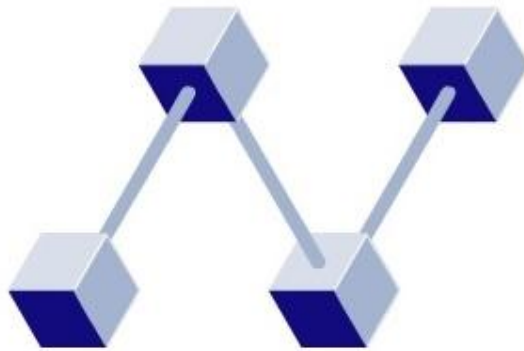


BOON IT



Making Technology Work for You

BOON IT – THE PROBLEM WITH IT TODAY!

Our View

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The problem with IT today!

Trust

Do you really trust your IT provider? How sure are you that your IT provider is giving you the best quality service?

We have seen this countless times before, we will walk into a company and there is a “solution” that makes no sense at all or isn’t optimised the way it should have been, structured to the client’s requirements. When we ask “Why was it done this way?” the response generally is, “That is what was recommended by our IT Company.”

Clients are utterly disgusted when they find out that they could have done the same thing for half the cost or have done it better for the same cost.

We have seen some terrible solutions, for example a client paying for technology that they literally cannot use anymore, as it is outdated and it does not exist anymore. We have seen this at previous companies and in fact at every IT company we’ve collectively worked for.

Once we have assisted and shown the clients how to optimise their systems, based on their operating procedures, clients are often initially wary, because how can they have been paying for something for so long that does not benefit them in any way. Why are you, as the paying customer, not better informed about services and products that is specifically designed for your business?

We are not the company we worked for. We are here to make a difference and here to help you and your business.

Gives us the opportunity to explain why we, as IT professionals, working for Employers, sell you the product we do!! It is about profit and efficiency, for you and us.

We undertake to service, supply and educate you on the products, programmes and services your company requires.

This whole process of course makes us very unpopular with the competition.

This at the end of the day comes down to the fact that Clients are not informed properly why they need something, and in the end they don’t know what they are paying for.

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The way the system works and why it's flawed!

When you meet a new IT provider, the first face you will see, is the Sales Person.

Their job is to sell you their company and to sell you their products. They work on a commission structure and they are generally target driven. If they don't reach sales targets by the end of the month, their income is not sufficient and their family suffers for it.

By its very design it is a flawed system simply because it promotes overpromising on what products can deliver and also neglecting to mention the possible complications. "If I promise you the stars and not just the moon, like my competitors, then you will buy my product. If you buy my product I get money I can then survive"

This way of thinking is flawed and this is the main reason why you as the client are given promises that differ to the services you have been promised and what you receive from your IT company, it almost always leads to confrontation and disappointment.

We really can't blame the sales person, because this is the conditioning of the times we live in, by the companies they work for.

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IT Technicians

After your initial meeting with sales, the next “problem” is the Technicians.

The Majority of the times the technicians are on the defensive, before they've set foot in your company.

Why?

Imagine this scenario. The client has been promised the stars. Service will be done in two days. This was the impression or promises given by the sales team.

Now this project has been given over to the technician. He knows the procedure and that there are some aspects in this scenario that take longer than promised. The technician get berated by the client, because how can the solution take three days as it was promised to be completed in two, the sales person involved is upset at the technician, because how can they take so long, this was promised to the client as deliverable in two days and the director is upset with you, because why are you not doing your job. After all, Sales pay your salary.

When the technician walks into your office he has no motivation to go the extra mile to recommend something to you that could improve your workflow or simplify your technical requirements? He is not getting anything out of it, so he doesn't mind whether you are a long term client or not.

This fact is, IT technicians are greatly underappreciated and most of the time underpaid for the work they do, causing the high turnaround in technical staff within companies you see today. Technicians leave with the hope that the next company will be different and at the end of the day the IT Company is left with technicians that don't have a passion to look after clients or don't have the technical skill sets required because of a lack of experience.

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Why our company is different

We've been there. We are those technicians that's moved on countless times and realized that every IT solutions company operates in the same way.

Most companies are average in their technical knowledge and experience and don't understand fully understand all the technologies they offer their clients. The sales teams over-promise on what can be delivered and the Technicians are left trying to put a solution in place for the client that will meet their business needs.

We have realized the only way to fix this, is to take charge, take ownership and to become actively involved with offering the client the IT solution that is required to get the Job done efficiently and Cost effectively.

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How do we motivate the building of trust in technicians and sales again?

By being unpopular! The way we are doing things is going to be extremely unpopular by our competitors and you know what? **We love that.**

So how are we going to do this:

Sales will no longer have the role of selling you the world. Their role now will be to introduce you to our company, introducing you instead to our business practice, our Integrity and to make sure you, as our client, remains happy. That is it, no selling of services, solutions or products to you and your company that you may or may not require and that they do not fully understand. We reward our sales team with a recurring commission based income on the companies they bring to us and keep with us and not by the hardware and software once off sales, making it beneficial to our sales team to keep you, the client happy.

This way they are motivated by selling what is true about BoonIT and don't have to worry about hitting a bad month and being unable to provide for their family.

Technicians are rewarded in the same way. As long as they keep You, The Client, happy, they will earn recurring commission. What this means is that our technicians will go out of their way to make sure you are proposed the correct solutions and promised in the correct timeframes. From the start the client is happy because they are getting the correct advice from someone who cares about the client's satisfaction and fully understands how the products they sell function. Our technicians feel a bond of responsibility because this is "His Client" and losing the client would mean a loss of income not just for the company, but for him personally.

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What we offer

We want to help you take back ownership of your company. As such we offer very competitive SLA's (service level agreements).

We can supply you with a wide and comprehensive list of solution based on your business requirements. To list a few:

- Hardware
- Software
- Internet Connectivity
- Networking
- Firewalling
- Domain registrations
- Hosting
- Cloud Based Services
- Custom Developed Software
- Servers
- We specialise in Windows, Mac and Linux

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Summary

Our ideas are unique to the market and to South Africa. A company that looks after its staff and clients before its own interests is rare. All you will get is honesty and sincerity from our team, it's in everybody's best interest to supply you with the best available solution and advice.

A company that explains everything to you on a level you can understand, so when you say Yes or No to advice, you actually know why and have the power to make the right choice.

We will never force a solution on you, we will not bind you with contracts. Simply put, we want you to "want" to be our client.

You will never be thinking "is this really in the best interest of My Company." We are nothing without successful clients, so it's in our best interest to assist you in being successful.

Thank you for taking the time to read this.

Sincerely

Boon IT

(Boon: Noun: a thing that is helpful or beneficial)

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