

# PC-VIP



PC-VIP Inc.

July 2009

COMPUTER CARE FOR THOSE WITH BETTER  
THINGS TO DO™

# Table of Contents

The PC-VIP Difference.....	1
Problem Defined, Solution Identified.....	1
Like Pieces of a Puzzle.....	
Technology	
Cost	
Uncertainty	
People	3
How We Serve You.....	3
Evaluation	3
Set-Up	3
Continuing Monitoring and Care	4
Service Menu.....	5
(One Choice, No Guessing).....	5

## The PC-VIP Difference

Computer Care has long been a problem in search of a solution. At all levels, but especially at growing companies, finding the right formula has been elusive. By eliminating confrontation and cost anxiety and delivering care on a proactive, rather than reactive basis, The PTCh-VIDifCrnic.1-01D. Everything.

## Problem Defined, Solution Identified

At almost any company, you'll hear the same complaint: "The Computer Guy Doesn't Understand What I Need Doesn't Listen To Me, And Speaks a Language I Don't Understand". It comes from employees, management, outside contractors, everyone.



This problem has existed literally for decades, and it's almost universally accepted as "just the way it is". Imagine if that could be changed. IT CAN. After years in development, PC-VIP is here with a truly revolutionary solution to the problem. And it's simple: we treat our

clients like people, and fixed their problems, not their computers.

Since it's so simple, why hasn't this been done before? The answer to that is simple, too: there have been casual, partial approaches tried out by small companies, and heavy-handed, more complete ones attempted by huge ones, but no one has addressed the whole issue systemically.

Until now.

PC-VIP addresses all of the problems that have stood in the way of the solution to this problem. The Technology Issues. The Cost Issues. The Uncertainty Issues. And most important

# Like Pieces of a Puzzle

## Technology

Computers aren't really that complicated. They're designed to work a particular way, and they do. Software is a different story. It's designed to work a particular way and it does, but only until it runs into a conflict with another piece of software.

We're specialists in seeing the places where these conflicts happen, and making them go away.

Imagine if your television or telephone didn't work exactly the same way every time you used them. Your computer almost never does. We make it do what you need.

## Cost

In the early 1990s, expert computer consultants charged upward of \$150 per hour for their time, and companies gladly paid it. Today, at "just" \$80 per hour, the computer guy is guessing, and on your nickel. With PC-VIP, there's no guessing at cost or effect.

We use a fixed-cost pricing model. You know what we cost, and you call us as often as you like. And here's the amazing part: you won't call us very often, because we do most of our work in the background. Your computers don't break!

Here's something even better: this actually saves you money, and turns a variable expense into a fixed one (your accountant will love us). Using PC-VIP for your computer care gives you real peace of mind.



## Uncertainty

Speaking of peace of mind: have you ever wondered whether your technical support provider had a “plan”, or was just winging it? What about when he’s on vacation? PC-VIP assigns you a team of Trust Missionaries who know your situation inside and out, document their every move, and are always around. Always.

## People

Here’s the big one: while we are as expert at computers as anyone, at PC-VIP, we do “Care”, not “Support” . And while our tag line mentions Computer Care, what we really provide is **People Care**.

Many of us have had the none-too-pleasant experience of having the computer guy show up to fix a problem and either create new ones in the process or work in a way that acts as triage but still leaves us knowing the breakdown will happen again.

At PC-VIP, Trust Missionaries are not just “Computer Guys”. Our people strive to understand your people, and when working with you they speak your language. In fact, every step of every process we use had been designed with just that in mind.

## How We Serve You

PC-VIP can do things differently because we were designed differently. Over three years in the design phase, we tested every aspect of our model before launch in April 2007, and since then nothing has failed in real-world application.

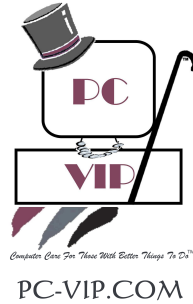
## Evaluation

Before we ever care for your computers, we take time to understand your specific situation and needs. For some

businesses this process can be quite simple, and at others it's more involved. Do you have custom-designed software? We learn about it and figure it into our support plans.

## Set-Up

We invest as much time as it takes to set up each of your computers and ensure success under the PC-VIP model. If computers are shared and there are multiple user accounts, we address that. If there are users who should get access to certain programs or file locations while other need fewer privileges, we do that for you, too. Nothing is left to chance, and your computing experience is transformed.



Best of all, this step yields immediate dividends. The small cost of having us pay such close attention to your specific needs can yield immediate productivity gains for you.

## Continuing Monitoring and Care

When you need PC-VIP, we're there. While you could contact our call center, your primary Trust Missionary has a dedicated phone number so you get directly to him or her if you ever experience a problem or wish to schedule a change to the way your computers operate.

Meanwhile, your Trust Missionary Team does routine scheduled checks of your computers to make sure they are performing as well as possible. Most of the time we do this without even needing to interrupt your daily operations.

# Service Menu

## (One Choice, No Guessing)

<p><b>FLAT-RATE SERVICE</b></p> <p>For a flat fee, we make sure your computers are doing business for you, not against you. We handle your anti-virus, anti-spyware, e-mail administration, backup and firewall needs, and keep your individual and network configurations running optimally. This includes both your off-the-shelf and custom applications. We also keep your staff up-to-date on the information you need them to have.</p> <p>We guarantee your satisfaction. We'll even refund charges and walk away friendly if things are so bad that we can't come to a place where you are happy with us.</p>	<p><b>PRICE</b></p> <p>\$119 US*</p> <p>\$100 US<sup>⌘</sup></p> <p>\$350 US Setup Per Device</p>
<p><b>MOVES, ADDS &amp; CHANGES</b></p> <p>There is one thing and one thing only that isn't covered by our flat fee pricing. We call it "MAC"—moves, adds, and changes. Simply put, if you need us to install a new piece of software and make it work across your network, that's a MAC. Everything else is covered. No kidding.</p>	<p><b>PRICE</b></p> <p>\$68 Per Hour</p>

\*Retail Price/Month, New York City Market, 1 to 5 devices, no Term Commitment

⌘Retail Price/Month, New York City Market, 20 devices, 12-month Term Commitment



We give you three easy ways to order:

Visit us on the Web: <http://pc-vip.com>

E-mail us: [info@pc-vip.com](mailto:info@pc-vip.com)

Call us: +1 (646) 827-3800

**PCSWIP Inc.**

Providing Computer Care  
Throughout the US and  
Europe

Phone +1 (646) 827-3800

<http://pc-vip.com>

[info@pc-vip.com](mailto:info@pc-vip.com)