I.T.
Buyers
Guide

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**What Every Business Owner Should Know About
I.T. Support and Pricing**

What You Should Expect To Pay For I.T. Support For Your Business

How to Cut Through the Confusion of I.T. Services, Contracts and Pricing—So You Don't End Up with the Wrong Provider

Read this executive guide to discover:

- The three most common ways I.T. service providers charge for their services – and the pros and cons of each.
- A common billing model that places all the risk on you – and why you should avoid it.
- Hidden fees, exclusions, and "gotcha" clauses often buried in I.T. contracts.
- How some "cheaper" I.T. providers hide the true cost of their services.
- Key questions to ask your I.T. provider before signing any agreement – to ensure transparency and avoid surprises.

Don't Just Ask "What Do You Charge?"
Ask
"What Will I Get For My Money?"
Know What to Look For—and What to Avoid

From the Desk of: Daniel Ladlow
Managing Director
BlueReef Technology

Dear Business Owner,

One of the first questions we often hear from new clients is, "What do you charge for your services?" It's a fair question – but it's not always the best place to start.

That's exactly why I put together this report. At BlueReef Technology, we believe it's more important to ask, "What will I get for my money?" because focusing only on price can lead to some costly mistakes.

In fact, there are three big reasons why choosing an I.T. provider based primarily on cost – or even making it one of your top deciding factors – can result in overpaying in the long run, unnecessary frustration, and serious risks to your business. Those reasons are:

1. Unlike many other industries, there's no such thing as standardised pricing when it comes to I.T. support – even though many services can seem similar on the surface. That's why comparing providers based on price alone is often misleading.
In this report, I'll walk you through the most common ways I.T. companies package and price their services – along with the pros and cons of each – so you can make a well-informed decision that's right for your business.

2. There are a few "dirty little secrets" buried in I.T. contracts and service agreements that some cheaper providers use to make their pricing look more attractive—while cutting corners on security and support.
Most business owners don't know what to look out for, what questions to ask, or how risky it can be when critical areas like backups, cybersecurity, and disaster recovery are underfunded or poorly managed. In this report, I'll break it all down so you know exactly what to avoid and how to protect your business.

3. I also wanted to give business owners a clearer way to choose the right I.T. partner— one that fits your needs, budget, and goals—based on the actual value they bring, not just the price tag. Whether high or low, cost alone doesn't tell the full story. It's about what you get for your investment, and how well your I.T. provider supports your success.

At the end of the day, my goal is simple—to help you make a confident, informed decision, and partner with someone who will genuinely support your business, solve problems efficiently, and work within the time frame and budget that suits you best.

Dedicated to helping your business thrive,
Daniel Ladlow
Managing Director
BlueReef Technology

About The Author

Daniel Ladlow is the Managing Director of BlueReef Technology, a 100% founder-owned Managed Service Provider (MSP) delivering proactive IT support to growth-focused SMEs across Darwin, Alice Springs, and Brisbane. Since founding the business in 2008, Daniel has grown BlueReef into a trusted local partner for all things tech—cloud, cybersecurity, communications, and beyond.

With nearly two decades of hands-on experience in the technology space, Daniel has helped countless regional businesses overcome complex challenges—whether it's navigating cloud migration, improving cybersecurity, or replacing slow, outdated IT support. His leadership combines a deep love for technology with a practical, outcomes-focused mindset. At the heart of BlueReef's culture is Daniel's commitment to transparency, integrity, and long-term partnerships.

Under his guidance, BlueReef has introduced customer-first initiatives like 24/7 monitoring, regular monthly check-ins, and a 60-day "Thrilled Today or You Don't Have to Stay" guarantee. It's all part of Daniel's mission to simplify IT for regional businesses, cut through the jargon, and deliver real results.

When he's not leading the team, you'll find Daniel collecting vinyl records, riding his motorbike, or heading out for a fish—interests that reflect his hands-on nature and love for balance.

