



COMPANY AND SERVICES OVERVIEW

SMART IT PTY LTD



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IT CONSULTANCY & SUPPORT SERVICES



Contents

1. BACKGROUND	1
2. INTRODUCTION	2
3. OUR SPECIALITIES.....	2
4. OUR PRODUCTS AND SERVICES	3
5. AREAS OF EXPERTISE	3
6. BEST OF BREED	4
7. IT NETWORK HEALTH CHECK AUDITS.....	4
8. IT MAINTENANCE & SUPPORT AGREEMENTS	5
<i>Agreement Overview</i>	5
<i>Efficient Maintenance</i>	6
<i>Tailored to your needs</i>	6
<i>Support Log Requests - Job Ticketing System</i>	6
<i>Smart IT Agent and Remote Log In Applications</i>	6
<i>On-Site Visits</i>	7
<i>The Fees</i>	8
<i>Financial Benefits</i>	8
9. CLIENT DATABASE MANAGEMENT SYSTEMS.....	8
<i>CRM Software</i>	8
10. APPLICATIONS AND WEBSITE DEVELOPMENT	9
11. HARDWARE	10
<i>Dependable and reputable hardware solutions</i>	10
12. NETWORKING, REMOTE ACCESS & MOBILE SOLUTIONS.....	10
<i>Cloud Computing - Login from anywhere in the world</i>	10
13. PROJECT MANAGEMENT.....	10
<i>Management of technology complexities is critical to a desired outcome</i>	10
14. IP CCTV SECURITY CAMERAS AND SYSTEMS.....	11
<i>BOSS Surveillance Systems</i>	11

1. BACKGROUND

"We understand the frustration and the complexities that technologies bear on individuals and businesses alike. It takes expertise, product knowledge and patience to get it right. And that's what we have."

Founder of the company, Smart IT Pty Ltd, Anthony Levitt, has over 15 years in experience in the IT industry. He began his first business in his mid-twenties in the late 1990's— a Brisbane based ISP company which provided internet access to over 900 customers from the Gold Coast to Noosa.

After selling the ISP business, he undertook further IT studies with the view to developing his own IT Consultancy. So whilst studying part-time, he was appointed in a full-time role as the IT Manager for Centenary Motors, a Mercedes Benz and Mazda dealership based in Taringa, Brisbane. It was in this role, he was given the responsibility to design, project manage and implement an entire new IT infrastructure and network to both dealership buildings. The project included building the network with telephony integration, **encompassing 11 servers, 80 workstations, and an IP telephone system for 120 employees.**



During this near 8 year management role, he was instrumental in developing software applications, rolling-out new IT developments as they became available, website development and later building the architectural configurations for new cabling requirements for a two year building refurbishment project. In addition, Anthony introduced an **IP surveillance system for 24/7 security, with capabilities of face-recognition and registration plate recording.**

Following this success, in 2007, he began contracting in several IT consultancy roles for various companies, along with managing large POS networks for UQ Press (University of Queensland) three campuses' bookstores.

Having built a solid reputation, and a growing clientele, in 2008, Smart IT Pty Ltd was launched. The primary focus for Smart IT has been to provide business clients with tailored and professional IT support.

Anthony also recognised during the early stages of building his company, the innovative technologies of security camera systems in an IP environment. This new market in surveillance systems inspired him to develop a division of the company that can provide high resolution and high definition camera systems that are superior both in quality and technology to the old analogue systems. These systems are now being used, around the world, by police and other government agencies for surveillance and covert operations to legally capture evidence to assist communities, businesses and also insurers with liabilities claims.

This is an exciting market to be a part of as we see more innovative applications for this technology other than just security surveillance, such as training programs for remote or interstate locations, or usage in medical assistance scenarios such as long distance emergencies.

Anthony explains, "It was a natural progression to introduce this technology into Smart IT as we have the expertise and necessary networking engineering background that is required to manage and deploy professional IP surveillance systems."

This IP surveillance and camera technologies require IT expertise, so the combination of these two roles, partner well together.

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Smart IT Pty Ltd, with its strong history of supplying professional IT consultancy services to numerous businesses, continues to grow, coupled with BOSS Surveillance Systems, Australia wide.

2. INTRODUCTION

Here at Smart IT Pty Ltd we strive to maintain the effectiveness of having our Customers instil confidence in us.

The smartest and most effective way to reduce your IT expenses is to increase the regularity of your network maintenance.

Smart IT Pty Ltd is an IT company based in Brisbane and is backed by state-of-the-art software and systems that allows security and stability for your organisation.

We've set new benchmarks in the industry, with a high level of professionalism, integrity and customer service, in both the domestic and commercial arenas.

We expect the best, so at Smart IT Pty Ltd we insist on supplying only top quality hardware components to our Customers.

