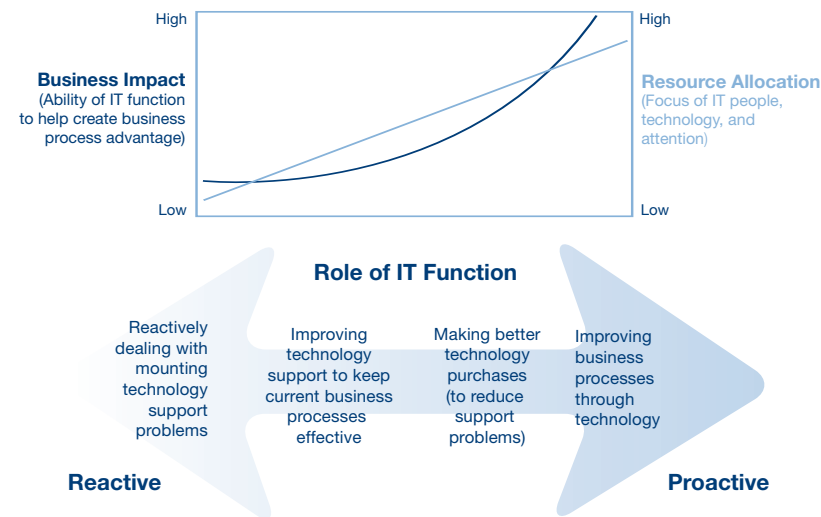


# 1. Are you happy with the return you're getting from your investment in Information Technology (IT)?

Market researcher Gartner estimates that 80% of the dollars companies spend on IT is dedicated to "keeping the lights on", and represents "dead money" which does not contribute directly to business growth (for example, some 79% of the total cost of owning a desktop computer in 2001 - \$5,412 out of \$6,845 - was support related).

## Shifting Focus and Resource to Achieve the Most Organizational Impact

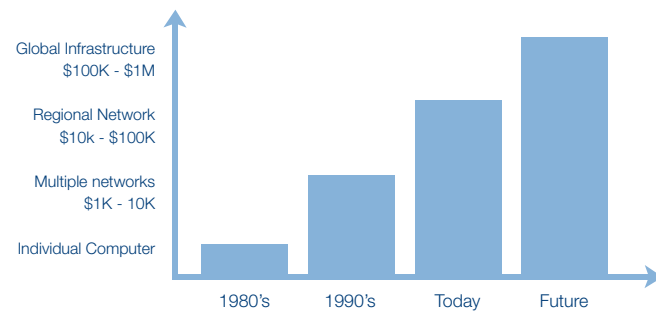


# 2. Do you know what it costs you per hour when your systems are down?

According to Strategic Research Corporation, brokerage operations lose up to \$6.5 million per hour and credit card authorization firms lose \$2.6 million per hour for a major system outage. FIND/SVP found that the average financial loss of disk array downtime ranged from \$9,435 per hour in the transportation industry to \$29,301 per hour in the securities industry. Data loss or corruption in companies has escalated throughout the years, and remains on the rise for three reasons:

- (1) computer networks have evolved to the point where just about every business depends on a network to store data crucial to its core mission,
- (2) more information is being stored in smaller spaces (hard drives today store 500 times more information than they did just 10 years ago), and
- (3) many systems' in-house backup equipment and techniques are not 100% reliable.

Scope and cost of network damage



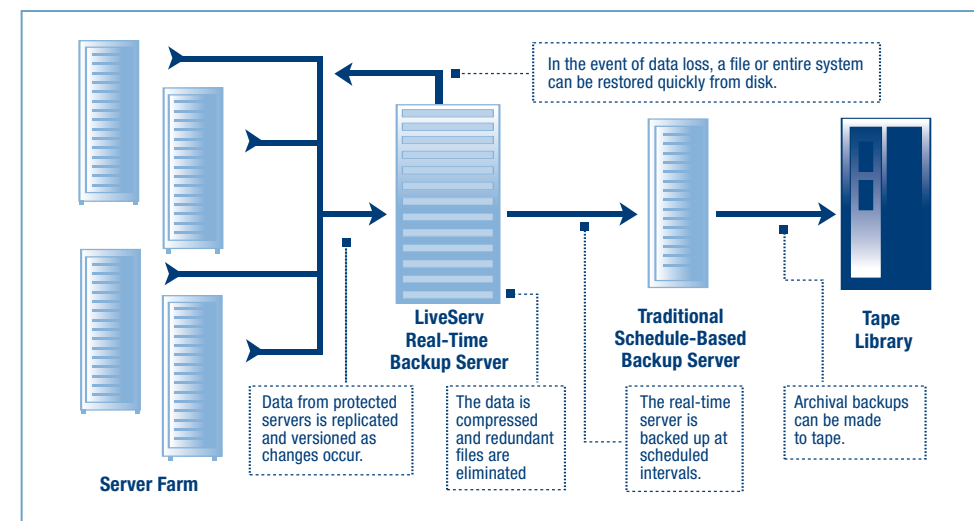
Scope of damage and proliferation speed of attacks are on the rise.

