Anneal Tech

Persistent MSP Services

Managed Service Provider (MSP)		Managed Security Service Provider (MSSP)
Service Delivery	Infrastructure	Cybersecurity Operations
Tier 1 Help Desk (Remote)	Network Support (LAN & WAN Integration)	Managed Detection & Response (MDR)
Tier 2 Field Services	Firewall Support & Management	
3rd Party Applications Support	Server & Systems Administration	Security Operations Center
IT Knowledgebase	Telephony & Communications	End-Point Security (EDR & AV)
IT Training (Security, Tech Adoption)	Data Retention & Disaster Recovery	Security Information & Event Management
Identity Management	Business Continuity Planning & Execution	Identity Monitoring
Endpoint Management & Monitoring	Managed Cloud Email Hosting (M365)	Email Monitoring (Anti-Spam, Anti-Phish)
Modern Workplace Solutions	Data Loss Prevention	

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Advisory & Project Services

Advisory	
IT Leadership Training	Live and prerecorded training sessions from a course catalog developed to upskill IT leaders and improve their ability to deliver of business goals. Each training emphasizes meeting business needs and how to better align IT with business performance goals.
ITSM Assessments	A comprehensive evaluation of the existing IT Service Management process used within the organization, followed with recommendations to improve service levels and outcomes.
Technology Maturity Assessments	Analysis of the existing technology stack used by the organization and how it compares to current and upcoming technology offerings. (ex: on-premise email hosting vs cloud based, operating system versions, or the capability of technology used in conference rooms and the broader office)
Cybersecurity Risk Assessments	Analysis of the existing technology stack used by the organization and the potential security gaps or risks that they present for the organization, along with recommendations for how to improve the organization's security posture while minimizing business impact or disruption.
ITIL Strategy Development	A workshop program aimed at applying ITIL v4 principles in the organization to improve service outcomes and align the overall IT organization with customer requirements.
Project	
Data Migrations	Data migration service to transition unstructured data (files and folders, not databases) from on-premise (Windows, Nasuni, etc) to cloud solutions such as SharePoint or between cloud services such as Dropbox, Google Drive, Box, and AWS.
IT Talent Acquisition	A full-service activity for talent acquisition including role/job description development, candidate vetting, interview advisory, and career plan strategy.
Project Management	General IT project management for change management, technology deployments, office moves, M&A activities, etc.

Service Delivery

Helpdesk & Field Services

Helpdesk: 8am – 5pm or 24/7 (Tier 1)	Field Services: 8am – 5pm (Tier 2)
• Remotely supports customers as the first line of response for incident and request fulfillment. • Triages customer issues and either resolves as a first call resolution (FCR) or escalates to a higher support team. • Primarily supports workstation and peripheral issues. • Assists with identity access issues. (Password reset, MFA, JML)	• Desk-side support for issues that are unresolvable remotely. • Generally, the second tier of support after the helpdesk. • Primarily supports physical workstation, peripheral, and local office infrastructure (network, AV, and print services). • Facilitates onsite equipment deployment.

3rd Party Application Support
• Facilitates the support of third-party applications by engaging with vendors on the customer's behalf to resolve incidents.

Service Delivery

Identity & Endpoint Management

Identity Management	• Facilitates the Joiner, Mover, Leaver process • Ensures appropriate licensing and access to the organization's resources and tools.
Endpoint Management & Monitoring	• Proactive performance monitoring and maintenance of workstations, servers and other end-user devices. • Ensures compliance and governance of end-user devices with regulatory and industry best practices.
Modern Workplace Solutions	• Development of technology solutions that address current and future business requirements. (ie: Remote work, collaboration and data sharing, office technologies such as AV and peripherals.)

Service Delivery

Training & Self-Service Solutions

IT Knowledgebase & Service Catalog	• Customer facing resources to facilitate self-service support and incident remediation. • Supports training initiatives and policy awareness.
IT Training: Security Awareness & Technology Adoption	• Improves technology awareness and adoption through tailored training programs that are built around the audience and business needs. • Establishes a security awareness culture in the organization, decreasing the likelihood and risk of security incidents if they do occur.

Infrastructure

Systems Administration

Server & Systems Administration	• Provides deployment, configuration and ongoing maintenance of server infrastructure, located either on-premise or in the cloud. • Proactive security and application patch management.
Network & Firewall Management	• Provides deployment, configuration and ongoing maintenance of networking infrastructure including routers, switches, firewalls, hubs and wireless access points.
Telephony & Unified Communications	• Provides deployment, configuration and ongoing maintenance of telephony infrastructure. • Facilitates the integration of VOIP, analog voice service solutions, and collaboration tools.
Email Hosting	• Management of cloud email solutions such as Microsoft Exchange (M365) and Gmail.

