

# Managed IT Service Packages & Pricing

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## MONTHLY MANAGED IT SERVICE TIERS

### PACKAGE 1: ESSENTIAL IT SUPPORT

*Perfect for: Small businesses (5-15 employees)*

#### What's Included:

**Helpdesk Support:** ✓ Unlimited email support (response within 4 hours)

✓ Phone support (9am-5pm, M-F)

✓ Remote troubleshooting and fixes

✓ User account management

**Proactive Monitoring:** ✓ Server and network monitoring

✓ Automated alerts for critical issues

✓ Monthly system health reports

**Maintenance:** ✓ Software updates and patches

✓ Antivirus management

✓ Basic firewall management

**Backup & Recovery:** ✓ Backup monitoring (you provide backup solution)

✓ Monthly backup test verification

**Monthly Investment:** \$799/month

**Per-User Cost:** ~\$53-160/user depending on team size

#### Best For:

- Businesses with basic IT needs
- Stable technology environment
- Limited budget
- Don't need 24/7 support

#### What's NOT Included:

- On-site visits (billed separately at \$150/hour)
- After-hours support
- Major projects (quoted separately)
- Hardware procurement

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### PACKAGE 2: PROFESSIONAL IT MANAGEMENT

*Perfect for: Growing businesses (15-35 employees)*

**Everything in Essential, PLUS:**

**Enhanced Helpdesk:** ✓ Phone support (7am-7pm, M-F)

- ✓ Priority response (2-hour response time)
- ✓ Weekend emergency support (on-call)
- ✓ Mobile device support (phones, tablets)

**Advanced Monitoring:** ✓ Workstation monitoring (all computers)

- ✓ Network performance monitoring
- ✓ Bandwidth usage tracking
- ✓ Security event monitoring

**Comprehensive Maintenance:** ✓ Quarterly on-site visits

- ✓ Hardware health monitoring
- ✓ Software license management
- ✓ Performance optimization

**Backup & Disaster Recovery:** ✓ Managed backup service (cloud backup included)

- ✓ Quarterly disaster recovery tests
- ✓ Documented recovery procedures

**Strategic Planning:** ✓ Quarterly technology reviews

- ✓ Annual IT budget planning
- ✓ Technology roadmap

**Security:** ✓ Advanced firewall management

- ✓ Employee security awareness training (annual)
- ✓ Basic cybersecurity protection

**Monthly Investment:** \$1,499/month

**Per-User Cost:** ~\$43-100/user depending on team size

**Best For:**

- Businesses dependent on technology
- Growing teams
- Need reliability and predictability
- Want strategic IT guidance

**Includes:**

- 2 on-site visits per quarter
- After-hours emergency support
- Cloud backup (up to 500GB)

## PACKAGE 3: ENTERPRISE IT PARTNERSHIP

*Perfect for: Established businesses (35+ employees)*

### Everything in Professional, PLUS:

**Premium Helpdesk:** ✓ 24/7/365 phone and email support

- ✓ Dedicated account manager
- ✓ 1-hour response time SLA
- ✓ On-demand on-site support (included)

**Complete Monitoring & Management:** ✓ Full infrastructure monitoring (servers, network, endpoints)

- ✓ Proactive issue resolution
- ✓ Application performance monitoring
- ✓ Capacity planning

**Comprehensive Maintenance:** ✓ Monthly on-site visits

- ✓ Preventive maintenance program
- ✓ Hardware lifecycle management
- ✓ Software standardization

**Enterprise Backup & DR:** ✓ Multi-site backup solution

- ✓ Monthly disaster recovery tests
- ✓ Business continuity planning
- ✓ Guaranteed recovery time objectives

**Strategic Technology Partnership:** ✓ Monthly strategy calls

- ✓ vCIO (virtual CIO) services
- ✓ Multi-year technology roadmap
- ✓ Vendor management
- ✓ Project management included

**Advanced Security:** ✓ Enterprise firewall and security

- ✓ Quarterly security assessments
- ✓ Employee security training (quarterly)
- ✓ Incident response planning
- ✓ Compliance support (HIPAA, PCI, etc.)

