

**DESKTRONIX** .....

P.O. Box 2649  
Long Beach, CA 90801-2649  
Phone: (562) 694-2853  
Fax: (562) 684-4319  
[www.desktronix.com](http://www.desktronix.com)

## Referral Rewards Program

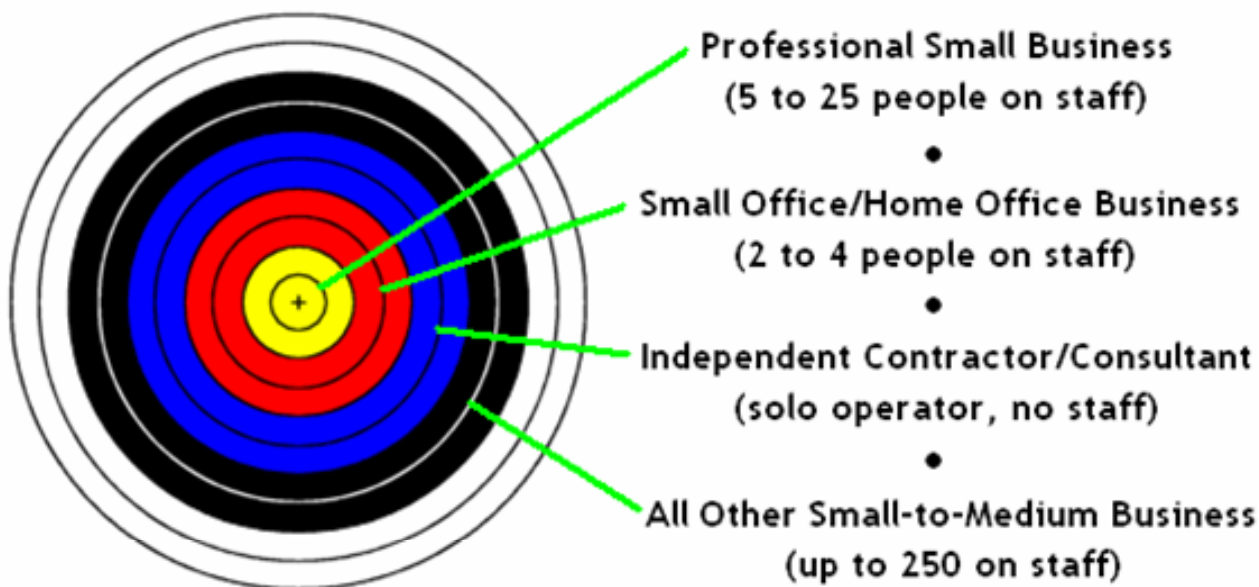
### About Desktronix

Desktronix is a professional computer services firm. Our reputation is founded upon being here for you when you need us - trustworthy and capable, ready to give you stable, reliable, proven solutions to your computer needs. We can help you with anything related to your computer at your home or office. This includes computer networking, software setup and installation, training, website development and hosting, and computer consulting. Although there are many computer consultants, our focus is on very fast response times and high-quality service: getting it right the first time.

### Desktronix Services

Our main offering is monthly service agreements for small businesses. These service agreements usually include unlimited service (meaning that there is no hourly rate) and a Service Level Guarantee. The Service Level Guarantee ensures that the client will get VIP-level service and a response time of a few hours or less. For companies that need to have a project completed, such as setting up new computers or moving their office, we will send them a proposed solution with a fixed price (meaning that they don't pay a per-hour rate). For clients who don't have a monthly service agreement, we offer personalized on-site services at \$72 per hour. In most cases, an appointment can be arranged within a few days, although we cannot guarantee availability for this type of service. In addition, we offer customized seminars and training focused on technology use for small business. Finally, we offer a solution called Remote Backup to protect computer files against disasters such as hard disk failures, viruses, computer theft, earthquakes, and human error.

## Desktronix Target Market



Desktronix specializes in working with small professional service firms in the following industries:

Industry	Decision Maker
Real Estate, Escrow, Mortgage, Property Management	Owner or Manager
Employment Agencies	Owner
Medical offices with two or more physicians	Office Manager
Accounting/CPA, Finance, Bookkeeping and Investment Firms	Owner
Legal Firms	Partner or Manager

We provide service in the counties of Orange, Los Angeles, and Riverside. To see a list of cities in our service area, go to [www.desktronix.com](http://www.desktronix.com), click on “About Us” and then “Service Area.”

Our “bullseye” clients have the following characteristics:

- They have 5 to 25 people in the office.
- They are independent firms (i.e. not with Century 21, Apple One Employment Services, ReMax, State Farm Insurance).
- They provide professional services (legal aid, insurance, accounting, real estate sales. These are people who depend heavily on their computers to do their work.

