MYDWARE IT Solutions Inc.

Consumer Awareness Guide To Choosing An Honest, Reliable, and Competent "IT Guy"

Don't Trust Your Computers or The Irreplaceable Files On It To Just Anyone!

Hiring the wrong IT guy can not only be incredibly frustrating and expensive, but you could end up losing ALL of your irreplaceable files, photos, music, e-mails, and other important documents!

Read this guide and you'll discover:
- ✓ Computer scams and rip-offs that you MUST be aware of.
- ✓ 5 Costly misconceptions about computer maintenance and repair.
- ✓ Viruses, worms, spyware, and hackers: what you need to know to protect yourself.
- ✓ 7 Questions you need to ask before buying any computer equipment.
- ✓ 5 Critical characteristics you should demand from your computer repair technician.
- ✓ Why you need to avoid "cheap" or "bargain" computer repair shops.
- ✓ The one surefire sign that you should run – not walk – out of a computer repair shop.

Provided as an educational service by:
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MYDWARE IT Solutions Inc.

From The Desk of: Darryl Cresswell
Darryl Cresswell – President & CEO

Dear Fellow Business Owner,

There are no shortages of horror stories about fly-by-night computer repair shops, security camera installers, and "computer guys" causing problems as a result of their unethical or incompetent behavior. I'm sure if you talk to your own friends and family you will get an ear-full of the unfortunate experiences they have encountered in this area.

You see, the computer industry, along with a lot of other industries, has its own share of unethical businesses who will always try to take advantage of uneducated buyers in their greed for easy money. Fortunately, businesses like these are the minority, but we know they exist because we have had a number of customers come to us to clean up the disasters they have caused.

Another big problem of the computer industry is that it is not regulated like many other industries. Electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, and even restaurants (to name a few) are heavily regulated to protect the consumer from receiving substandard work or getting ripped off. However, the computer industry is still very new and there aren't any laws in existence to protect the consumer.

Anyone who can turn a computer on can market themselves as a computer repair technician or shop. Even if they are honestly trying to do a good job for you, their inexperience can cost you dearly in your machine's performance or in lost or corrupt data files. That is why we decided to offer this report.

The information in this Guide is provided to help raise standards within the computer repair and support industry, and to give YOU useful information to help you guard against the unethical or incompetence of some companies and technicians.

The Five Most Costly Misconceptions About Computer Maintenance and Repair

#1: If your computer is working fine right now, it does not need any maintenance.

This is probably one of the biggest and most deadly misconceptions that most computer users fall victim to. Computers are just like cars. If you don't change the oil, change the filter, rotate the tires, flush the transmission, and perform other regular maintenance on your car, it will eventually break down and cost you FAR MORE to repair than the cost of the basic maintenance.

There are certain maintenance checks that need to be done daily (like virus updates and spam filtering), weekly (like system backups), and monthly or quarterly (like checking for and installing security patches and updates, disk defrag, spyware detection

and removal, checking the surge suppressor and the integrity of the hard drive, and so on). Your computer repair technician should be adamant that you have regular maintenance done on your machine and should offer to set up automatic virus definition updates, spam filtering (to avoid viruses), and automatic system backups OFF-SITE.

If your technician does not press you to let him do this for you, then RUN – don't walk – out of their office. Lack of system maintenance is the NUMBER ONE reason most people end up losing valuable files and incurring heavy computer repair bills. If your technician isn't offering you these services, you need to find someone else to support your computer or network for two reasons:

1. Either they don't know enough to make this recommendation, which is a sure sign they are horribly inexperienced, *OR*

2. They recognize that they are *profiting* from your computer problems and don't want to recommend steps towards preventing you from needing their help on an ongoing basis.

Either reason is a good one to get as far away from that person as possible!

#2: The maintenance tools provided in the Microsoft Operating System or MAC OS Operating System and software are all the maintenance you need.

Again, this is a terrible misconception. Microsoft and Apple do NOT include ALL of the security features to protect your data from viruses, hackers, and data loss or prevent your PC from running slowly **or Cyber Criminals**.