Daniel's vision is clear: to become the leading MSP for regional Australia—empowering local businesses with smarter tech, stronger security, and a team that genuinely has their back.

Comparing Apples To Apples:
The Predominant I.T. Services Models Explained

Before you can properly compare what different I.T. providers offer—and what they charge—it's important to understand the three most common ways these services are packaged and priced. Some companies offer just one model, while others blend a few together. Here's a quick breakdown of the main options you're likely to come across:

Time and Materials (Hourly)

This model is often referred to as "break-fix." You simply pay an hourly rate when something goes wrong and needs to be fixed. Costs can vary depending on the provider and the complexity of the issue, but you'll typically pay somewhere between $150 and $250 per hour.

Some I.T. companies may offer a discounted rate if you pre-purchase a block of hours. Work under this model can range from quick fixes—like troubleshooting email issues or improving Wi-Fi—to larger projects such as software upgrades, cybersecurity improvements or office relocations. Some providers also offer temporary staffing or technician placements under this model.

A similar model is what's known as Value-Added Reseller (VAR) services. These providers typically work with larger organisations that already have internal I.T. teams. VARs resell hardware and software—like PCs, firewalls and servers—while also offering the added services of installation, setup and configuration.

The "value-added" part refers to the hands-on help that comes with the equipment. However, this model has become less common over the past decade, with many VARs shifting to a managed services approach instead.

Managed I.T. Services (MSP – Managed Services Provider)

In this model, the I.T. company—often referred to as an MSP—acts as your fully outsourced I.T. department. They manage everything from day-to-day support to long-term strategy. This includes:

- Troubleshooting I.T. issues as they arise
- Setting up and supporting devices for your team, whether they're in the office or working remotely (PCs, tablets, Macs, etc.)

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- Installing and configuring applications like Microsoft 365, Google Workspace, SharePoint, and others
- Managing and securing your network, devices and data to protect against cyber threats like hackers, ransomware and viruses
- Backing up your data and helping you recover quickly if something goes wrong
- Providing a help desk and support team your staff can rely on for day-to-day issues
- Supporting and maintaining your phone systems
- Proactively monitoring the health, speed, performance and security of your I.T. environment
- And depending on your needs, services like cloud migrations, equipment procurement, and project support may also be included

Beyond day-to-day support, a reliable MSP will also work with you to create an I.T. roadmap and budget. This helps plan for future upgrades, strengthen cybersecurity, and ensure your systems support the stability and performance your business depends on.

These projects are tailored to your business—taking into account your growth plans, risk profile, and operational needs. While not part of regular maintenance, they're mapped out strategically to ensure compliance with industry standards (like PCI or the Australian Privacy Act) and any requirements your cyber insurance policy may include.

Vendor-Supplied I.T. Services

Many software vendors offer limited I.T. support—usually a help desk or remote assistance—for an extra fee. However, these services typically focus only on their specific software and don't cover your full computer network or all the devices and applications you use. If your issue lies outside their software or its server, they won't be able to help and will usually direct you back to "your I.T. team."

While it's wise to have basic support for critical business software (often called "line-of-business" applications), this alone isn't enough to cover the full range of I.T. support, cybersecurity, backups, and employee help that your business requires.

As a small or medium-sized business considering outsourcing your I.T. support, you'll most likely be choosing between two main service models: managed services and break-fix.

Let's take a closer look at the pros and cons of each, followed by a breakdown of their typical fee structures.

Managed I.T. Services Vs. Break-Fix: Which Is The Better, More Cost-Effective Option?

One benefit of the break-fix model is that you only pay for I.T. support when something goes wrong. There are no ongoing contracts, giving you the flexibility to switch providers if you're not satisfied. For very small businesses with minimal tech needs and low risk — no sensitive data or complex systems — this pay-as-you-go approach can seem like a practical, low-cost option.

