

**In this tight economy,
maybe it's time you take a**

CLOSER LOOK

**At what
you're really
getting for
the money
you're
spending
on IT**

**FROM THE DESK OF:
MERJAN BUBERNACK
3RD GENERATION OWNER, ET&T**



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Dear Colleague,

If a trusted expert could prove to you that **thousands of dollars were being wasted on IT in your company** while simultaneously exposing you to cyber liabilities, legal risks and other losses that could stack up into the *millions* – would you want them to tell you about it?

My name is Merjan Bubernack, 3rd Generation Owner of ET&T. On the surface, we appear to be “just another” outsourced IT services firm for businesses here in the Lehigh Valley, **but what we really deliver to business owners and CEOs like you is a LEAN, profit-centric approach to IT.**

Our deliverables are not simply “computers that work.” We deliver EFFICIENCY, cost control and peace of mind (SECURITY). Our approach is unique: We ensure your IT systems and investments are engineered to help you and your team work faster and more productively WITHOUT overspending on IT and burning cash on unnecessary and costly services that only line the pockets of your IT company.

I do realize that this claim may seem “sensational.” You may be tempted to throw this letter away, thinking I’m just another crackpot consultant looking for a paycheck. Maybe you think, “We’re fine.” It’s natural to insist, “We’re not wasting thousands of dollars on IT in MY company,” or to think your IT team or company has you covered.

But I can assure you of this: Like a Sherlock Holmes of IT, I have never failed to find significant and preventable waste and risks that were occurring in the companies I’ve audited – and it’s my firm belief that right now, this very minute, such losses are occurring in YOUR organization.

That’s why I’d like to offer you a **FREE IT Systems And Risk Assessment** to demonstrate how you could dramatically improve the value you are getting for your IT spend, eliminate waste and reduce your exposure to – and risk of – a devastating cyberattack.



MERJAN BUBERNACK

3RD GENERATION OWNER

I'm so confident in our ability to find unnecessary costs and risks that I'll guarantee it.

Because I'm so confident in what we do, I'm willing to make you the following good-natured bet:

Allow us to conduct a completely FREE IT Systems And Risk Assessment for you. If during that assessment I am unable to satisfactorily demonstrate how we can improve the ROI you're getting for your current IT investments, cutting IT waste and delivering higher productivity, as well as reveal inadequate cybersecurity and compliance protections, then I'll donate \$200 to the charity of your choice. *It's that simple.*

Why would I do this? **Two reasons.**

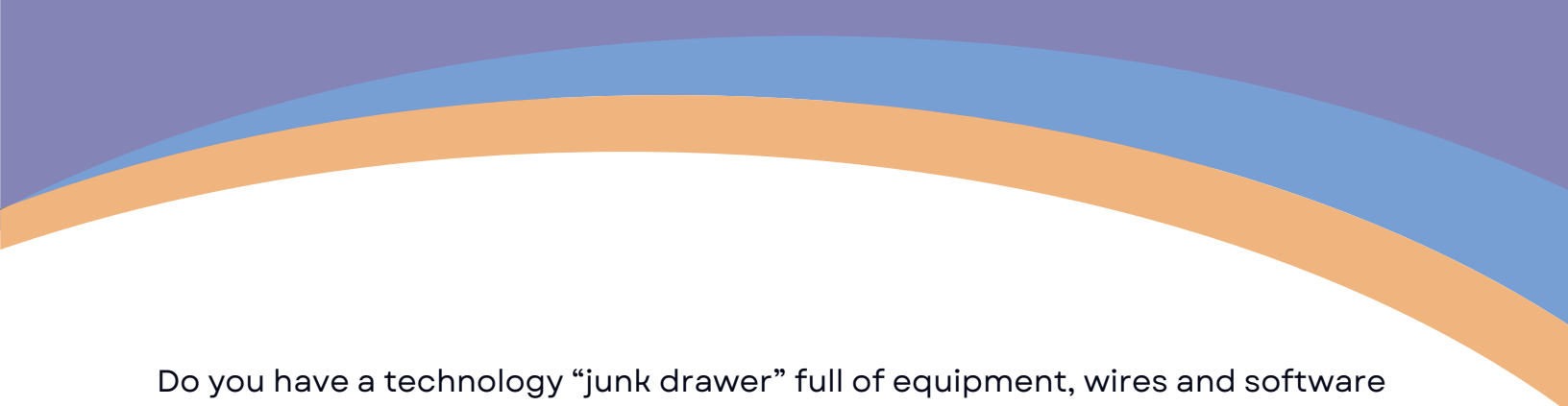
First, I know you're extremely busy and don't have time to waste talking to salespeople who have nothing of value to offer. By putting my money on the line, I can show you how serious I am about not wasting your time and ensuring the engagement with us is time well spent.

Second, with the tough economy we're in, where costs are high, labor is expensive and competitive pressures are forcing you to keep your prices low, it's more critical than ever to get the most out of every dollar you spend. I've spent the last 25 years perfecting our ability to deliver streamlined, efficient IT services and support – and we're really good at it. That's why I simply want the opportunity to prove ourselves and earn the opportunity to be your IT company.

Here Are A Few Of The Ways Money Is Exiting Your Organization Through Wasted, Inefficient IT

#1: “Maverick” Spending, No Strategy And Undisciplined Planning

Many companies we've audited have a mishmash of patchwork technology pieced together like an old Frankenstein monster lumbering along. Nothing makes sense, nothing works as efficiently as it should, and the entire IT system is awash in inefficiencies, duplicate and redundant resources and outdated technologies – all adding up to thousands of dollars wasted, unnecessarily, that could be put to better use in the business OR simply added to bottom-line profitability.



