Alignment will provide you with the knowledge needed to be REGULATORS over your IT. We encourage you to review our findings with your current IT provider or internal IT staff and work with them to implement any necessary changes.



CUSTOMIZED REPORTS

There is no one-size-fits-all solution to IT. No business is the same, and no IT alignment strategy should be either. That's why at PCR Business Systems we take a holistic look at your technology from the perspective of what will work best for your overall needs, budget, company culture, and business goals.

After our discussion we will prepare the following for your business:

1. **Customized IT Alignment Plan:** This will cover all of our findings and let you know if there are any ways in which your technology can be better utilized to meet your business objectives.
2. **Cyber Security Report:** This will include a review of the tools you currently have in place to make sure you are not vulnerable to a cyber-attack or data breach, and that your business is in compliance with industry regulations.
3. **Technology Success Report Card:** Here, we lay out every single technology scenario that could happen to your business; provide a rating of your current IT situation; and let you know how (if necessary) you can improve upon each area.

So Why Would We Offer This For Free?

For one simple reason: It's the fastest and easiest way for us to demonstrate the value we can deliver-- without any risk to you.

Frankly, you can't choose an IT Service Provider based solely on what you read on a website. It's always best to have a discussion in person to learn about the company you are partnering with.

A DISCUSSION – NOT A SALES PITCH

***We don't work with clients that we don't meet and talk with first.
We wouldn't expect you to either.***

REMINDER: Our IT Strategy Review & Alignment is NOT a sales pitch where we come out and poke holes in your network and tell you that your current IT provider or in-house IT person is doing a horrible job. We're not here to waste your time, throw anyone under the bus, or sell you on something you don't need.

We don't like pushy sales people any more than you—**and we stand on the belief that providing extreme value in advance is the best way to showcase our services.**



What Our Partners Have To Say About PCR

PCR has been in business since 2004. We work with many local companies and several that you are likely familiar with.

Below are just a few testimonials from our business partners:

- “PCR Business Systems was able to guide us through everything...”
- Matthew W. Oby Partner, **Oby, Kramer, Skinner** - Akron, Ohio
- “It is incredible how easy it is to work with PCR Business Systems.”
- Shade McMillen VICE PRESIDENT, **H&M Metal Processing** - Akron, Ohio
- “Reliable and professional, they get the job done.”
- David G. Umbaugh PARTNER, **Day Ketterer, Ltd.** – Canton, Ohio
- “I no longer lose sleep at night.”
- Robert R. Pumphrey, CEO, **R. Pumphrey & Associates** - Medina, Ohio

Here's How We Get Started:

STEP 1: Call me directly at **(330) 572-4861** or email me at **pat@pcrbusiness.com** and we will work out a time to schedule your free IT Discussion.

STEP 2: I will come to your business and learn about your business goals and the current state of your IT.

STEP 3: I will provide you with your customized reports.

Even if you decide not to work with us you'll leave the discussion with a better understanding of your technology. **Your FREE custom reports alone are reason enough why you should not pass up this opportunity.**

I look forward to hearing from you!



Pat Carroll
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