

**With Ransomware At An All-Time High,
Maybe It's Time You Took A
Closer Look**

**At What Your Current IT Company Is Doing To
Secure You From An Expensive, Devastating Cyber-Attack,
Data Breach Or Compliance Violation**

From the Desk of: Stephen Calicott
Partner, TechSeven Partners

Dear Colleague,

Over the last year, there have been **significant changes in cyber-risks**, as well as NEW **mandates** for greater cyber protections for ALL businesses, being driven by a growing number of government agencies, insurance companies and even clients and prospects who are demanding their vendors have proper cyber protections in place as a condition of obtaining their business.

What has your current IT company told you about this? Your insurance agent?

The answer is probably *nothing* – and there's a very good chance your current IT company is NOT protecting you as it should and is putting you at underappreciated risk for the losses and financial devastation a cyber-attack, data breach or compliance violation would cause.

For this reason, we are reaching out to as many businesses as we can in the Carolinas to offer two vital but completely free resources to help you:

- A FREE, independent, no-obligation Cyber Security Risk Assessment.
- A new FREE report titled “The Cyber Security Crisis: Urgent And Critical Cyber Protections Every Business Must Have In Place Now.”

This free information, along with the free Risk Assessment, will undoubtedly reveal areas where you are at underappreciated or unknown risk, and might save your business from serious financial, reputational and operational losses due to an IT security oversight.

For your convenience, we've posted the full details and instant access to the free report at our website, www.techsevenpartners.com/closer-look. You may also e-mail me direct at steve@techsevenpartners.com or call our office at 803-327-6434 to schedule a brief, 10- to 15-minute call to discuss your specific situation and to answer your questions.

Who We Are And Why We Are Reaching Out To You Now

I am Stephen Calicott, a partner at TechSeven Partners, where our expertise lies in providing comprehensive IT and cybersecurity solutions to small businesses across the Carolinas. Our firm is recognized for its role as an external IT and cybersecurity department, adept at navigating the complexities of digital threats and technology management. Our insights have been featured on Queen City News, where we discuss contemporary technology challenges and the evolving landscape of cyber threats.

Here's why we're reaching out: After talking to a number of business owners in our area, we're shocked to discover that NONE of them were aware of the new government mandates pertaining to cyber security and data protection, nor were they aware of the changes happening in the insurance industry that directly impact their ability to get insurance coverage and payments for cyber-related incidents.

I do realize that the above statements may seem "sensational," and you'd be tempted to throw this letter away, thinking I'm just another crackpot consultant looking for a paycheck. Maybe you think, "We're fine." It's natural to insist, "We're too small," or to think you're not at risk because your current IT company and software has got you "covered."

But I can assure you of this: like Sherlock Holmes, I have never failed to find significant and preventable security loopholes that were occurring in the businesses I've audited – and it's my firm belief that right now, this very minute, YOUR business has unforgivable gaps in your IT security, your backup and recovery of data, that you simply have not been made aware of.

If you have even a *sneaking* suspicion that even *some* of this is true, at what point would it be irresponsible to be "too busy" to investigate it?

Why Are We Offering This For Free?

Obviously, we'd like the opportunity to be your IT company – and if you are a security-minded CEO who does NOT want to have your business, your income, your reputation and your clients be "at risk," then we are uniquely positioned to help you.

However, there's a good chance you've been burned, disappointed and lied to in the past by other IT companies (or other vendors in general). Therefore, we are extending to you a free, no-risk way to "sample" our work, get to know us and evaluate whether or not you are getting true value and correct advice from your IT company before making a critical change in who handles your IT.

I will make you this promise: even if we never do business together, I can assure you that you WILL benefit from the information and expert insights contained in our free report, as well as having an independent, third party assess if your current IT company is doing what they should.