- They have a need for continuing computer service each month.
- They stand to lose hundreds to thousands of dollars every hour their computer system is down.
- They value quality -- they want the highest possible level of service and aren't looking for the cheapest way to do everything.
- They are hard-working, successful, intelligent business owners.
- Many have advanced degrees or are licensed by the state of California.
- They are not "do-it-yourselfers" - they want to hire a skilled professional for assistance in areas outside of their expertise.

## What Referral Partners Do

You can get free Desktronix services by helping Desktronix as a Referral Partner!

This is your mission, should you chose to accept it:

- Introduce Desktronix to potential clients as technical advisor, whether or not they have an immediate need. You can do this by asking, "Who advises you on computers and office technology?"
- Provide referrals for Desktronix Services.
- Provide referrals for speaking and training engagements. For service groups and non-profit organizations we offer our speaking service for free.
- Provide leads for companies that hit the bullseye.
- Refer people to the Desktronix website ([www.desktronix.com](http://www.desktronix.com)) and The Next Times eNewsletter.

## Referral Partner Reward Points

Your assistance as a Referral Partner earns valuable Referral Partner Reward Points that never expire, and are redeemable for Desktronix services. Here's how:

Points	How to earn
20	Refer a "bullseye" client to Desktronix. Points rewarded upon client entering into a monthly service agreement.
10	Refer a SOHO professional company to Desktronix. Points rewarded upon client purchasing hourly or fixed project services.
4	Refer a solo operator business to Desktronix. Points rewarded upon client purchasing hourly or fixed project services.
2	Refer a home user to Desktronix. Points rewarded upon client purchasing hourly services.
2	Provide Desktronix with a "bullseye" lead. Points rewarded upon verification of "bullseye" status.
2	Introduce Desktronix to a "bullseye" client.
5	Refer a speaking or training engagement to Desktronix. Points rewarded upon completion of engagement.

## Redeem Your Points for Desktronix Services

Points	Redeemable for
3	Domain registration / renewal for one year
4	One free hour of service*
12	Anti-Virus setup on one computer with one year of virus definition updates*
20	Wireless Network Setup on one computer*
45	One year individual remote backup account
45	One year basic web hosting account
65	VPN Setup between two locations*

\* Service to be performed at your office or home

## Desktronix Services

### Monthly Service Agreements

Most businesses with 50 or more employees have a staff position called “network administrator.” The network administrator’s job is to make sure that the computers and the network operate properly. This includes preventive maintenance, such as virus scanning, software updates, and backup. The network administrator plans new software installations and manages technology-related purchases, including software, hardware, and vendor services. Whenever someone in the company has a problem with their computer, they call the network administrator. If the computer system ever goes down, the network administrator jumps into action and gets everything running again. The network administrator is the expert on everything because he set it up himself and knows how it is configured.

Most small businesses do not have a network administrator because hiring one is cost prohibitive. Many install software themselves or get help from a family member or friend who is “good with computers.” Unfortunately, the computer system becomes difficult to support because it wasn’t designed, but rather thrown together without much thought. There isn’t one person who is an expert on everything because someone different installed each piece without regard to the system as a whole. If the computer system ever goes down, it stays down for a while because of the lack of organization.

Desktronix monthly service agreements come as close as possible to the on-site network administrator. We plan out your system and test everything thoroughly. We are the expert who is available on a moment’s notice to make everything work just right. Because Desktronix doesn’t work as an employee, and we foster long-term relationships with our clients, our monthly service agreements are priced comparable to what an attorney or accounting firm might charge for a retainer service.

## Projects with Fixed Pricing

We do a free quote and send a proposal with a fixed price to the client. The client pays for a solution - not billable hours - only after the solution is completed. More complicated projects are separated into multiple stages. The client's signature is obtained after each stage to ensure quality customer satisfaction.

Fixed price projects are for one-time projects such as setting up a new network or computer system, installing new equipment, upgrading software, and transferring data.

## Hourly Rate Services

Hourly rate services are for projects where it isn't possible to estimate the amount of time involved, such as virus removal. We begin by providing the client with a free price estimate. Our rate is \$72 per hour. We often give discounts to repeat business clients that purchase five or more hours at a time.

## Remote Backup

Remote backup is a service that protects files on your computer in case of an emergency. Without a backup system, you have no guarantee that your computer files will be available to you at all times. Following are the plans for remote backup:

### Remote Backup Plans

	Data Storage	Support	Setup Fee	Monthly Fee
<b>Individual</b>	500MB / 1GB*	Basic	\$25	\$25
<b>Economy Business</b>	1GB / 2GB*	Unlimited	FREE	\$35
<b>Small Business</b>	3GB / 6GB*	Unlimited	FREE	\$55
<b>Premier Business</b>	5GB / 10GB*	Unlimited	FREE	\$75

\* In these figures, the high number indicates the potential amount of compressed data.

## Seminars and Training

For our seminars and training sessions, we focus on specific areas of office technology that participants can use to improve productivity or their effectiveness in their work.