After extensive research, we've selected Australian icon industries as our suppliers which means you can have peace of mind that your system will function at an optimum level, 24 hours a day 7 days a week.

We focus on building **long term relationships** with our customers, by developing a strong understanding of their needs, to then deliver a professional service. We also take pride in ourselves in our ability to make it as simple as possible for our Customers to understand the solutions we offer, in plain English. Explaining some of the technical jargon, without the confusing geek-speak, is an attribute that continues to carry us forward, and develops trust in our relationships with our valued clients.

3. OUR SPECIALITIES

We're working with cutting-edge technology, so all our staff members are specialists and leaders in their chosen fields, who stay abreast of new developments.

Smart IT Pty Ltd aims to provide cost-effective solutions for your business and become a major partner in the development of your Information Technology & Telecommunication needs.

Our specialties are in tailoring networks to meet the level of IT dependency your company requires through the design, deployment and management of Microsoft Server platforms.

We treat each business based on their individuality, whilst promoting high quality performance. Therefore, this ultimately provides your business with the backbone that is required for today's business-to-business communication needs.

4. OUR PRODUCTS AND SERVICES

We offer great support packages, in the area of **networking** and **desktop support** that will allow even the smallest company the ability to take advantage of our services and technical expertise.

Prevention is often the best cure.

Smart IT Pty Ltd employs Microsoft Certified Professionals to ensure total confidence and network stability for your organisation.

Performing the mundane, yet important tasks of maintenance on your servers and Desktops takes you away from the projects that you need to be focusing on. Smart IT Pty Ltd relieves you completely of these duties and takes maintenance to new levels.

By outsourcing the management of your IT services, you can refocus your efforts on your core business while we monitor, patch, upgrade, and support your network and desktop infrastructure. Often this is done remotely, saving travel time and effort, and is therefore a cost effective method that we incorporate into our hourly rates, and is passed onto you the Customer.

This **proactive maintenance approach effectively mitigates network problems**, often leading to fewer and less severe incidents. And as all systems are monitored, if anything ever does happen, it can be addressed prior to a greater and more detrimental effect occurring.



5. AREAS OF EXPERTISE



- Remote Desktop Support
- Desktop Hardware Configuration and Deployment
- Hardware and Operating System Troubleshooting
- Security Solutions (firewalls, anti-virus, spy-ware)
- Customised staff network access levels and data security structure
- Off-site Backup Solutions & Disaster Recovery Planning
- Data Recovery
- Hosting Services & Solutions
- Telephony Solutions
- Active Directory Replication
- Microsoft Exchange
- Network Administration and Management
- Server Maintenance and Log Verification
- Server Troubleshooting
- Design, Configure and Install of Server Systems and Applications
- Server and Workstation Audits
- Thin Client Solutions
- Design and Deployment, LAN, WAN, VPN
- Website Design and Development
- IP Surveillance Digital CCTV Systems

6. BEST OF BREED

When commissioning Smart IT Pty Ltd to provide hardware solutions, software licensing and hosting solutions, we expect the best, so at Smart IT we prefer using only top quality components and applications.

We have the confidence in such industry icons such as Netgear, IBM, HP, Dell, Axis and Milestone Systems, and therefore we are confident when tailoring a solution for our Customers, for either IT Services or Security Surveillance, we can and will provide you with a cost-effective solution.

Smart IT employ a number of Microsoft Certified (MCSE) IT Professionals to ensure a total end-to-end IT support structure is deployed.

We design and implement Microsoft networks based on technologies such as Windows Server, Exchange Server, SQL Server, Small Business Server and Systems Management Server.

Delivering

- High performing, reliable multi-site communications
- Ongoing high quality support
- Logical planning for the future
- Professional advice to help grow your business
- Cost-effective solutions

7. IT NETWORK HEALTH CHECK AUDITS

Health Checks aims to provide you with a better understanding of your network's performance and efficiency

Having your network checked out by professional diagnostic tools provides an audit that has numerous aims. Here at Smart IT, we can provide you an honest review of the network infrastructure, at both the hardware and software level.

This is a necessary and invaluable first step in an effective support program, or if you are considering upgrading any hardware, as it serves to highlight any potential problem areas. It is provided at a minimal cost to you the Customer, and allows us to establish a pro-active plan for you, if you choose us to provide ongoing support and maintenance.