Here Are Just A Few Of The Ways Your Current IT Company Is Putting You At Underappreciated Risk

Grossly Inadequate Cyber Security Protections

When a cyber-attack happens, the losses stack up and multiply. At best, your operations are crippled. Worst case, you're completely shut down, unable to transact, unable to deliver promised products and services to clients and unable to operate. In other cases, thousands if not millions of dollars are drained directly from your accounts without any chance of recovery.

Then you have the loss of critical data, reputational damages, potential lawsuits and government fines. **The epicentre of this disaster lands DIRECTLY on YOUR desk for YOU to deal with.**

Yet despite this, we have found that 100% of the companies we've audited are GROSSLY unprepared for and unprotected from a cyber-attack event EVEN THOUGH they have invested heavily in IT. Before we showed them *irrefutable* evidence of these inadequacies, the CEO was convinced their "IT team had it handled." A ticking time bomb they didn't know was "live" under their seat.

Further, if your IT company has NOT met with your insurance provider to review the coverages you have for a cyber-attack (crime, cyber liability, etc.) to ENSURE you have the right IT security protections implemented as YOU have personally agreed to implement in order to get coverage in your policy, YOU are at risk of having your claim denied when you need it the most.

Chronic IT "Glitches" And Downtime

As the saying goes, "Overhead walks on two legs." Any CEO knows that unproductive, distracted workers not only kill profitability, but increase the chances of mistakes, missed deadlines, sloppy work and low morale. *A frustrated team is not a productive one.*

Yet we find that most CEOs don't realize just how often their employees are being interrupted and distracted due to recurring IT failures because it's "hidden" from them. Many are shocked to discover their employees are dealing with chronic IT problems that constantly get in the way of serving clients, closing sales and doing their job, forcing them to stop what they are doing, redoing the work they just spent hours doing or possibly NOT doing what they are supposed to do. We will fix ALL of this.

"Maverick" Spending, Poor Utilization And Undisciplined Planning

Many companies we've audited have a mishmash of patchwork technology pieced together like an old quilt. A "Frankenstein monster" lumbering along. Nothing matches, nothing works as efficiently as it should and the entire IT system is awash in inefficiencies, duplicate and redundant resources and outdated technologies. Over time, this just gets worse, creating more problems, cost and complexity. Our approach is to eliminate ALL of this and ensure a well-crafted plan is put in place to maximize productivity, security and efficiencies.

Curious? Let's Schedule A Brief 10-Minute Call To Discuss

The next step is simple: call my office at 803-327-6434 and reference this letter to schedule a brief 10- to 15-minute initial consultation. My personal assistant has been notified to look for your call and will put you through immediately. You may also send me an e-mail to steve@techsevenpartners.com.

On this call we can discuss your unique situation and any concerns you have and, of course, answer any questions you have about us or this process. If you feel comfortable moving ahead, we'll schedule a convenient time to conduct our proprietary Cyber Security Risk Assessment and send you the free report promised.

This Assessment can be conducted with or without your current IT company or department knowing. **At the end of the Assessment, you'll know:**

- Whether or not your systems and data are *truly* secured from hackers and ransomware, and where you are partially or totally exposed.
- If your data is *actually* being backed up in a manner that would allow you to recover it quickly in the event of an emergency or ransomware attack.
- Where you are unknowingly violating compliance regulations.
- Whether you can lower the overall costs of IT while improving communication, security and performance, as well as the productivity of your employees.

Fresh eyes see new things – so, at a minimum, engaging with us is a risk-free way to get a credible third party to ensure your current IT company is delivering the protection and professional services you're paying for. **To get started, please call or e-mail me to schedule a quick initial phone consultation.** I will have my assistant follow up to ensure you've received this letter and to discuss how (if?) you'd like to proceed.

Awaiting your response,

Stephen Calicott

Stephen Calicott, Partner, TechSeven Partners

Phone: 803-327-6434

E-mail: steve@techsevenpartners.com



P.S. **Not ready to meet yet?** Then at least go online and download our Cyber Security Crisis report for free to discover critical new information you need to know but might not have been told. You can gain instant access to this information at:

www.techsevenpartners.com/closer-look