**Monthly Investment:** \$2,999/month

**Per-User Cost:** ~\$86+/user depending on team size

### Best For:

- Mission-critical technology needs
- Multiple locations
- Compliance requirements
- Need true IT department replacement

Includes:

- Unlimited on-site visits
- 24/7 emergency support
- Unlimited cloud backup
- Dedicated account manager
- Technology projects included (up to 20 hours/month)

À LA CARTE ADD-ONS

Enhance any package with these add-ons:

Service	Monthly Price
Additional on-site visits	\$150/hour
After-hours support (Essential package only)	\$299/month
Mobile device management (MDM for phones/tablets)	\$5/device/month
Cloud backup - additional storage	\$50 per 500GB/month
Microsoft 365 management	\$15/user/month
Advanced security monitoring	\$399/month
Compliance management (HIPAA/PCI)	\$599/month
Website hosting & management	\$99/month
VoIP phone system management	\$25/user/month
Cloud server hosting	Starting at \$199/month

ONE-TIME PROJECT SERVICES

Not ready for monthly service? We do projects too:

Project Type	Typical Cost	Timeline
Network setup/redesign	\$2,500-\$8,000	1-2 weeks
Server installation	\$3,500-\$12,000	1-3 weeks
Office move IT coordination	\$1,500-\$5,000	Varies
Cloud migration (to Microsoft 365, Google Workspace)	\$2,000-\$10,000	2-4 weeks
Security assessment	\$2,500-\$5,500	1 week
Disaster recovery planning	\$2,500-\$4,000	2 weeks

Project Type	Typical Cost	Timeline
Wi-Fi network installation	\$1,500-\$6,000	3-5 days
Workstation setup	\$150 per computer	1-2 hours each
Server migration	\$4,000-\$15,000	2-4 weeks

Hourly Rate for Custom Projects: \$150/hour

## INDUSTRY-SPECIFIC MANAGED IT PACKAGES

### HEALTHCARE IT PACKAGE

**\$1,999/month** (15-35 employees)

**Includes Professional Package PLUS:** ✓ HIPAA-compliant IT infrastructure

- ✓ EHR/EMR system support
- ✓ Medical device integration support
- ✓ Patient data encryption
- ✓ HIPAA compliance monitoring
- ✓ Business Associate Agreement (BAA) included
- ✓ Annual HIPAA security risk assessment

#### Why healthcare needs specialized IT:

- HIPAA compliance is non-negotiable
- EHR downtime = patient care disruption
- Medical devices need network integration
- Patient data requires extra security

### LEGAL IT PACKAGE

**\$1,799/month** (10-25 employees)

**Includes Professional Package PLUS:** ✓ Document management system support

- ✓ Case management software support
- ✓ Secure client communication tools
- ✓ ABA compliance guidance
- ✓ E-discovery support
- ✓ Court filing system integration
- ✓ Time tracking software integration

#### Why law firms need specialized IT:

- Client confidentiality is ethical obligation
- Document-heavy workflows

- Court deadlines can't be missed due to IT issues
  - Ethical rules around technology competence
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## ACCOUNTING IT PACKAGE 💰

**\$1,599/month** (10-20 employees)

**Includes Professional Package PLUS:** ✓ Tax software support (Drake, Lacerte, ProSeries, etc.)

✓ QuickBooks/accounting software support

✓ Client portal management

✓ Secure document sharing

✓ Seasonal scaling (extra support during tax season)

✓ Bank-level security protocols

### Why accounting firms need specialized IT:

- Tax season demands can't have IT failures
  - Financial data requires maximum security
  - Client portal access is critical
  - Multi-factor authentication requirements
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## PAYMENT OPTIONS

### Option 1: Annual Contract (Save 10%)

Pay for 12 months upfront, get 2 months free

**Example:** Professional Package

- Monthly:  $\$1,499/\text{month} \times 12 = \$17,988$
  - Annual:  $\$1,499/\text{month} \times 10 = \mathbf{\$14,990}$  ☒
  - **Savings: \$2,998/year**
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### Option 2: Quarterly Payments

Pay every 3 months

**Example:** Professional Package

- Quarterly:  $\$1,499 \times 3 = \$4,497$  every quarter
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### Option 3: Monthly

Standard monthly billing

**Example:** Professional Package

- Monthly: \$1,499/month, billed monthly

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## CONTRACT TERMS

**Standard Agreement:**

- 12-month initial term (ensures we can provide best service)
- Month-to-month after initial term
- 60-day cancellation notice
- Service Level Agreements (SLAs) included

**No Long-Term Lock-In:** After your first year, cancel anytime with 60 days notice (we're confident you'll love the service!)

