



MANAGED SERVICES:

SBT Partners – Background & Founding Principles

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Managed Services Integration and IT Annual Planning

SBT Partners was established to provide managed services integration and IT consulting to small businesses. SBT Partners' brings over 20 years of experience in managed services, information technology infrastructure support, and partnership management to its clients. The founder and managing partner, Dan Rahko, brings over 10 years of experience serving small and mid-sized businesses in New England, progressing through performance to a leadership and ownership position in a successful Value Added Reseller and innovator in early market delivery of managed services. Dan created and implemented the managed services model leading to an account base of over 100 businesses. That model used in New England has been updated, improved, and redefined to provide managed services through a network of proven partners that have extensive expertise in data center operations, infrastructure support, and onsite IT service delivery and troubleshooting.

Dan's partner at SBT Partners, Douglas Blumenthal, is the founder of the National IT Force, a network of IT technical support providers that have organized to support many companies, large and small, as independent contractors for IT services including technical account management and break/fix services.

Client Focus

The SBT Partners' engagement model focuses on the client and not on the build-out of managed services solutions that are costly to develop internally and even more costly to manage without a large base of clients to spread costs across. Packaged managed services are contracted through prominent companies with proven network operations centers, such as Zenith InfoTech, that have spread their costs across thousands of clients worldwide. With their economies of scale, SBT Partners can offer solutions that no small VAR would be able to come close to in terms of costs and functionality. However, Zenith, Cisco, Ingram Micro, and other IT infrastructure product and support leaders, don't sell directly to small businesses.

Critical Success Factors: Annual IT Plan and TAM

SBT Partners' model as a managed services integrator is to manage the relationship between the network operations center (NOC) and the client, selecting those services that best meet client needs. The most important components of the Annual IT Managed Service Plan are Technical Account Management (TAM) and the IT Roadmap. These services ensure that solutions proposed work to meet a Service Level Agreement (SLA) that incorporates guaranteed response time. Guaranteed response time provides the client with the peace of mind ensuring confidence that IT is working to meet their needs so they can manage their business.

The IT Roadmap, the consulting component of the model, provides the required assessment of the client strategies and defines the impacts that will affect performance. It is a strategic planning function that is updated yearly to ensure that there is alignment between the IT plan and the client's business plan. There is no cost for the IT Roadmap and TAM functions. They are included in the base monthly price of the solutions offered. These services, if contracted for independent of the managed services solutions, would be very costly and difficult to find within the small business market.

Straight Talk and Straightforward Solutions

In summary, SBT Partners' mission is to provide unbiased and unvarnished advice to its clients. It makes no difference to us if we do not invent the individual managed services included in our solutions. We did not invent managed services. What is important is that choices can be offered to our clients in a variety of new IT areas that will, over the long haul, provide exceptional opportunities for improved productivity and business growth. SBT Partners' is in the partnering business, not in the technology business. We are dedicated to the small business market and willing to go the extra mile to ensure that we have a lasting relationship with the client. Our costs are low. Our value is based on our expertise.

Winning Client Business Month after Month

The combination of Dan's skills and expertise in managed services combined with Douglas' skills in onsite service delivery through the National IT Force are all most small businesses need to meet their needs. SBT Partners can package any service in a clients Annual IT Plan at the lowest cost to meet the required SLA. The client costs will be predictable and the service level will be much higher than an internal approach or through services delivered by VARs that build and maintain their own technical and sales staff. SBT Partners delivers all services associated with the Annual IT Plan on a monthly basis. Services can be cancelled with a 30-day notice. It is our responsibility to meet customer expectations and deliver a high level of service to ensure we retain their business.