Additionally, Microsoft, Apple (and other software vendors for that matter) are constantly providing critical patches and updates to their software to protect you from viruses and hackers. However, if you don't know to look for them, or if you don't know how to install them properly, you could easily end up getting burned.

#3: My nephew/neighbor's kid/brother-in-law/bookkeeper/controller/etc.. knows this computer stuff and can help me solve my problems.

If only this were true. Obviously, not all technicians are created equal. Just because a person is good with computer applications (what we call a power user) does NOT mean they know how to install a critical security patch, detect and extract a deadly virus, or upgrade your machine or protect your network and data from Cyber Criminals.

Most people look for a part time "guru" to help them save money, but this often comes back to haunt them. Consistently we get new customers call us needing us to clean up a mess that was caused by an inexperienced neighbor, friend, or relative who was just trying to help. If the person you have working on your machine or office network does not do computer repair and support for a living, there is a good chance they won't have

the knowledge or experience to truly help you. Technology advances at lightening speed and it takes constant learning and practice to master it. If your part-time technician is not working on PCs and networks every day, they probably only know enough to be dangerous.

#4: You can always get a better deal on computer software, equipment, or services by shopping online.

The key word here is "deal". Sure you can always find a cheaper price if you shop online, but you might actually end up getting the short end of the stick. As with anything in life, you get what you pay for. Companies simply cannot give you dirt cheap prices AND champagne service.

If you are getting a cheap bargain, chances are you will get very little if NO service after the sale. If something goes wrong, or if you just have a question, you might find out that the customer service line only goes to a voice mail box that never gets checked, or that you have to submit questions via e-mail that takes DAYS to return.

Before you buy ANY computer equipment, make sure you know the answers to these questions:

1. How long have they been in business? The last thing you want to do is buy a lemon of a computer from a fly-by-night organization. Thanks to the Internet, ANYONE can set up a website and start selling computer equipment, parts, and software. That is why you want to look for a company that has been in business for 10 years or more. We've been in business for 20 years!

2. What is their guarantee or warranty on the equipment or services you are buying? As a standard rule, they should offer one year replacement warranty on all parts at a minimum.

3. How do they handle returns and exchanges? Do you have to ship the defective item back to them on your dime or do they arrange to have it picked up? Do they send the replacement first? What is the guaranteed turnaround time for an item? This is why many people prefer to buy all equipment from a local vendor. If something goes wrong, you can drive to the store, speak to a real person, and get an instant replacement in most cases.

4. What type of help desk support do you offer? If you are like me, you want to speak directly to a knowledgeable technician when you need help. However, many companies only offer e-mail and web-based support, and charge a hefty fee for anything outside of that. Which brings me to the next question…

5. Is your support free or charged by the minute? Make sure you are very clear on what support is free and what is fee-based.

6. Where is their help desk and customer service office located? Many of the big vendors are shipping their help desk support overseas to save money. While this works out great for them, it can be incredibly frustrating when you are trying to communicate with their customer support representatives.

7. Do YOU really know how to install, configure and troubleshoot this new device? If not, you may want to consider hiring a qualified technician to install it. Quite often, drivers and software can conflict and cause problems and unless YOU have installed this device before, it might be worth the small fee to get someone else to do it for you.

#5: All computer repair shops and IT guys are created equal. Your best option will be the one who offers the lowest price.

As we stated a moment ago, you get what you pay for. A cheap price usually means a cheap job. Really good technicians do NOT work cheap because they are in high demand. The only technicians that will work cheap are those that are just starting and they are grossly inexperienced.

With your valuable data, precious family photos, favorite music files, and other irreplaceable documents at stake, do you REALLY want the cheapest technician working on your machine or Office Network?

We take the view that most people want value for money and simply want the job done right. You will find that we are not the cheapest and we do not apologize for that. You will also find that we are not the most expensive. We simply feel that we should offer a good service at a fair price. That's why we have been able to stay in business for over 20 solid years.

5 Critical Characteristics You Should Demand
From Your Computer Repair Guy or Shop

1. **Demand that they have support staff trained in multiple disciplines of IT.** If you rely on a "single solution vendor" operation, you might find yourself without any help when they run into an issue outside of their comfort zone, or when they are simply too busy servicing other customers whom they are better equip to manage. Having multiple technicians on staff trained in different disciplines of IT means you are far more likely to have someone to talk to and that can actually help you when you have a problem.