Infrastructure

Disaster Recovery & Business Continuity

Data Retention & Disaster Recovery	• Development and implementation of disaster recovery plan, tailored to the individual business and regulatory requirements. • Data retention policy management. • Live and immutable cloud backup solutions, ensuring rapid data recovery.
Business Continuity Planning & Execution	• Development and execution of a business continuity plan that will allow the client to successfully pivot their operations in response to a wide range of threats or crisis situations. (ie: widespread pandemic, government unrest, natural disaster, widescale cyber event.)

Cybersecurity Operations

Security Operations Center

Managed Detection & Response	• 24/7 monitoring and response of threats across all managed endpoints, identities and infrastructure.
Managed Endpoint Security	• Tailored security tooling, policy management and deployment for workstation and servers.
Managed Identity	• Centralized threat detection and response for cloud-based identities such as M365.
Email security	• Anti-spam and anti-phish response. • Identification of malicious URLs and attachments.
Data Loss Prevention	• Proactive monitoring and response to data exfiltration or loss due to internal or external threat actors.

Service Level Agreements

Contact & Response

Contact Type	SLA	Goal
Phone	2 Minutes	90 Seconds
Portal Chat	2 Minutes	90 Seconds
Email	24 Hours	8 Hours
Service Catalog (Portal)	24 Hours	8 Hours

Service Level Agreements

Resolution & Fulfillment

Description	Level	SLA	Goal
Complete work stoppage or immediate business client impact	Priority 1	4 Hours	2 Hours
Partial work stoppage or impending business client impact	Priority 2	8 Hours	4 Hours
Persistent performance/service disruption (moderate business impact)	Priority 3	3 Days	2 Days
Intermittent performance/service disruption (low business impact)	Priority 4	5 Days	3 Days
Common incident impacting multiple users (ex: 10+), generally due to a major service outage.	Major Incident	Varies by scope and cause	

Service Level Agreements

Hardware Failures & Physical Presence

	Business Pro/Pro+	Goal	PCaaS	Goal	Forge Box	Goal
Endpoint Failure (Critical/Work Stoppage)	8 hr	4 hr	4 hr	2 hr	4 hr	2 hr
Expected Delivery Time*	2-5 Days		1-2 Days		30 Minutes	
Workstation Peripheral Failure**	16 hr	8 hr	40 hr	16 hr	40 hr	16 hr
Office Technology Failure**	16 hr	8 hr	16 hr	8 hr	16 hr	8 hr
Infrastructure Failure**	16 hr	4 hr	16 hr	4 hr	16 hr	4 hr

*Real world duration, not business hours duration.
**Assumes immediate availability of replacement equipment.

Customer Personas

CRE - Brokerage

Role	Function	
Managing Director/Principle/Market Leader	Business Development, market coordination, strategic leader	0
Operations manager	Head admin, supports market leader.	3
Marketing (manager, coordinator, designer)	Heavy graphics user, involved directly in pitch/listing activities. Has rapid turn around times and high dependency on unstructured data (graphic files, images, pdf)	2
Research (Manager, analyst)	Database user (listings, property, client). Heavy M365 and PDF use. Directly involved in pitch/listing activities.	3
General Admin (Reception, deal admin, team support “CPC”, client specialist.)	Jack-of-all-trades with a blend of marketing design and M365 activities. Lot of swivel chair/go-ffer/data entry tasks.	4
Broker (VP, SVP, EVP, Chair, ViceChair, Grand Lord Emperor, The Ring That Must Be Kissed.)	Primary revenue producer. Often operates as an IC with moderate ties to the company depending on fee split. Heavy CRM, Email, phone, and pdf user. Mobility is key and spends significant time away from the desk.	1

Customer Personas

CRE – Property Management

Role	Function	
Managing Director/Principle/Market Leader	Business Development, market coordination, strategic leader	0
Operations manager	Head admin, supports market leader.	3
General Admin (Reception, deal admin, team support “CPC”, client specialist.)	Jack-of-all-trades with a blend of marketing design and M365 activities. Lot of swivel chair/go-ffer/data entry tasks.	4
Accounting	Heavy M365 user. Deals with highly sensitive data (Banking, tax, client PII) May use unique peripherals like check scanners and printers.	3
Leasing specialist (The non-agro broker)	Blend of a broker and property manager, direct listing the property on behalf of the owner. Heavy CRM, Email, phone, and pdf user.	2
Property Manager (primary, assistant)	Generally based on-site at the building they are operating. Heavy email and phone use. Many operate 24/7 on-call.	2
Facilities (Engineering, Security, Janitorial)	Uses technology when necessary (BMS, email). Mobile user that works out of email or ticketing system.	4

Customer Personas

CRE – Appraisal

Role	Function	
Managing Director/Principle/Market Leader	Business Development, market coordination, strategic leader, appraisal review	0
Operations manager	Head admin, supports market leader.	2
General Admin (Reception, team support)	Jack-of-all-trades with a blend of marketing design and M365 activities. Lot of swivel chair/go-ffer/data entry tasks.	3
Appraiser	Heavy M365 and PDF user. Highly due-date sensitive. Works flexible hours and travels frequently. Has moderate demand for imagery and unstructured data used in the appraisal.	1