However, for businesses looking to grow or those that manage sensitive information, the break-fix model has several drawbacks. It's not a proactive approach and can leave you exposed at critical times. Here are six key risks to be aware of:

1 **Break-fix can end up costing far more when things go wrong.**
When you're hit with multiple issues or something serious like a ransomware attack, break-fix quickly becomes expensive. Without ongoing support, the technician has to spend more time diagnosing and fixing issues because they aren't familiar with your systems — and without backups or safeguards already in place, recovery takes longer and costs more.

2 **Hourly billing puts the advantage in the provider's hands — not yours.**
With break-fix support, you're paying by the hour, so there's no incentive for the provider to resolve your issues quickly. In many cases, a junior technician might be assigned to your job, taking two to three times longer than a more experienced technician would. That slow response increases your costs and downtime — all while the provider profits from the delay.

3 **You're more likely to face major I.T. issues.**
Break-fix support is reactive by nature. That means problems are only addressed after they happen — not before. A managed services model is proactive, focusing on preventing issues in the first place through regular maintenance, updates, and monitoring. As the saying goes, "An ounce of prevention is worth a pound of cure" — and that's especially true when it comes to protecting your business from costly I.T. disruptions.

4 **It's impossible to accurately budget for I.T. support.**
With break-fix, costs are unpredictable. One month, you might pay nothing — the next, you could face thousands in emergency repairs. Without consistent monitoring and maintenance, small issues can snowball into big problems that are more complex (and costly) to fix. Over time, this approach often ends up being more expensive than a fixed-fee managed services plan — and harder to justify from a budgeting perspective.

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5 **You'll likely be treated as a lower priority.**
Most I.T. providers prioritise their managed clients — they've signed an agreement, and their systems are actively monitored. Break-fix clients, on the other hand, are fit in when time allows. That could mean longer wait times, slower fixes, and potentially days of lost productivity while you wait for someone to become available. Without a service agreement in place, there's also no guarantee your issues will be thoroughly resolved — just temporarily patched.

6 **Without regular maintenance and monitoring, your business is left vulnerable to cyber threats.**
If no one is actively keeping your systems secure and up to date, your risk of being hacked increases significantly. Many small businesses wrongly assume they're too small to be targeted — but that's exactly what makes them an easy target. Cybercriminals often go after businesses with weaker defences, and without proactive security, backups and recovery plans in place, a ransomware attack or data breach could be devastating — financially and reputationally.

Because of all these risks and hidden costs, partnering with a Managed Services Provider (MSP) for a predictable monthly fee is often the smartest and most cost-effective solution — especially for businesses with 10 or more staff, those managing critical operations, or handling sensitive data where downtime and breaches simply aren't an option.

What Should I.T. Services Cost?

The pricing information provided below reflects industry averages, based on a national survey conducted by a respected independent consulting firm that specialises in analysing financial data across the I.T. services industry. These figures offer a helpful benchmark, but it's important to keep in mind that actual costs can vary depending on the level of support, security, and strategic guidance your business requires.

We're sharing this information to give you a general overview of what most Managed Service Providers (MSPs) and I.T. support companies typically charge — and more importantly, to highlight the wide variation in service contracts that every business owner should understand before committing. Please note, this is not a reflection of our specific pricing or approach. It's simply intended to be an educational guide to help you better compare costs and, more critically, the value you receive in return.

Hourly Break-Fix Fees: Most I.T. providers offering break-fix support charge anywhere from $150 to $300 per hour, typically with a one-hour minimum. Some may offer a slight discount if you pre-purchase a block of hours — but it's important to weigh this against the unpredictability and potential hidden costs that can come with reactive support.

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Project Fees: When engaging an I.T. company for a one-off project, pricing can vary significantly depending on the complexity and scope of work involved. If you're considering project-based services, we recommend asking for the following to ensure clarity and avoid surprises:

- A clearly defined scope of work.

Make sure the proposal outlines exactly what will be delivered, how success is measured, and what your expectations are around performance, security, workflow, user access, and cost. The more detail you include upfront, the less chance there is for confusion or unexpected costs down the line.

- A fixed budget and clear timeline.