   Another reason you want a shop that has technicians trained in multiple aspects of IT is because no one IT guy – no matter how good – has infinite knowledge about

every type of software, hardware, and platform. Multiple trained technicians mean multiple skill sets and a higher likelihood that your computer problem will get resolved faster.

2. **Demand someone who has a long-standing reputation.** Let's face it; there are a lot of other computer repair technicians out there, but most are new or just getting started. You want to make sure you avoid hiring a fly-by-night technician between jobs that sets up shop one day, and is out of business within a month or a year. Only deal with computer technicians and repair shops that have a proven track record in your area. MYDWARE has been servicing customers in the GTA and Simcoe County area for over 20 years now.

3. **Demand that they have specific knowledge or expertise on solving your particular problem.** Do NOT let someone practice on your machine. If they have not worked on your problem before, they should TELL you that in advance. There is too much risk involved financially and in your data and equipment.

4. **Demand that your technician backs up your system BEFORE working on it.** This is just common sense. Don't let them touch your machine before your entire system is securely backed up just in case something goes wrong.

5. **Demand that your machine comes back with the same settings, look, preferences, and applications that you had on it prior to the work.** There are a lot of second-rate shops with inexperienced technicians who will end up causing you more problems than you bargained for. Very frequently, these inexperienced technicians will recommend that you wipe out your hard drive and re-install Windows to fix a problem. This means you lose all of your settings and preferences, as well as losing all of the software programs you have installed. This should ONLY be done as a last resort.

    WARNING: In addition to wiping out your hard drive, some of these shops will put illegal software on your machine using a stolen license. Not only is this illegal and putting you in a position to get fined, but most illegal software (especially Microsoft's) is locked, which means you cannot download and update critical security patches. This leaves you unable to update your machine and protect it from deadly viruses, worms, and hackers.

Your Customer Bill Of Rights

Here is what I promise to deliver if you choose MYDWARE to service your company network:

1. When you call us with a computer problem, we guarantee that our Help Desk team will answer your phone call immediately by an experienced technician who can help.

2. You deserve to get answers to your questions in PLAIN ENGLISH. Our technicians will not talk down to you or make you feel stupid because you don't understand their "geek speak".

3. You deserve complete satisfaction with our products and services. We will do whatever it takes to make you happy. No hassles, no problems.

4. You should EXPECT that no damage will be done to your machine or your data. Before we start working on your computer or network, we will evaluate your problem and alert you to any potential risks involved in fulfilling your job. If there are any risks, they will be explained in full, and your authorization and agreement will be obtained before the work commences. You can also choose to have your data backed up before we start any work on your machine.

A large proportion of our business comes from referrals from happy, satisfied customers. We want you to recommend us and we know that you will only do this if you are happy with the services we provide. That is why we work so hard to go above and beyond the call of duty.

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Don't Take Our Word For It;
Just Listen To What Our Customers Have To Say…

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I feel secure and supported - you guys hit the nail on the head every time

Our previous company **barely got anything done** and we had to follow up on everything. The commitment MYDWARE makes to us is greatly appreciated**, you guys are a part of our office**. Setting up our office was a tough decision. Now that we're up and running **I feel secure and supported**. As we grew, we came to understand downtime with increased staff is very expensive.   MYDWARE followed up on every issue at each stage to ensure that our goals were met. To me that is a must. Following up on items after they are completed to ensure satisfaction is just as important as doing them, **and you guys hit that on the nail every time**. Keep up the good work!!

