WHY BUSINESSES SHOULD SWITCH TO BONGO FOR IT SUPPORT

THE CHALLENGE

As a business grows and changes over time it will, albeit unwittingly, create a serious of potentially critical areas within its IT networks of computers and other devices. Eventually and almost inevitably some small conflict within the network will cause a failure of some sort. When that failure happens the first instinctive reaction is to try to fix it internally.

When that fails the next thought is to ask around for qualified help.

With luck someone will be able to recommend an IT support house that should be able to address the relevant issue(s).

THE PROBLEM

Most IT support businesses are run by IT specialists who are, in theory, able to identify and offer solutions to most if not all of the most commonly experienced problems. However, when faced with an issue described in layman's terms their verbal response will probably contain any number of technical terms that are never properly explained. In many case some relatively simple terminology needs to be sued but, for whatever reason, is often misunderstood or misinterpreted.

Somebody from the sales side will, hopefully, make an impressive presentation of the company's credentials and demonstrate knowledge of the likely causes of the issues and the most appropriate steps to take. Unfortunately however, when the proposal is sent out it will inevitably be couched in purely technical terms. It is quite likely that it will have been put together using a cut + paste approach borrowing from standard solutions used with other clients. Whilst this proposal may in fact address all the relevant issues and offer a solution, it for the current issue(s) it is quite possibly not addressing one or more fundamental problems that caused the failure in the first place. This **unwillingness to take a proactive approach** is a major weakness shown by many IT support businesses.

The other prevalent challenge for the business with the problem is that they simply will not understand the underlying issues and certainly will not understand the proposed solution. This **inability to explain the issues** is a second fundamental weakness demonstrated by IT support businesses.

That said, it is also the responsibility of the businesses' C-Level team to engage with the process, understand it and help see that information is passed down the command chain. Even if they then forget the more technical details after the intervention has taken place. Executive custody is a requirement for a growing firm, one can't just say – just make it work.

Taken together these two weaknesses in the typical approach taken by IT support businesses means that their support will continue to be offered in the form of crisis management rather than a truly supportive service.
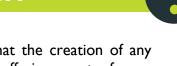
OUR APPROACH

At Bongo IT, we believe that the creation of any long term solution lies in offering a set of core services; principally broadband, email, telephony, hardware supply, website maintenance and general IT Support - all through a simple menu based approach.

This has the major advantage of being immediately **understandable** to all customers. It has the added advantage of allowing us to be **flexible** in providing the services only as and when they are required.

As a first step in our relationship with a new customer we offer a free IT Strategy Review. The aim is to understand where the organisation is today and where it expects to be in the near and medium term as regards staff numbers and overall IT requirements. In all our conversations we offer advice and suggestions that can be easily understood by non-specialists.

OUR INNOVATION

Many IT Support businesses serving the SME and charity market have been established within the last twenty years and have had to adapt their approach and learn new skills at an unprecedented rate as the software industry has developed. We are now at a stage where there are clear winners

of which Office 365 is the clearest example. We believe that most SMEs could benefit from effectively starting afresh with the way in which their IT needs are provided and supported.

MAKING IT SIMPLE

OUR FOCUS

We offer advice and support across the IT related areas that we believe are essential for over 85% of all SMEs:

- Email and Microsoft Office products
- Storage and protection of digital files
- Cyber security
- Website hosting
- Telephony and web conferencing via VoIP

- Broadband
- Remote access
- Hardware
- IT consultancy