Agreeing to a set price and timeframe helps keep everyone on the same page. Be cautious of open-ended hourly estimates — they often lead to scope creep and unplanned expenses. It's the I.T. provider's responsibility to assess your needs accurately and quote accordingly. A professional should factor in reasonable contingencies and deliver within the agreed terms.

- Transparent communication and accountability.

At BlueReef Technology, we believe you deserve regular updates, a single point of contact, and accountability throughout the project. Make sure your provider offers structured progress updates and clear lines of communication — it makes a big difference.

As with any service, price usually reflects quality. More established and operationally mature MSPs generally charge more—but for good reason. They have the processes, experience, and resources to deliver reliable cybersecurity, compliance, and strategic I.T. support at a consistently high standard.

These providers typically include CIO-level guidance, dedicated account management, and robust internal systems. They're financially stable and can attract and retain highly skilled technicians, rather than relying on junior staff or cheap outsourced support.

That said, paying a premium doesn't always guarantee great service—and you don't need to overpay to get strong, reliable I.T. support. But if you're being quoted at the lower end of the scale (around $146.08 per user or less), it's worth asking what's missing. Low prices often mean reduced services, limited support, or gaps in critical areas like security, response time or strategic planning.

The Hidden Price of "Cheap" I.T. Support: 5 Things They Don't Tell You

As we mentioned earlier, no two I.T. service agreements are the same. And unless you have a strong technical background (which most executives understandably don't), it can be hard to know whether a quote is missing something critical, overpriced, or underquoted entirely.

The reality is, choosing a "cheaper" I.T. provider can end up being far more expensive in the long run. Many low-cost providers reduce their quoted fees by cutting out essential services, hiding extra costs in the fine print, or offering incomplete solutions that require expensive upgrades down the track.

Here are the most common ways lower-priced I.T. companies make their quotes look attractive—while quietly increasing your costs later on.
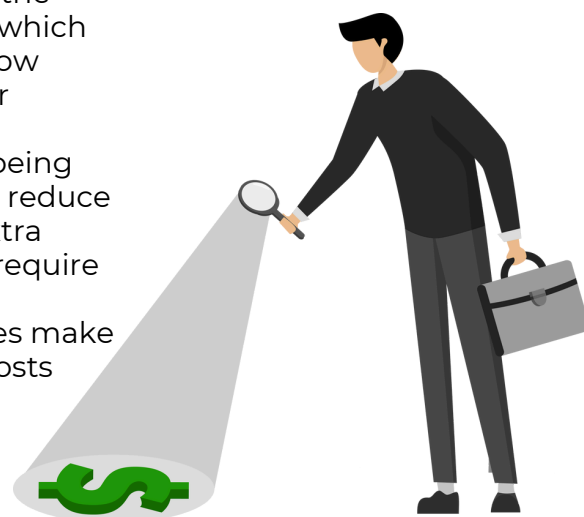
1 Inadequate Cybersecurity and Compliance Coverage

OUR ANSWER: Cybersecurity isn't just about installing antivirus and hoping for the best. Unfortunately, that's exactly what many lower-cost I.T. providers do—they offer the bare minimum, leaving your business exposed. It's one of the biggest corners they cut.

At BlueReef Technology, we know basic antivirus alone won't cut it. That's why we include advanced protection as standard: multi-factor authentication (2FA), next-gen endpoint security, and ongoing staff cyber awareness training. These are not only critical for defending against ransomware and data breaches, but they're also now required by many cyber insurance providers.

If these protections aren't included in your I.T. agreement, you're not saving money— you're taking a big risk.

2 Poorly Designed Backup and Disaster Recovery Plans

OUR ANSWER: Data loss doesn't just happen during cyber attacks—it can occur from accidental deletion, system failures, or even faulty updates. Yet many budget I.T. providers overlook this by offering limited or outdated backup solutions that don't cover everything you need.