Proliferation speed of the attack

# 3. Are you prepared to withstand the next natural disaster; and does your organization have a systematic method for storing its valuable data in a secure, remote location on a continuous and cost-effective manner?

The U.S. Labor Department estimates that 93% of companies that experience a significant data loss will be out of business within five years. Many organizations are under the misconception that manual tape back-ups are sufficient to safeguard their valuable data, but don't realize that tape backup is a costly and cumbersome process and that tape restoral efforts fail almost 40% of the time according to industry studies (many organizations also don't take into account the total cost of data transport, offsite facilities, and storage hardware and software, including ongoing maintenance, offsite tape storage and retrieval fees).

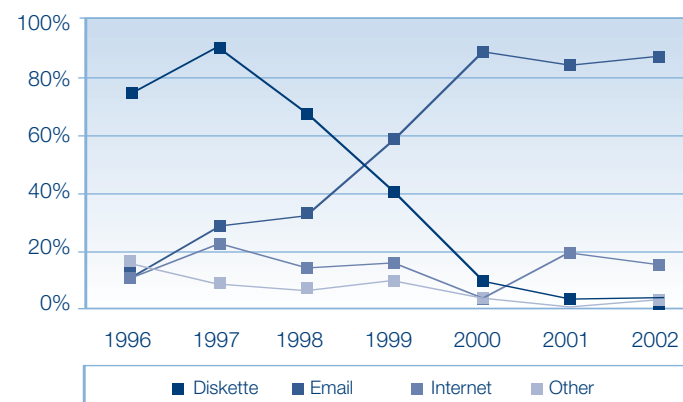
## Server protection as it should be



# 4. Are you confident that your business has the right security systems in place, and that you regularly update your anti-virus, spyware, malware, and other security software with the proper patches?

CNN reports estimated that the cost of spam was more than \$21 billion in 2005 (MessageLabs and Postini have both reported that 89.4% of messages coming into an individual's inbox are spam, and 68.8% of these messages are malicious phishing e-mails that aim to steal valuable personal information). Translated down to an individual level, spam costs firms up to \$1,000 a year per employee in lost productivity and higher computing bills.

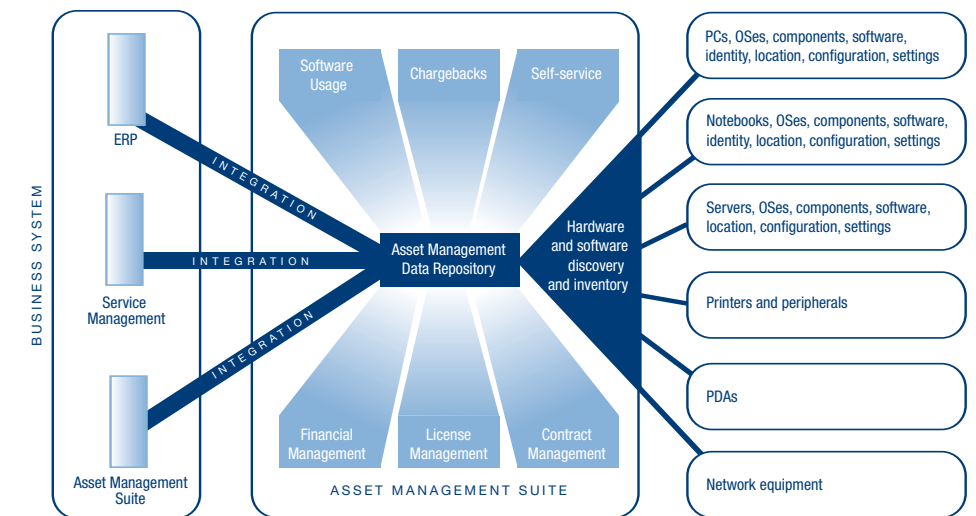
## Sources of Viruses



# 5. Do you have a complete inventory of your network hardware and software, and can you prove software compliance in the event of an audit?