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## WHAT'S INCLUDED IN ALL PACKAGES

**Basic services included in every managed IT package:**

- ✓ **Helpdesk Support** - Email and phone assistance
- ✓ **Remote Troubleshooting** - We fix most issues remotely
- ✓ **User Account Management** - Add/remove users, reset passwords
- ✓ **Software Updates** - Keep systems current and secure
- ✓ **Antivirus Management** - Protection from malware
- ✓ **System Monitoring** - We watch your systems 24/7
- ✓ **Monthly Reports** - See what we're doing for you
- ✓ **Strategic Guidance** - Technology recommendations

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## PRICING COMPARISON

**Hiring In-House IT vs. Managed IT Services**

Cost Factor	In-House IT Person	Managed IT Services
Salary	\$50,000-\$70,000/year	\$0
Benefits (30%)	\$15,000-\$21,000/year	\$0
Training & Certs	\$2,000-\$5,000/year	\$0
Tools & Software	\$2,000-\$5,000/year	Included
Vacation/Sick Time	You're uncovered	We're always available
Expertise Level	One person's knowledge	Entire team's expertise
After-Hours	Overtime or you're SOL	Included (Professional+)

Cost Factor	In-House IT Person	Managed IT Services
<b>TOTAL ANNUAL COST</b>	<b>\$69,000-\$101,000</b>	<b>\$17,988-\$35,988</b>

**Managed IT Services saves \$30,000-\$65,000/year vs. hiring!**

## Reactive IT vs. Managed IT Services

Cost Factor	"Call When Broken"	Managed IT Services
<b>Emergency Calls</b>	\$150-250/hour × 40 hours/year = \$6,000-\$10,000	Included
<b>After-Hours Premium</b>	2x rate = additional \$3,000-\$5,000	Included
<b>Downtime Cost</b>	20 hours/year × \$500/hour = \$10,000	Prevented
<b>Your Time</b>	50 hours/year × \$100/hour = \$5,000	Eliminated
<b>Preventable Issues</b>	Not prevented	Prevented
<b>Strategic Planning</b>	None	Included
<b>TOTAL ANNUAL COST</b>	<b>\$24,000-\$30,000+</b>	<b>\$9,588-\$17,988</b>

**Plus stress, frustration, and constant firefighting!**

## RETURN ON INVESTMENT (ROI)

### How Managed IT Services Pays for Itself:

#### Professional Package Example (\$1,499/month):

#### Costs Eliminated:

- Emergency IT calls: ~\$6,000/year saved
- Downtime: ~\$10,000/year saved
- Your time fixing IT: ~\$5,000/year saved
- Preventable problems: ~\$3,000/year saved
- **Total Savings: \$24,000/year**

**Your Investment:** \$17,988/year

**Net Savings: \$6,012/year**

#### PLUS:

- Better productivity (employees not frustrated)
- Strategic technology guidance (make smarter investments)



- Peace of mind (sleep better at night)
- Scalability (grow without IT headaches)

**ROI: 133% return on investment**

## PACKAGE COMPARISON CHART

Feature	Essential	Professional	Enterprise
Monthly Price	\$799	\$1,499	\$2,999
Best For	5-15 employees	15-35 employees	35+ employees
Unlimited Helpdesk	<input checked="" type="checkbox"/> Email	<input checked="" type="checkbox"/> Email + Phone	<input checked="" type="checkbox"/> 24/7 Email + Phone
Response Time	4 hours	2 hours	1 hour
After-Hours Support	<input checked="" type="checkbox"/> X	On-call	<input checked="" type="checkbox"/> 24/7
On-Site Visits/Quarter	0 (billed extra)	2 included	Unlimited
Server/Network Monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Advanced
Workstation Monitoring	<input checked="" type="checkbox"/> X	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cloud Backup	Monitor only	500GB included	Unlimited
Disaster Recovery	Basic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Advanced
Security Training	<input checked="" type="checkbox"/> X	Annual	Quarterly
Strategic Planning	<input checked="" type="checkbox"/> X	Quarterly reviews	Monthly + vCIO
Account Manager	<input checked="" type="checkbox"/> X	<input checked="" type="checkbox"/> X	<input checked="" type="checkbox"/> Dedicated
Technology Projects	Billed separately	Billed separately	20 hours/month