Michael Lamanna
Skyview Group

The biggest difference between other IT companies is there's no Darryl

We are a company who shopped our IT pricing after a door-to-door sales person told us how much we could save. **What a big mistake we made**. The initial offer made it sound significantly less however, there were so many hidden factors (like purchasing extremely expensive phone systems/software). Not mention during the switch over **our service ended up being disconnected on three different occasions**. This provider was a large company and I was blown away by how much information was lost between departments. It was such an unpleasant experience, we tried hard to cancel but we were **now locked into a contract** with **high penalties** if we were to cancel. I have since moved my service back and it is such a relief! I'm too busy to stress over my IT and since we returned our phones and internet back to Darryl, it has taken away so many of my headaches. **Darryl stands behind his products** and **will go above and beyond** to ensure his service is operating correctly

Darryl has managed our IT for the **past 15 years**. If we have an issue, it's a simple call and he resolves it. If we require a new system or service Darryl always provides detailed options and different pricing. **I trust Darryl** and believe that he has our company's best interest at heart. My typical answer when reviewing the different options is, "what do you think we should do" and most likely go off his response.

Whenever we hire a new employee Darryl we let Darryl know and he sets up their computers, email, cloud login and everything else from the IT stand point.

Darryl monitors our systems and automatically does updates and backups. It is nice to have the single point-of-contact for all of our IT needs.

Dave Gerow
Triple J Contracting Inc.

We have peace of mind and a single vendor to work with - one call and issues are resolved.

Since we moved to MYDWARE **we have had piece of mind**. When, and if, there is an issue we know with just a phone call it will be fixed and we can continue with our work day. MYDWARE streamlines all our services and **we do not have to deal with a plethora of companies. One call and it is done**.

Irene Courmanos
Straitlink Global Logistics

It's really a one stop shop - without any of the hassles/penny pinching

The multitude of service offerings that we can get through MYDWARE is truly anything a business would need to operate – **it's really a one stop shop**, just an all-around superior product set at a great value compared to some of the larger players out there. **Without any of the hassles/penny pinching you see at other providers**. Oh, and they're friendly too.

MYDWARE is second to none when it comes to the services they provide, they continue to add new services and platforms to help make their customers lives easier and more productive wherever or wherever you happen to compute.

Jonathan Slivko
Simpli Consulting

You get what you pay for - My systems work! If anything goes wrong it gets fixed fast.

Since MYDWARE has been looking after our system, **we have had little to no down time**, viruses or malware. The backup service provided to us is essential and **makes me feel safe** with my company's data. The new Cloud Desktop I just signed up for allows

me to access the system from where ever I am, and that has been a **huge bonus in time saving**. Yes it costs money but so does everything else, from good food, good wine, to clothes and cars.

Price is always on people's minds, "am I paying too much for what I am getting". Well, I can honestly say that I know the answer. I was working at a job when one owner said to the other " why do we pay these guys this much" the other owner answered him the next week when all hell broke loose and we dealt with the situation and got to the solution as quick as possible, "that's why" he said. When things go wrong, and they will, you want confident and reliable people to deal with it, and that costs, the right amount, not too much.

Michael Kipis
MJK Electric Inc

Working with Darryl has been nothing but spectacular.

Working with Darryl over the last year has been nothing but spectacular. **Very polite, courteous and professional**. Being a contractor in this fast-paced world doesn't leave a lot of time for me to keep up with technology. Darryl has taken care of all our needs. Well Done!!!! Would highly recommend him and the company to anyone.

Larry Miller
R&S Enterprise

Darryl is always quick to respond and patiently coaches me thru the steps

Darryl has been very patient with my limited amount of knowledge. **His ability to explain thoroughl**y has improved my understanding of website development and hosting.

Unknowingly, my company had allowed third party web host companies to maintain control of our website. Thanks to Darryl, he brought this to our attention **and assisted me to regain control of our information**. I now **trust Darryl's advice** and rely upon his guidance.

I love the MYDWARE It service. I can change information independently, without third party costs. When I need assistance, **Darryl, is always quick to respond** and patiently coaches me through the steps.

Sharon Albers
Bigstar Sandy Shoes Inc.

We have had no downtime in the last three years

For the **last three years** I have been working with MYDWARE, they have provided a stable, consistent phone service for us. **In the last three years we've had no downtime**. In addition to the **stable service**, the **cost savings have been considerable**. Call quality has been great too. Personally, I have found Darryl to be a helpful and a knowledgeable resource **who is always available when we need him**.