At BlueReef Technology, we go further. We ensure your systems are backed up daily, including cloud platforms like Microsoft 365, Google Workspace, CRMs, and any critical business applications. Importantly, we implement immutable backups—which can't be changed or deleted by hackers—giving you the resilience insurers now require for ransomware protection.

If your I.T. provider isn't offering this level of coverage, you may find out too late that your data isn't as safe as you thought.

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3

Hidden Fees for On-Site and After-Hours Support
OUR ANSWER: Some I.T. providers lure clients in with low monthly rates—then charge extra for essentials like on-site visits or after-hours support. These surprise fees can quickly inflate your overall spend.
At BlueReef Technology, we believe in flexibility and transparency. Our remote-first approach helps keep your costs low while ensuring fast, efficient support. But we also understand that some businesses prefer or require on-site assistance. That's why we offer tailored plans that can include on-site and after-hours support—so you only pay for what you actually need.
If a provider's pricing seems too good to be true, check the fine print. If on-site or after-hours support isn't clearly included, you could be in for an expensive surprise when things go wrong.

4

No Support for Your Other Tech Providers
OUR ANSWER: It's surprisingly common for budget I.T. providers to charge extra—or refuse altogether—to deal with third-party vendors like your phone provider, internet company, security systems, printers, or other tech tools you didn't purchase through them.
At BlueReef Technology, we know these systems are all part of your I.T. environment. That's why we include vendor liaison and support as part of our service—no hidden fees, no finger-pointing, and no wasting your time chasing different providers.
We handle it all, so you don't have to.

5

Underqualified Techs and No Strategic Guidance
OUR ANSWER: Some lower-cost I.T. providers keep prices down by cutting corners on talent—bringing in junior techs with minimal experience, outsourcing overseas, or using casual contractors who aren't invested in your business long-term. That often leads to longer resolution times, misdiagnosed issues, and poor security decisions.
At BlueReef Technology, we invest in highly skilled, locally based technicians who understand modern networks, cybersecurity, and the demands of Australian businesses. More importantly, every client gets access to a dedicated account manager. That means you're not chasing a busy owner for help or wondering if someone's keeping an eye on your systems.
We provide you with proactive strategic support, including:
- I.T. budgeting and planning
- A tailored technology roadmap
- Regular reviews of security and compliance
- Guidance to ensure your systems support growth

It's the kind of partnership that helps you stay secure, scale confidently, and sleep easier.

Before signing any managed I.T. services contract, it's critical to look beyond the monthly fee. One provider may seem far more affordable—until you realise what's missing from the fine print.
To truly compare providers, you need to understand exactly what is and isn't included in the Service Level Agreement (SLA). This is where many businesses get caught out—only discovering the gaps when it's too late.
At a minimum, your SLA should clearly define:

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Before choosing an I.T. services provider, it's important to get a clear understanding of what you're actually paying for. Below are key questions you should ask to help uncover the real value behind the service—and to avoid any surprises down the track.

Some of these may be less relevant to your business, while others—like response times, cyber protections, or insurance coverage—could be absolutely essential.

Whatever your priorities, be sure to go through this list carefully and get all answers in writing. Clarity up front will save time, stress, and unexpected costs later.

If this level of clarity is missing, it's a red flag. Always ask for a clear, written outline—and if something doesn't feel right, it's worth digging deeper before signing on the dotted line.

Key Questions to Ask Before Committing to an I.T. Services Agreement

Customer Service:

Q1 How do you request support?

At BlueReef Technology, you can request support in several easy ways to suit your needs. You can contact us directly by phone during business hours for immediate assistance. Outside of these times, you can submit a support ticket via our online portal or send us an email. Our helpdesk team monitors all requests and ensures a prompt, secure response to get your IT issues resolved quickly and efficiently. We aim to make support simple and accessible so you can focus on running your business.

Q2 Do you have a written, guaranteed response time for working on resolving your problems?

Yes, at BlueReef Technology, we have a written, guaranteed response time as part of our service commitment. We prioritise your issues based on their severity and ensure that our technicians begin working on resolving your problems within the agreed timeframe. This helps minimise downtime and keeps your business running smoothly. We provide clear communication throughout the process so you always know where your support request stands.

