



Media Release

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New Company Removes Small Business Computer Pain

TechOnline, an innovative new technology services company, has recently launched a managed service offering focussed on removing the pain of managing a computer in small business.

Business today needs computers to be competitive, however very few people in small business have the knowledge or time to effectively manage the problems inherent with computers. To date there has not been a viable option to address this, and as a result most small businesses and professionals are left exposed and at risk from the inevitable problems that arise.

Recognising this, TechOnline has developed a tailored solution for small business and professionals that covers three areas **security, backup and 24 hour help**. TechOnline's research identified these three services as essential in keeping the risk of computer problems under control.

The new TechOnline service allows small business to solve the computer dilemma – can't live without them, but they are a constant headache – and offers them welcome relief from the worry of wondering if they will be hit next.. And it is all done remotely, without the need for an on-site technician visit.

TechOnline is **first to market** in Australia with this new type of managed service, offering small business a **fixed price subscription package** that provides computer management 24 hours a day, just like an IT department in a large corporate.

In a world of increasing demands on small business people, this new 24 hour online computer management service is a potential saviour, allowing small business owners to re-focus on building their business, leaving the computer management and related problems to TechOnline.

Delivered **daily, automatically and remotely**, TechOnline offers small businesses:

- Computer security from viruses, spam, spyware, credit card and online banking fraud, etc.
- Daily, automatic back-up of critical business information, and
- 24 Hour access to a computer help desk.

Following extensive research into the problems associated with using computers in small businesses, TechOnline founders, Peter Philipp and Ian Bloomfield determined that there was a need for an affordable service that would bring small business computer problems under control and minimise the risk of a computer disaster. "The complexity of computer management, and security in particular, is well outside the capabilities of the average computer user", said Ian Bloomfield. "Small businesses are at the mercy of technology and face the real risk of financial disaster when things go wrong. Our broad objective was to provide small businesses with a cost effective solution to this problem by adopting remote computer management technology and processes similar to those used by many large corporate IT departments who are managing hundreds or thousands of computer users".

Peter Philipp explained that "TechOnline's approach is truly unique, because the installation, set up, and ongoing monitoring and management of the services is all carried out remotely. In addition, the services

are fully automated and delivered daily”, he said. “To our knowledge we are the only company in Australia delivering a service like this to small business”.

According to Mr Philipp, companies with 1 to 4 computers are the target market for TechOnline’s services. “This is the largest sector in the marketplace with over 340,000 companies, and includes business consultants, engineers, architects, financial planners, company directors, serviced and virtual office tenants, mobile professionals, high net worth individuals and many more”, he said. “These are people who cannot afford their own in-house IT resources, and they often rely on ad hoc assistance from people with limited skills and knowledge, such as the local computer retailer, friends and relatives”.

TechOnline’s monthly subscription service includes a comprehensive **base plan** called “**PC*Ensure**”. It costs only **\$75 per month** and covers computer security, a 24 hour helpdesk and the backup of critical business information.

Small business owner Jodie Artis from Progressive PR and Publicity was one of the first to sign up with the service, having already experienced the disruption caused by viruses and spyware. “The bulk of my communication is via email and any down time caused by computer problems is a loss of productivity for me” said Ms.Artis. “The real beauty of using TechOnline was that it was so simple for a non-technical person like me to get going. TechOnline provided step-by-step guidance on how the service works and I get ongoing assistance on how to get the best from my PC. I have my own computer guardian that keeps all of the bad stuff out, fixes my problems and backs up my critical business information, but without the expense and complication of having a technician onsite”.

According to Peter Ernest, MD of business consultancy Values Journey: “TechOnline’s approach is a winner – they take care of everything, it’s not just a set of products that they install and then leave for you to learn how to use. Instead of wasting time fiddling around trying to keep my computer going, I can now focus all my efforts on building my business. This is how computer management is supposed to be”.

About TechOnline

TechOnline is a new type of Managed Service Provider (MSP), offering a low cost, subscription based computer management service designed to address the computer risks faced by micro/small businesses. The TechOnline service works remotely, is automatic and delivered each and every day, covering computer security, backup and helpdesk.

TechOnline is the first MSP in Australia focused exclusively on delivering automated remote computer services to small business. Its comprehensive set of services cover computer security including virus, spyware and identity protection, a 24 hour x 7 day helpdesk and the backup of all critical business information.

TechOnline – Managing Technology Risk for Small Business. www.techonline.com.au

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