Successful asset management can save companies time, money, and lots of management headaches in the following ways: discovering additional products outside an outsourcing agreement, identifying memory installed with free slots, identifying installations of products no longer in use as well as redundant software, identifying software downloaded from the Internet that threatens the security and integrity of the network (particularly as the number of Trojan viruses grows), knowing where

all laptops and software are located (to insure regulatory bodies that customer information is being kept private), insuring that internal controls are being used for financial reporting and that all material financial exposures are being disclosed (required of publicly-held companies in Section 404 of the Sarbanes-Oxley legislation), and protecting against "blended threats" (the complex worms and viruses of choice among Internet vandals, that target devices outside the firewall in order to gain unauthorized enterprise network access during an ISP connection, thus completely bypassing the perimeter security system to infect a computer system).



## Asset management suites do more than track Hardware

Today's asset management data repository is essential for tracking business related components, such as contracts and license, in addition to physical assets.

# 6. Are you tracking your website, do you know how much traffic your website is receiving, and would you know if your website went down?

Getting traffic via the search engines requires that you get and maintain placement on the first page of the current "big four" (Google, Yahoo, MSN, and AskJeeves). If your pages are down (even briefly) when the spiders visit, you run the risk of losing your place. If your site doesn't come back up immediately, or if your pages cannot be crawled after several attempts due to network or hosting problems, your website won't be listed and your website may be dropped altogether (it may take a few weeks for your website to show up again). Even worse, when surfers click to your page, and it's not there, they are likely to conclude that you are out of business (which makes it likely that they'll find a competitor and forget all about you).

## How can ClearPoint Technology help?

**ClearPoint Technology** is a managed IT services company, providing ongoing, automated and remote management of computing resources and business applications to ensure their continuous availability, optimal performance and maximum security. Unlike traditional maintenance agreements that are product-specific and reactive in nature, we assume responsibility for proactively managing multi-vendor hardware systems, software applications, and network infrastructures to prevent downtime and increase IT effectiveness. By relying on the management skills and experience of ClearPoint Technology's staff and centralized systems to meet your evolving IT management requirements, you can focus on your core business.

### **ClearPoint Technology provides the following managed services on an ongoing basis:**

- Management of LAN, servers, and workstations
- Management of software applications
- Management and administration of e-mail
- Nightly off-site backup of servers and workstations
- Comprehensive network security, including virus and spam filtering
- Redundant Internet access and wide area networking
- 24 x 7 network monitoring of your entire infrastructure
- 24 x 7 Help Desk support for all users
- Secure remote access for mobile users and remote offices
- Integration and support of Blackberry devices

### **In addition, ClearPoint Technology will work closely with you to address your end-user IT needs. By out-tasking your day-to-day IT management responsibilities to ClearPoint Technology, you gain the following benefits:**

- If you have any existing IT staff, they will be able to focus on long-term strategic goals instead of day-to-day support issues.
- End-users will be able to be more productive relying on a more stable and secure IT environment.

## Why can ClearPoint Technology guarantee results?

**As a services business, ClearPoint Technology** has set a goal of zero outages for our clients. We do this by applying very disciplined Six Sigma programs and Lean techniques to create a culture of continuous improvement that drives world class performance in quality cost and delivery. What we have found by focusing on clean processes that are designed to be defect and waste free is that they free up our people to focus on being proactive for our clients. By taking our people out of the break-fix business, we put them back where they belong: at your side, offering new services and solutions.

### **What benefits will ClearPoint Technology provide?**

- Because of our usage-based pricing model, potential budgetary surprises are dramatically reduced.
- Our proactive approach to systems management reduces overall downtime, thus keeping your system running smoothly, so you make more money.
- Because our services are so well defined, you can handpick the services you would like managed.
- And finally, high-level technology guidance is provided through quarterly consultations with a technician dedicated to you, to review the IT activities of the previous quarter, and to plan technology initiatives for the next quarter or two.

### **ClearPoint Technology's recommended next steps:**

**Many companies spend** a good three – fourths of their technology budget on running data centers and managing networks – when that really isn't their core competency – and that doesn't leave much money left over to do the strategically important and value – added activities. You want to be concentrating on your core competencies, not carrying the burden of managing technology. So, take a second to learn more about ClearPoint Technology by visiting our website at [www.theclearpointgroup.com](http://www.theclearpointgroup.com).

Then give us a call at **(800) 520-7987**, for a free consultation to see how ClearPoint can assist you.

**The consultation costs you nothing, but could save you millions!**

The answers to six clear questions your business needs to know.



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