Q3 Do they explain things clearly and answer your questions without making you feel confused or intimidated?

At BlueReef Technology, we believe clear communication is just as important as solving the technical issue. Our technicians are trained to explain things in plain English—no confusing jargon or "geek-speak." We take the time to answer your questions patiently and make sure you fully understand what's happening every step of the way. Just check out the testimonials in this report to see how our clients appreciate our friendly, approachable team who truly care about supporting you.

Q4 Do they create an I.T. Roadmap and budget, and meet with you regularly to review and update it?

At BlueReef Technology, we hold regular strategy meetings to identify risks like cybersecurity and outdated systems, while also exploring ways to boost productivity and reduce costs. Unlike many MSPs that only offer basic support, we provide fractional CIO services, helping you plan an I.T. budget and roadmap aligned with your business goals.

Q5 Do they bill you clearly and provide invoices that fully explain the charges?

We often hear from new clients about issues with confusing or inconsistent billing. Some IT companies either forget to invoice regularly or send large unexpected bills later on. At BlueReef Technology, we provide clear, detailed invoices that explain exactly what work was done, why, and when — so you always know what you're paying for. Plus, we double-check all invoices for accuracy before they reach you.

Q6 Do they have adequate insurance to protect YOU?

Because your I.T. provider manages your critical data and systems, it's vital they carry cyber liability and errors & omissions insurance to cover any accidental damages or costs. If they don't have proper coverage, the risk falls on you. Don't hesitate to ask for proof of their insurance.

Q7 Do they have a dedicated account management team?

If your provider is too small to offer dedicated account managers, you might struggle to get timely help. If the owner is your only contact, ask how they'll balance your needs while running the whole business—the reality is, they probably can't. Make sure you know exactly who on their team will be focused on supporting YOU when it counts.
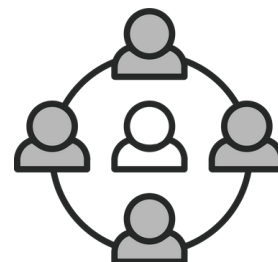
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Cybersecurity And Compliance:

Q8 — Do they ensure your security meets current compliance standards?

In Australia, businesses are under increasing pressure to meet strict cybersecurity and privacy regulations—from the Privacy Act and Notifiable Data Breaches Scheme to frameworks like the Essential Eight.

If your I.T. provider isn't actively helping you align with these requirements, your business could be exposed to fines, legal risks, and reputational damage.

At BlueReef Technology, we ensure every client has the right security controls in place—from baseline protections like MFA and patching, to advanced solutions tailored to your industry. Whether you operate in healthcare, finance, or work with government contracts, we help you stay compliant and secure.

Some providers charge less by skipping these essentials. We don't cut corners on security—ever.

Q9 — Do they provide regular reports showing updates, security patches, and the health of your entire network?

Every month, we deliver a detailed report to our clients that includes an overall health score for their network along with a summary of all updates and security patches applied. We reassess security, stability, and compliance quarterly to make sure we're proactively protecting your critical systems and data—greatly reducing the risk of downtime or cyber-attacks.

Q10 — Do they give you clear, written documentation of your network and IT assets?

All our clients receive detailed network documentation, both in writing and electronically, at no extra cost. We update this quarterly and ensure key people in your organization have access and understand how to use it, giving you full control over your IT environment.

If your current provider won't share this info or keeps you in the dark about your equipment, software licenses, or passwords, they're essentially holding your business hostage. This is unethical and risky — if you suspect that's happening, it's time to make a change. We can help you transition smoothly with no disruption.

Q11 — Do they understand your industry's compliance requirements and how to protect you?

Yes — at BlueReef Technology, we understand that regulatory compliance is a critical part of managing your IT environment. Whether you're in healthcare, finance, education, or another regulated industry, we stay across evolving compliance requirements to ensure your systems meet the necessary standards.

