

## Why Choose Us

### Who We Are

PlanetMagpie has been a trusted IT partner to American businesses since 1998.

**We offer all four pillars of business IT:** IT Consulting, IT Support, Web Development, and Cloud Services. Use one or all of our services. For customers who take advantage of all services, PlanetMagpie operates as your complete IT and Digital Marketing Department.

**We manage our own private datacenter.** Security is paramount in our data theft-prone world. The only way we could provide all the cloud services we wanted to, and control all aspects of data security, was to build & maintain our own datacenter right here in Silicon Valley.

We approach our work as a long-term partnership with your business. **For that reason, we don't employ any sales staff.** If you need IT equipment or software or a new telephone system, we'll make a recommendation. If not, we won't. We don't try to sell you anything you don't need.

**100% Made in America.** We don't offshore any of our work. We believe it's important to build a strong American IT workforce and to support local businesses by buying American whenever possible. Everything we can do to make a positive impact on the good old USA!

### Our Business Standard

**We "eat our own dog food."** All technology we implement for your business is beta tested at PlanetMagpie. Only after it's proved itself, do we offer it to customers. We're a tough sell when it comes to partner products, so if we sell it, you know it's reliable.

**Like most things in life, you get what you pay for.** PlanetMagpie uses and sells only business-grade hardware and software. Many brands provide savings up front, but they'll cost you more over time in terms of hardware failures, security breaches, and business disruption.

**We have old school business ethics** and seek customers with the same. We believe that both parties should benefit from business transactions.

**We are as loyal as the dog whose name we carry.** We take great satisfaction in helping our customers grow their businesses by leveraging the latest technology to improve collaboration, sales, and security.

**Your emergency is our emergency.** If you have an IT failure, we will be there to help resolve it as quickly as possible. 24 hours a day, 7 days a week.

### Industries We Serve

PlanetMagpie proudly serves small-to-enterprise businesses with their IT needs.

We serve big names like PayPal, Ghirardelli, Stanford University, Malwarebytes, Ducati, Linear Technology, Carl Zeiss Meditec, Pharmacyclics, Headsets.com, and Demandforce. We also serve many

smaller companies whose names you might not recognize, but are the lifeblood of the U.S. economy. We work with major government agencies, as well as non-profits.

Working for such a wide variety of customers means we have industry-specific knowledge and we know the IT solutions that will fit a particular customer's needs. Here are the industries we are currently serving:

- Technology
- Engineering
- Construction
- Financial Services
- Professional Services
- Real Estate
- Food/Agriculture
- Faith-Based Services
- Healthcare
- Retailers/Wholesalers/Manufacturers
- Government
- Education
- Non-Profit

### Qualifications

**Microsoft experts.** PlanetMagpie specializes in Microsoft environments. We've maintained Microsoft Gold Partner status for over 10 years, and our engineers have been certified in over 10 Microsoft solutions. Among the thousands of Microsoft Partners, only 1% achieve Gold Partner status. We even help write the Microsoft certification exams for engineers across the world who want to prove their expertise.

**Security focus.** We test all the IT hardware/software we recommend beforehand. All software chosen for testing must have a high security rating.

**Datacenter experts.** PlanetMagpie has run an enterprise-grade private datacenter since 1998. The experience we've gained means we can troubleshoot your internal and third-party hosting issues better than anyone else. We know datacenter operations & security inside and out.

**Custom Website Developers.** PlanetMagpie builds custom websites on several Content Management Systems (CMS). For small businesses who only need a simple website, we recommend WordPress. If your website needs a more custom feature set, we typically recommend Craft CMS.

PlanetMagpie is also a Sitefinity Partner, capable of supporting & customizing websites built on the enterprise-grade Progress Sitefinity CMS.

## Why Choose PlanetMagpie for IT Support & Managed Services

### **It's time to fetch better IT support.**

One partner. All the critical IT services your business needs. Dogged determination to make your IT "just work." That's why companies choose PlanetMagpie.

With just one phone call, you gain:

- Full-spectrum IT services
- Efficiency improvements across the board
- Major cost savings – An entire outsourced IT department for less than the cost of 1 full-time hire!
- Offices in the San Francisco Bay Area, the Dallas-Fort Worth Metro, and Charlotte NC
- All four pillars of business IT covered—Technology Consulting, Technical Support, Digital Marketing, and Cloud Services

Offload all your worries about IT onto us. Save money on hiring and maintenance. Enjoy the best productivity you can imagine. Win-win-win.