Brent Davidson
D3 Live

MYDWARE is always fast and responsive to our needs

Our company has been using MYDWARE for **17 years** for our all of our communication needs including IP phones, web hosting and computer support. They have always been **very responsive and forthcoming with solutions** to keep the business running. We have referred many of our own customers to MYDWARE so if you're looking for an **honest, professional and courteous IT provider,** you are in good hands!

Gabriel Araish
Rayment & Collins

We think of Darryl like a member of our family

We've been with MYDWARE for over **10 years now**. We get **a single solution no nonsense** provider for everything my company uses. Darryl has always been **fast, knowledgeable and friendly** to deal with.   I always feel the advice he gives is **transparent, professional** and exactly what we need to address particular challenges we face. We literally have every single one of our IT services with MYDWARE and **things just work**!   When I need help, it is a simple phone call or email away.

Aaron MacMurray
RF Hood Limited

Darryl always makes himself available to explain things in a non-technical way to me

I've had nothing but a **positive experience** working with MYDWARE - over the years we've been using their service and relying on them for our we site and webhosting. Although I don't have a great deal of technical knowledge, **Darryl always makes himself available** to explain things to me and **promptly assists me** with any requests I have. I would absolutely recommend their services!

Megan Connor
RDI Inc.

MYDWARE has always given me great service

I have been dealing with Darryl at MYDWARE for **over 12 years** and he has always given great service. He displays a **high level of expertise** in the IT field and has been **a pleasure to work with**. I recommend MYDWARE for all IT needs.

Lorenzo Morra
Roman Building Materials Ltd.

I have no understanding of IT, MYDWARE solves all of this for me

I have worked with MYDWARE **since 2007**. They have always been **professional, efficient and reliable**. I run a personal training business, I have no background or understanding of IT.   Darryl was able to quickly get me setup on a professional domain, email and website for my clients.   If you don't understand technical stuff and want **someone you can trust**, I recommend their services to anyone or any business.

Chris Rainer
Perfection Fitness

I take their advice because I learning the hard way

I've been a customer **for 16 years**. I take Darryl's advice **because I learned the hard way** the extra cost of not doing it right the first time around.   We tried doing things with always price as the concern and learned over time it **ends up being more expensive and is not worth it**.   For my company, reliable equipment that doesn't cause down time is our focus these days, it costs us a lot more when we are down.   So **we trust MYDWARE** to provide fair competitive prices and over the years we have full trust and faith that we are getting fair market pricing.

MYDWARE offers **competitive pricing and different options** depending on your budget, my company has very little down time if ever, my computers are scanned and updated daily to prevent issues. MYDWARE is **quick to get a hold of** and deals with urgent matters very quickly.

Anthony Perri
Perris Leathers Ltd.

Fast Response Times – We are in retail and time is money!

MYDWARE's service, support and online portal give me full control over our phone systems at our retail stores. **The assistance you are getting is quite immediate**, which helps us a lot as **we are in retail and time is money**. It is handy as a business administrator to access things like voicemail, recorded phone calls, or even rebooting the phone remotely. I love the fact, if I have any inquiries regarding things like finding a certain recording, how to program a phone to forward calls, your IT solution platform online **provide assistance right away**.

Louisa Yuen
Revolve Furnishings.

Your business should absolutely work with MYDWARE!

MYDWARE offers us all-in-one service (**one stop shop**), with the ease of working with one company we can focus on running our business. Having everything under one platform provides us with rapid response and updates from a **knowledgeable and friendly team**.

Wence Wong
Royal Design Inc.

It's the personal touch that makes the biggest difference

With my limited IT knowledge, **managing and maintaining my IT services was always my biggest headache** in my business. With MYDWARE, **I no longer need to worry** about any issues related to my IT and **I am able to focus 100% on my own business**.

It's the personal touch that makes the biggest difference than other IT firms that I have worked with in the past. You know **there is always someone behind the phone or screen ready to help you**.

If you are looking for a cost effective, user friendly, IT solution company, I can personally vouch that MYDWARE is the right choice

for you. If there is one thing that I regret about MYDWARE, is "**Why didn't I know you sooner?"**

Min Chen
CMFY International

You get an owner that truly cares and that makes all the difference in the world

Over the last **18 years**, I have always enjoyed the personal touch anytime I need assistance. In each interaction I always felt important and that I was **not just another customer**.   I run a SMB business myself, I know how important it is to not lose touch with clients. I can say in all honesty, I've always felt **Darryl and his team care about me and my company on a personal level**.