Our team works with you to identify relevant obligations and implements the right cybersecurity protections and documentation to keep your business covered — so you can focus on running your business without worrying about fines, breaches, or audits.

Q12 — Do they help ensure your cyber insurance policy requirements are actually being met?

Many businesses now carry cyber liability or crime insurance to help cover the financial losses caused by ransomware, data breaches, or online fraud. But what's often overlooked is that these policies come with strict cybersecurity requirements that must be met — otherwise, your insurer can (and likely will) deny your claim.

Insurance providers are not just writing cheques after an incident. They'll investigate thoroughly to determine whether your business upheld its end of the agreement — and that includes having the right technical controls, security systems, and documentation in place. If they discover that you didn't meet the required security standards — even unknowingly — they're well within their rights to decline coverage.

At BlueReef Technology, we take a proactive approach to protecting your business. We regularly review our clients' cyber insurance policies to understand the security requirements outlined, and we work with you to ensure your environment aligns with them. This includes everything from endpoint protection and data backup practices, to access controls, MFA, incident response planning and more — all critical elements that insurers often require.

It's also something we check during our complimentary Risk Assessment for potential clients. In fact, it's not uncommon for us to uncover serious gaps between what a business thinks it's covered for, and what it's actually protected against.

If your current I.T. provider isn't talking to you about cyber insurance requirements, that's a red flag. You may be exposed to significant financial and legal risk — and worse, you may not know it until it's too late. BlueReef is here to make sure that doesn't happen.

Backups And Data Recovery:

Q13 — Do they insist on using immutable backups to protect your data?

At BlueReef Technology, we make immutable backups a standard part of your cyber protection. These backups can't be changed, deleted or encrypted — even by ransomware — which makes them one of the most effective ways to protect your data.

Ransomware attacks often target both your main systems and your backups. If your backups aren't secure, you could lose everything. That's why most cyber insurance policies now require immutable backups.

If your current I.T. provider hasn't brought this up, or if you're unsure whether your backups are truly protected, we'd be happy to review it. We make sure your business has reliable, secure backups that you can count on when it matters most.

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Q14 Do they test your backups regularly to make sure they actually work?

At BlueReef Technology, we run monthly backup "fire drills" where we test-restore your data to make sure everything can be recovered if something goes wrong.

The worst time to find out your backup doesn't work is when you really need it. That's why we don't take chances — we verify that your backups are not corrupted and can be restored quickly and reliably in an emergency.

If your current provider isn't doing this, your data — and your business — could be at serious risk.

Q15 Do they back up your systems before starting any work or upgrades?

Yes — at BlueReef Technology, we always perform a full backup before making any major changes, upgrades, or projects on your network.

It's a simple but critical precaution that protects your data in case something unexpected happens during the process. Not every provider does this, but we believe it should be standard practice.

Q16 Do they have a disaster recovery plan to get you back up and running fast?

Yes — every BlueReef Technology client receives a clear, written disaster recovery plan for their network and data.

Whether it's a fire, flood, ransomware attack or system failure, we make sure there's a documented process in place to restore operations quickly — including options for remote work if your office becomes unusable.

While we encourage a full office-wide disaster plan, at minimum, your network is covered.

Technical Expertise And Service:

Q17 Do they provide local, in-house support, or do they outsource help desk services overseas or to third parties?

We have our own in-house help desk staffed by friendly, knowledgeable professionals who prioritize both great customer service and your data security.

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Q18 Are their technicians certified and up to date, or learning on your time?

Our technicians hold up-to-date vendor certifications for all the software we support. We have a rigorous hiring process—over 99% of applicants don't make the cut—to ensure you get skilled and knowledgeable experts. We invest in ongoing training so our team stays ahead, never learning on your dime.

Q19 Do their technicians communicate clearly and act professionally — or leave you feeling confused or frustrated?