Do you have a technology “junk drawer” full of equipment, wires and software that nobody can identify or explain and that does nothing but suck up space and precious resources? Most CEOs don’t even know what they have or what they’re paying for – **a giant black hole of spend that never seems to end.**

This leads to chronic IT “glitches,” slowness, downtime and recurring problems that interrupt and frustrate your staff.

Would it shock you to discover that **EVERY employee on your team was spending an average of 3+ hours a month on tech support, trying to resolve IT problems?** That’s exactly what we uncover in many organizations – problem is, most CEOs are unaware of this fact.

#2: SaaS Bloat

In the era of cloud- and subscription-based everything, it’s easy for small and midsize businesses to accumulate software-as-a-service (SaaS) subscriptions without a clear inventory or strategy.

Employees often purchase tools independently and outside of the IT budget (also known as “shadow IT”) to get their job done. Because these subscriptions are in small amounts, and because most companies don’t routinely audit these purchases, most companies are unnecessarily spending thousands of dollars in duplicate and unnecessary SaaS applications.

Unmanaged, SaaS bloat silently burns THOUSANDS of dollars that could go directly to your bottom line. **Further, many companies are paying twice for tools like Slack, Zoom, file sharing and other duplicate software tools they are already paying for in Microsoft 365.**

Reducing SaaS bloat is one of the biggest areas of savings in IT, yet most IT companies never even talk about it with their clients, much less offer solutions.

#3: Grossly Inadequate Compliance And Cybersecurity Protections

While you might not think of *spending* money on cybersecurity as a “cost savings,” you would do a complete 180 if you ever experienced the massive expenses associated with a ransomware attack.

When a cyberattack happens, the losses stack up and multiply while sales tank.

Right away, there’s an instant loss of productivity. At best, you’re **crippled**. In the worse cases, you’re **completely shut down**, unable to transact, unable to deliver the promised products and services to clients and unable to operate. In other cases, thousands if not millions of dollars are drained directly from your accounts without any chance of recovery.

Yet, despite this, we have found that 98% of companies we’ve audited are GROSSLY unprepared and unprotected EVEN THOUGH they have invested heavily in IT staff and resources.

Before we showed them *irrefutable* evidence of these inadequacies, the CEO was convinced that “IT has it handled.” A ticking time bomb they didn’t know was “live” under their seat.

Curious? Let’s Schedule A Brief 10-Minute Call To Discuss

The next step is simple: Call my office at **610-433-1000** and reference this letter to schedule a brief 10- to 15-minute initial consultation. You may also send me an e-mail to **merjan@et-t.com**.

On this call we can discuss your unique situation and any concerns you have and, of course, answer any questions you have about us. If you feel comfortable moving ahead, we’ll schedule a convenient time to conduct our proprietary (and FREE) **IT Systems and Risk Assessment**.

This Assessment can be conducted with or without your current IT company or department knowing (we can give you the full details on our initial call). **At the end of the Assessment, you'll know:**

- Where you are overpaying (or getting underserved) for the IT services, tools and support you are paying your current IT company to deliver.
- Whether or not your company is truly protected from hackers and ransomware, and where you are partially or totally exposed to a devastating, extremely expensive cyber event.
- If your data is actually being backed up in a manner that would allow you to recover it quickly in the event of an emergency or ransomware attack (Hint: The majority are NOT).
- How you could lower the overall costs of IT while improving communication, security and performance, as well as the productivity of your employees.

Fresh eyes see things that others cannot – so, at a minimum, our free Assessment is a completely cost- and risk-free way to get a credible third-party validation of the security, stability and efficiency of your IT systems.

No Cost, No Obligation: What To Do Now

If you want to know, for sure, if you are incurring unnecessary losses, unknown risks and needless expenses in IT, then sign up for your FREE IT Systems and Risk Assessment at our website:

www.et-t.com/take-a-closer-look

If you prefer, you can also e-mail me at merjan@et-t.com or call me direct at 610-433-1000. I will have my assistant follow up on this letter to ensure you received it and to see what you'd like to do. I hope you will allow us to do what we do best and SAVE you from thousands of dollars in waste or a devastating and incredibly expensive cyberattack.

Awaiting your response,

Merjan Bukernack

3rd Generation Owner, ET&T



P.S. Not ready to meet yet? Then at least go online and download our FREE report, “The IT Money Pit: 5 Ways Businesses Waste Thousands Of Dollars On IT.” Be prepared to be shocked. You can download it instantly at: www.et-t.com/closer-look-it-money-pit

Here's What Our Clients Say



ET&T has impacted our business by allowing us to focus on what we do. Most businesses are not in the IT business, and it's nice to have a trusted partner that can focus on that. We can feel confident that we're safe, our data's protected, and the service our team needs is handled. They've really allowed me to rest easy knowing we are taken care of by a trusted partner while we get out there and do what our clients need from us.

-Kyle McLemore, BSI



TransNet serves some of the most vulnerable members of our community, and reliable technology is key to delivering on our mission. ET&T has been a trusted partner in helping us stay on the forefront of innovation, ensuring our systems run smoothly and efficiently. Their team truly understands our needs and provides solutions that support both our operations and our growth.

-Susan Kopysteck, TransNet