Give Darryl and MYDWARE a chance and watch how they exceed your expectations. It's that **personal touch with an owner that truly cares** that makes all the difference in the world.

Trusting MYDWARE is an easy justification for me.

Curtis Gallant
Lime Collar Group

Their foundation is solid - any issues will be quickly addressed!

As a software developer, **we have no worries about their IT infrastructure**. The foundation is solid and **any issues that do arise will be quickly addressed**.   I have come to enjoy **rapid response times** and **a high level of technical proficiency**. With a minimal explanation of the problem, **they resolve problems quickly**.

John Franklin
JF Custom Software

Some Of The Services We Offer

- ✓ Business Grade Phone & Fax Services
- ✓ High Speed Internet (Cable, DSL, Fibe, Point To Point / Wifi)
- ✓ Website & Email Hosting
- ✓ Data Center Services
- ✓ Cloud Backup
- ✓ Cloud Desktops & Cloud Servers
- ✓ Network Monitoring
- ✓ 24/7/365 Help Desk Services
- ✓ Remote Monitoring & Remediation
- ✓ Onsite Services
- ✓ Cabling & Networking
- ✓ Core network devices (switches/firewalls)
- ✓ Custom Website Development

FREE Problem Prevention Audit for All New Customers

As a prospective customer, we would like to offer you a $497 Problem Prevention Audit of your network and computer for FREE.

During this audit I will come on site and…

- ✓ **Pinpoint any exposure to or risk** from hackers, viruses, spyware, spam, data loss, power outages, system downtime, and even employee sabotage.

- ✓ **Review your system backups** to make sure the data CAN be recovered in case of a disaster. You don't want to discover that your backups were corrupt AFTER a major disaster wiped out your network.

- ✓ **Scan your network for hidden spyware and viruses** that hackers "plant" in your network to steal information, deliver spam, and track your online activities.

- ✓ **Look for hidden problems that cause error messages, slow performance, and network crashes.**

- ✓ **Answer any questions you have** about your network or keeping it running problem free. I can also give you a second opinion on any projects you are considering.

There Are No Strings Attached,
But You Have To Hurry…

As you might have guessed, I cannot extend this offer forever, because time and staff limitations simply won't allow it.

If you want to say goodbye to your computer problems and stop worrying about the security of your data from hardware failures, viruses, hackers, and other threats, then you'll want to sign up right now for this Free Network Security Audit.

There is absolutely no obligation or pressure for you to buy anything, or to ever use our services again. As I stated earlier, this is simply an easy way for us to demonstrate how we can help your business at no risk to you.

How To Secure Your Free Network Security Audit

1. Fill in and fax back the enclosed request form.

2. Call me direct at 416-628-7107

3. Send an e-mail to darryl@mydware.com with the words, "Security Audit" in the subject line. Be sure to include your company name, address, and phone number so I can follow up with you.

Good Networking,
Darryl Cresswell
President and CEO
MYDWARE IT Solutions Inc.
416-628-7107
https://mydware.com

P.S. Please note that this offer for a **FREE Security Audit won't be around forever.** While we would love to be able to give these away to everyone, staff and time limitations simply won't allow it. That's why you must respond to this offer by the date stamped on the enclosed fax-back form today.

You have my word that you will not be under any pressure or obligation to buy anything, or to ever use our services again.

MYDWARE IT Solutions Inc.

"Yes! I Want To Make Sure My Network And Company's Data Are Safe From Harm"

❑ **Please sign me up for a FREE Security Audit so I can make sure I am doing everything possible to secure my network.** I understand that I am under **no obligation** to do or to buy anything by requesting this audit. I further understand that these audits are being made available on a **first-come, first-served basis**.

Please Complete And Fax Back:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ PROV: _____ Postal: _____

Phone: _____ Fax: _____

E-mail: _____

Number of PCs: _____

Operating
System: _____

Fax To: 416-848-7523

Call Me Direct At: 905-731-9687