

# Reduce Stress, and Spending, in Tough Economic Times

I'm a computer guy, it's what I do every day. It comes as no surprise to me how extensively the computing needs of independent companies are growing. Believe it or not, the fate of my own computer network services business is no different. We recently restructured our business model to automate a significant amount of our team's manpower, and we'll be celebrating with a ribbon cutting ceremony and grand re-opening as Groff Networks, LLC. The celebration will take place on April 30th, 2009 at 4:00pm in our new location at 11 State Street in downtown Troy, NY. A reception will follow, where we'll be giving away free Network Assessments for any small business who attends, each valued at \$397.

Considering the dour economic state, people are a bit surprised when I tell them that we've reduced significantly our workload here at Groff while simultaneously moving to a larger location and bringing on more employees. I attribute this atypical scenario to the awesomeness of computers. Technology is a power tool. If you take a good

look at what you do all day, chances are there's technology out there that can do it for you and make life a whole lot easier. I tell my clients this every day. You should be solving problems, because that's where there's money to be made.

I took this advice to heart when I realized that a significant amount of what my team did all day could be automated. We were wasting our time putting out small IT fires and performing minor tasks at client's offices— defragmentation, Windows patch updates, downloading virus updates, spyware removal and so forth. Accordingly, we invested in a system that I believe is driving the field of IT and will change how companies think about IT support staff. The technology is a remote maintenance and monitoring system that allows my IT personnel to keep track of every client's entire network, 24/7, via remote automated computers. The team is alerted of issues before the client even knows there is a problem to report. The system can usually fix an issue on the spot, saving time for both my IT personnel and my clients. In turn, the



*"Your time is valuable."*

*Don't waste it on annoying computer issues! Let me make your problems disappear finally!"*  
— Lauren Groff, Groff NetWorks

team has more time to focus their skills on integrating technology management into the long-term, strategic goals of our clients. Smart resource management is the name of the game.

I wanted to share this story with you because I am hoping that my own business move helps other local business owners realize how powerful technology is in managing resources—particularly in these tough economic times. So many people see computers as a pain in the neck, a necessary evil that requires constant upkeep. This prevents the big thinking, like we've done here at Groff Networks. Anyone can use technology to amplify office productivity. We're proof of that.

*Lauren Groff,  
Groff Networks*

## ***Psssst...want a FREE computer with a flat screen LCD monitor?***

Sign up for one of our grand re-opening My NetWorks Managed Service Plans by May 15th, 2009!

**Up to \$2,000 in free services and a FREE, brand new computer with a flat screen LCD monitor for new customers!**

Plus you are eligible for a special offer just for calling to learn more—

**FREE  
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Network Assessment**  
*valued at \$397.*

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*Designed to Lower Your IT Costs While Making Your Network Run Faster and With Fewer Problems.*

Thanks to our new My NetWorks Plan you can now get all of the computer network support you need for one low, fixed monthly rate. No surprises, hidden costs, or the expense of a full time IT staff!

And to celebrate our grand re-opening we are offering the following unbelievable, one-time only deal if you sign up for one of our managed service plans by May 15, 2009:

- A FREE computer with a flat screen LCD monitor
- A voucher for the first three months of your Managed Service Plan absolutely FREE (up to \$2,000 value)

We're also throwing in the following FREEBIES, just for calling

- A FREE Problem Prevention Network Assessment! (\$397 value)
- A USB jump drive containing four free business awareness reports, packed with tips and resources on IT management for small businesses! (\$250 value)

All you have to do is sign up for one of our My NetWorks Managed Service Plans by May 15, 2009, which start as low as \$125/month!

All contacts are subject to approval. Eligible businesses must have at least 5 computers. This offer eligible with a signed 3-year Managed Service Agreement Plan. This offer is not available online, you must call and mention this ad: (518) 320-8906

 **Groff NetWorks, LLC**  
Network & Computer Consulting