At BlueReef Technology, our technicians are not only highly skilled — they're also trained in clear communication and professional conduct. You won't get confusing jargon or attitude. Whether they're supporting you remotely or onsite, they'll treat you and your team with respect and represent your business well.

Q20 Do they take responsibility for supporting your business-critical applications — or leave you to deal with vendors yourself?

We take ownership of any issues with your line-of-business applications — even if we didn't build them. While we can't fix faulty software directly, we'll deal with the vendor on your behalf to get the problem resolved quickly, saving you the hassle and reducing downtime.

Q21 When something goes wrong, do they take responsibility — or tell you it's not their problem?

We believe in owning the problem for our clients — whether it's your internet, phone system, printer, or anything else IT-related. You shouldn't have to waste time chasing multiple vendors. We'll manage the issue from start to resolution, even if it's not directly our system. That's just good service — and something many IT providers won't do.

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Call Us Today.

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Call our office on 08 8922 0000 and mention this guide to book a quick 10–15 minute consultation.

Prefer online booking? Visit: www.bluereef.tech

During this short call, we'll discuss your current setup, your concerns, and answer any questions you have about working with us. If it feels like a good fit, we'll arrange a time for your free BlueReef 27-Point I.T. Systems & Risk Assessment.

We can perform this assessment discreetly—whether or not your current I.T. provider is aware. Once it's done, you'll know:

- Where you may be vulnerable to cyber threats or data loss
- How your current systems are performing
- Whether your existing I.T. support is doing everything they should
- Clear recommendations to improve security, efficiency and reliability

Our free I.T. Systems & Risk Assessment gives you a no-obligation, risk-free way to get a second opinion on the security, stability, and performance of your technology.

Sometimes, fresh eyes can spot things your current provider has missed. At the very least, it gives you peace of mind—or a clear roadmap to better support.

There's no pressure, no catch. Just a chance for us to demonstrate a better, more reliable way to manage your I.T.

Dedicated to serving you,

Daniel Ladlow, Managing Director
BlueReef Technology
Phone: 08 8922 0000
E-mail: daniell@bluereef.tech

To Request Your FREE Assessment,
please visit **bluetech.tech** or
call our office at 08 8922 0000

Read On To Hear What Our Clients Have To Say:

" BlueReef Have The Knowledge And Expertise To Get It Right The First Time

Streamlining our software and cloud services has been significantly beneficial in terms of productivity by creating access to shared documents immediately. Having one central source is also beneficial to our field engineers and keeps the Project running efficiently.

The IT Support we receive is extremely efficient and professional. Turnaround time for troubleshooting and solutions are virtually immediate, and all staff have access to support. BlueReef provide a prompt service for the delivery and setup of new equipment, even in remote locations.

BlueReef have great customer service. All calls and emails are answered, and turnaround time is well above what we've experienced with other companies. Being local, they understand the environment we work in and make our IT straightforward. We've recommended BlueReef to other firms and continue to do so. I would recommend having a conversation with them— that's how simple they make it! "

-Lisa Chapman

" Very friendly and helpful above and beyond. Quick effective solving of my problem when others were unreliable and unhelpful. "

-Fiona Douglas

To Request Your <u>FREE</u> Assessment,
please visit **bluetech.tech** or call our office at 08 8922 0000

Read On To Hear What Our Clients Have To Say:

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The single biggest benefit of using BlueReef Technology is they do what they say they are going to do. Period. An amazing concept!
With their support and the new Office 365, our technology is no longer a roadblock in our business.
If someone were on the fence about choosing BlueReef Technology as their IT firm, I say, get off the fence. BlueReef is giving us the support that other IT firms haven't.
That is a game changer in working with BlueReef Technology.

-Meegan Chandler

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Amazing service from the team at BlueReef. Fast set up of all our IT/Communications needs as well as getting our business website for ShieldTech Locksmiths & Security up and running. Professional and reliable.

-Damien Carey

"

"

Always very professional and goes the extra mile to assist.

-Jeanette Green

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please visit **bluetech.tech** or call our office at 08 8922 0000