Here's Something You Can Take to the Bank: You <u>Are</u> Overpaying For IT Infrastructure Maintenance

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Dear (First name):

   You might be wondering why I'd send you this information in a bank bag. Well I did it for two important reasons:

1. I wanted to get your attention.
2. I wanted to make an important point: **You are throwing away bank bags of money to maintain your IT Infrastructure.**

   You might be wondering how I can make such a confident and bold claim.

   Just a little about me so you know where I'm coming from. My father, Ted Glahn, has spent virtually his entire career in the IT business and is still a respected IT executive. He introduced this rewarding industry to me. And, I've spent the last 20 plus years in this business.

   We compare notes from time to time about what we're seeing with our clients and customers. And, the relationships with the big IT Vendors (OEMs) have never been more contentious.

   It feels to many like the OEMs are really just like bank robbers, with "guns to the heads" of our customers who are faced with maintaining their IT Infrastructures cost effectively, operating efficiently and keeping up with speed of light changes in technology.

What If There Is a <u>Smarter and Safer Way</u> to Save Bank Bags of Money On Your IT Infrastructure?

   At Atlantix Global Systems we're in our 40th year of being your one-stop shop for quality new, used and refurbished IT hardware. Several years ago we realized our customers needed even more for two important reasons:

1. IT Infrastructure Costs are under heavy scrutiny and typically need to be substantially reduced.

2. Many IT Assets have useful lives that extend well beyond what the manufacturers will support or allow.

While some would like to say that our economy is roaring, the fact is that many sectors are still under extreme cost pressure. C-Level executives know that they can grow businesses and be competitive with sound IT strategies. But they question IT executives about the constant replacement of assets and software that appears to be working just fine. IT costs are seemingly gobbled up just to maintain the status quo, while C-Level executives are clamoring for more to help them grow and compete in a global economy.

Frustration is high.

Our Response to the Frustration? ***Mindsafe Maintenance***….Our own 3rd Party Maintenance Program designed to substantially reduce your maintenance costs, offer an alternative to the OEM programs and provide **peace of mind** knowing you have a vendor on your side managing the entire maintenance and asset replacement cycles.

"Pain" might be a better word than frustration, but we all are caught up in it. I'm sure you can relate to the following trends I see from dealing with many customers.

- Costs pressures mentioned above. Customers feel like the cost freight train is running them over.
- OEMs rush the refresh cycles on IT assets well before true useful life is achieved.
- Manufacturer support and maintenance is often quite cumbersome and perplexing.
- When a problem or support issue is identified, there can be extreme confusion working through multiple vendors and equipment suppliers to fix the problem. Conflicting Service Level Agreements (SLAs) slow down fixes. **Users pay the price**.
- Vendors and OEMs are constantly selling "new and better" when all that's wanted is "working and cost effective".

My customers tell me that there is a real fear as it seems the OEMs are acting like **"bank robbers"**, taking more and more from **real money** the companies of struggling IT executives.

Insert testimonial here ideally with comments about what the OEMs are doing to take advantage of customers. Emotion of Frustration.

With ***Mindsafe Maintenance*** you have **peace of mind** in knowing that you have a representative available 24 by 7 by 365 with full parts warehousing and customized SLAs. We deal with all the vendors

and get to the real problem quicker rather than you and your staff. No need to work with multiple vendors and service providers to get to a quick, cost effective resolution of your problem.

Real "Peace of Mind" With Our
Third Party Maintenance Option?

You're probably wondering whether this is possible... Can we really deliver a safer, smarter option for your maintenance? **True peace of mind??**

Mindsafe Maintenance agreements consist of three components:

1. **Help Desk:** A 24x7x365 call center staffed with skilled and trained first responders with rapid escalation to Tier 4 advanced engineering.
2. **Parts logistics** with over $100 million in inventory with forward stocking locations covering 32 major US cities. This is coordinated from our 150,000 square foot Atlanta warehouse.
3. **Field Engineers** (FE) Onsite skilled and trained available 24x7x365 across the US. The support and maintenance is offered for Servers, Storage and/or Networking.

We are suppliers to the suppliers, selling to almost every other IT equipment reseller and many of the OEMs. Many of our seasoned Tier 3 and 4 FEs have worked directly for the OEMs so they understand exactly where to go for quick resolution of your support problems.

What you will find:

- Your maintenance contract **costs will be substantially lower**.
- **Capital costs will go down** with longer service lives.
- You will receive **lower prices on replacement equipment** (and sometimes on acquisition of new equipment)
- Potential to **reduce IT support and overhead** staff.
- **Streamlined "one stop" call center** and support system with **customized SLAs** directly responsive to your needs across all vendors, locations and business units.

Many of our customers had the same concerns that we know you have. Once they started working with us, they truly realized that they now had an IT company concerned with their success, instead of just pushing more equipment and software out the door. The results have been gratifying for them and for us. It is why our business is growing so rapidly.

Are You Open To A Quick Meeting to Learn More About 3rd Party Maintenance?

I realize you probably aren't ready to jump into this with both feet. You may know a little about this option and want to learn more. Or, this may be something you just haven't had a chance to really explore. The fact is that most of the industry doesn't even realize that 3rd Party Maintenance is even a <u>real alternative to the one-sided, bloated and costly OEM contracts.</u>

With my team, we've put together a quick 25 minute presentation that will answer most of your questions and see if this is even something to consider. <u>One of my **Mindsafe Maintenance** consultants will be in touch by phone and/or email to see what you'd like to do next.</u>

This just might be a good option for both you and Atlantix. We won't know until we spend a little time together. In the meantime, if you need to contact me call at xxx-xxx-xxxx or email me at _____ .

All the best,

Brian Glahn, CEO and President
Atlantix Global Systems

P.S. I know how frustrating the world of IT Maintenance can be. <u>**Mindsafe Maintenance**</u> was designed for **companies just like yours**. All we need is a few minutes of your time to see whether it's a fit. We will be in touch. Thanks.