## HOW TO PRESENT PRICING

### Don't Say:

- ☒ "It costs \$1,499 per month"
- ☒ "The price is \$1,499"
- ☒ "We charge \$1,499"


### Instead Say:

- ☒ "Your monthly investment is \$1,499"
- ☒ "For \$1,499/month, you get unlimited support and peace of mind"
- ☒ "Most businesses your size invest \$1,200-1,500/month"
- ☒ "Compared to hiring an IT person (\$70K/year), this is \$1,499/month"

## PRICING SCRIPTS

### When They Ask "How Much?"

**You:** "Great question! Our managed IT packages range from \$799 to \$2,999/month depending on your size and needs."

**You:**  employees, most clients choose our **Professional package at \$1,499/month.**"

**You:** "That includes unlimited helpdesk support, proactive monitoring, on-site visits, cloud backup, and strategic IT planning."

**You:** "Compare that to what you're probably spending now on emergency IT calls, downtime, and your own time - most businesses find they actually **SAVE** money while getting better service."

**You:** "Want me to put together a customized quote showing exactly what you'd get?"

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### When They Say "That's Too Expensive"

**You:** "I totally understand - \$1,499/month sounds like a lot. Can I ask: What are you spending on IT right now?"

**[Listen to their answer]**

**You:** "Here's what most businesses don't realize they're actually spending:"

**You:** [Pull out calculator or notepad]

- "Emergency IT calls: About \$500-1,000/month"
- "Downtime and lost productivity: \$800-1,500/month"
- "Your time dealing with IT: \$400-800/month"
- "That's \$1,700-3,300/month you're already spending!"

**You:** "Our \$1,499/month is usually **LESS** than you're spending now, but you get:"

- "No more downtime"
- "No more emergency bills"
- "No more frustration"
- "Plus strategic planning to prevent problems"

**You:** "Make sense?"

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### Justifying Monthly Recurring Cost

**You:** "I know switching to a monthly service feels different than 'only calling when something breaks.'"

**You:** "But think of it like this:"

**Analogy 1 - Car Maintenance:** "You wouldn't skip oil changes and only go to the mechanic when your engine dies, right? That's way more expensive."

"Same with IT - proactive maintenance prevents expensive emergencies."

**Analogy 2 - Health Insurance:** "You don't cancel health insurance just because you're healthy. You keep it to prevent huge medical bills."

"Managed IT is insurance for your technology - prevents the huge bills."

**Analogy 3 - Gym Membership:** "Paying monthly for the gym is cheaper than paying a personal trainer by the hour every time you want to work out."

"Same here - monthly IT is cheaper than hourly emergency calls."

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## PACKAGE SELECTOR GUIDE

**Use this to recommend the right package:**

### **Recommend ESSENTIAL (\$799) if:**

- 5-15 employees
- Simple technology setup
- Budget-conscious
- Stable, non-growing business
- Basic needs (email, file sharing, backups)

### **Recommend PROFESSIONAL (\$1,499) if:**

- 15-35 employees
- Technology-dependent business
- Growing team
- Need reliability
- Want strategic guidance
- Have servers or complex infrastructure

### **Recommend ENTERPRISE (\$2,999) if:**

- 35+ employees
- Multiple locations
- Mission-critical technology
- Compliance requirements (HIPAA, PCI, etc.)

- Need 24/7 support
  - Want dedicated account manager
  - Technology is competitive advantage
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**Now you have comprehensive managed IT service pricing! 💰 ☑**

**Use these packages to sell monthly recurring revenue instead of one-time projects!**