Got an IT-related question? Send it in for a free answer at [questions@planetmagpie.com](mailto:questions@planetmagpie.com).

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<QUOTE – TONY FROM MBROH, PENDING APPROVAL>

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### Your Loyal IT Partner

The PlanetMagpie Business Standard is simple. Stay as loyal, and work as hard, as our namesake, Magpie.

Be there for customers.  
Deliver the services needed.  
Make IT affordable.

How does this translate to your experience, as our customer?

**Confidence in every solution proposed.** We “eat our own dog food.” Any technology we implement for your business, we've already beta tested. Only after it's proved itself, do we offer it to customers. If we sell it, you know it's reliable.

**Long-term value.** PlanetMagpie uses and sells only business-grade hardware and software. Many brands have up-front savings, but they'll cost you more over time in terms of hardware failures, security breaches, and business disruption. Like most things in life, you get what you pay for!

**A relationship based on ethical business.** By limiting ourselves to customers with 'old school' ethics, we've maintained customer relationships going back 20 years.

**Your emergency is our emergency.** If you have an IT failure, we will be there to help resolve it as quickly as possible. 24 hours a day, 7 days a week.

### Industries We Serve

Does your business operate in any of the following industries? PlanetMagpie's team already has experience handling your unique IT issues:

- Technology
- Engineering/Construction
- Financial Services
- Professional Services
- Food/Agriculture
- Faith-Based Services
- Healthcare
- Manufacturers & Wholesalers
- Biotech

Major Customers: PayPal, Ghirardelli, Stanford University, Malwarebytes, Ducati, Linear Technology, Carl Zeiss Meditec, Headsets.com, Demandforce

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"My viewpoint on IT: #1 asset is our people, and #2 asset is our IT. PlanetMagpie gets my 100% endorsement. There is no better."

-David Staples, President of Staples Construction

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### Qualifications

Increase number of qualifications, but categorize them by Pillar.

#### *IT Consulting*

**MICROSOFT EXPERTS.** PlanetMagpie specializes in Microsoft environments. We've maintained Microsoft Partner status for over 10 years, and our engineers have been certified in 3 Microsoft Gold Competencies & 10 Silver Competencies. Among the thousands of Microsoft Partners, only 1% achieve Gold Competency-level.

(We even helped write the Microsoft certification exams for engineers across the world who want to prove their expertise.)

**CYBERSECURITY PROTECTORS.** Every business needs protection from cyberattacks. Our team has been on the front lines for over 10 years now, blocking malware from company networks, resolving ransomware attacks so companies don't have to pay the ransom.

One call to us and we'll identify everything you can do to keep your team, and your data, safe.

#### *IT Support*

**SECURITY FOCUS.** We test all the IT hardware/software we recommend beforehand. All software chosen for testing must have a high security rating.

#### *Digital Marketing*

**CUSTOM WEBSITE DEVELOPERS.** PlanetMagpie builds custom websites on several Content Management Systems (CMS).

- For small businesses who need a simple website they can grow, we recommend WordPress.
- If your website needs a more custom feature set, we recommend Craft CMS.
- For larger multi-function websites, we recommend (and hold Certified Partner status for) the enterprise-grade Progress Sitefinity CMS.

**WEBSITE & DIGITAL MARKETING MANAGEMENT.** How long since you last updated your website? Who manages your newsletter?

Take those off your team's plate and put them on ours. Our Digital Marketing team has managed award-winning websites and email newsletters for more than 15 years.

#### *Cloud Services*

**DATACENTER EXPERTS.** PlanetMagpie has run an enterprise-grade private datacenter since 1998. The experience we've gained means we can troubleshoot your internal and third-party hosting issues better than anyone else. We know datacenter operations & security inside and out.

#### *Choose Your First IT Savings*

Starting a new partner relationship should be easy. So we're offering a choice of savings to start off.

Choose from either...

**A FREE Network Vulnerability Scan.** The first step in any cybersecurity protection plan.

OR

**A 10% Discount on IT Support.** Mention "Loyalty" and receive a 10% discount on your first IT Support call.

[Contact PlanetMagpie](#) to start your relationship today.