The Site Audits are performed by our qualified staff and builds the basis for any solutions we offer our Customers. We perform the audit on the server initially with our system tools and the following information is collected:

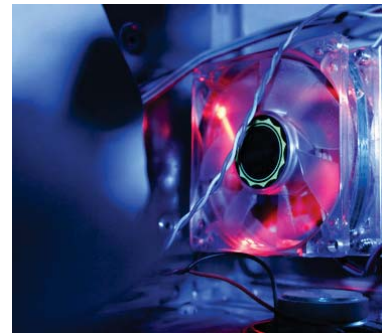
- Network Security Reviews
- Front Line Virus Protection
- Spam & Malware protection
- IT Network security checks
- Active Directory Group Policy Audits
- File Sharing Rights
- Windows Server Configuration

- Service Pack and Patch Levels
- Equipment Locations
- User dependencies
- UPS Testing
- NAS & Storage Device Configuration

We then begin auditing each workstation with the same system tools, and report on each machine. It gives us the detail and history of the entire componentry, function performances (good and bad), all registry data and summarises it into an easy to read log to help us identify problems and issues.

Following the audit, we provide you with a synopsis of the network and performance of individual hardware. We run through each individual concern and issue with you, and we can also then provide you with a quote to undertake work required to help rectify these problems.

Following any work undertaken and you are satisfied with the proposal of ongoing support and maintenance, we can then move forward with an agreed support plan, known as Smart It Pty Ltd IT Maintenance and Support Agreement.



8. IT MAINTENANCE & SUPPORT AGREEMENTS

Agreement Overview

Smart IT Pty Ltd provides IT support service and maintenance at a set cost per month on a contract basis for a minimum of 12 months. The rates offered to Customers on a Smart IT Pty Ltd Support & Maintenance Agreement Contract are significantly lower than those offered to Customers who are not on an Agreement. Also, Customers who are on an Agreement have priority over those Customers on an ad-hoc basis for support needs and response times.

For a set fee, our technicians, engineers and consultants can help you to lower costs, reduce downtime, enhance levels of service and efficiency, gain optimum control and accountability, budget for a set IT expenditure, provide monthly reports on the state of your IT systems and give you ongoing advice and recommendations.

Our service desk suite has the latest monitoring and management tools, and lets our support experts provide swift, efficient resolution. From forgotten passwords to system alerts from our infrastructure monitoring tools, we deliver in excess of 90% fix at service desk level, avoiding the need for escalation, reducing costs and ensuring you have the tools you need to do business.



The smartest and most effective way to reduce your IT expenses, is to increase the regularity of your network maintenance.

Efficient Maintenance

The basic element of the Smart IT Pty Ltd support service is a fast and efficient maintenance service providing customers with the following:

- Job Ticketing and Remote Login Systems
- Automated Reporting on Hardware
- Regular Maintenance on Designated Hardware
- Automated System Tools
- On-Site Support
- Helpdesk Support

The experience of our engineering team with a wide range of equipment means hardware problems are diagnosed and resolved without delay.

Tailored to your needs

In our agreements we offer standard IT Maintenance & Support Agreement terms, which are based on support provided during Business Hours of 9am to 5.00pm, Monday - Friday.

However, if required these agreements can be **tailored to suit customers' own support needs**, that are beyond the standard business hours right up to and including 24 hrs x 7 days x 365 days a year.

Additionally, response times on contracts vary depending on the business critical nature of the equipment held, but ranges from a 1-hour on-site or remote response to an 8-hour on-site or remote response.

Support Log Requests - Job Ticketing System

We have a state-of-the-art **Ticketing System** to log all support requests and is also used to keep a history of maintenance issues. This system is an essential part of the maintenance Agreement provided to Customers, and provides a reporting and logging function to help manage and track the progress of each task.

This provides invaluable information for you the Customer regarding support issues that have been logged by your organisation, and reported on monthly.

Smart IT Agent and Remote Log In Applications

Each network server and computer, under the Agreement, is monitored 24/7 to ensure a total proactive approach to support is provided, with a secure **system tools software** package that we have developed known as the **Smart IT Agent Centre**.

This toolkit provides us with alerts for standard maintenance tasks such as updates, patches, de-frags and disc cleans. Which means we can ensure your machines are maintained at performance levels set by the OS standards.

The application also generates alerts of other maintenance issues and crucial data for us to monitor. With this information, we can assess each workstation and server performance and its history. This is valuable information to help review the performance levels of each machine, and allows us to be proactive in providing support to your organisation.



In addition, we install a **remote login application** that also provides Smart IT Pty Ltd with complete access to the hardware 24/7 if required, and allows Smart IT Pty Ltd staff to provide remote support by way of an interactive session for the end user if needed.

Advanced features of the two system tools we use...

- **Alert Schedules** online backup sessions, if required to your devices or off-site secured services.
- The software has a built in **Background Access and Diagnostic Toolkit** – Provides a proactive problem resolution in the background without interrupting users; access an unattended machine at any time, from any internet-enabled device.
- **Built in Inventory Tracking & Reporting** - Perform preventive maintenance with inventory performance snapshots, reporting and alerts generate detailed information so you can monitor and maintain system health. This is available on servers and workstations.
- **Fast Remote Control** – A point-to-point architecture delivers high-speed, full screen, reliable remote control sessions.
- The remote log-in software enables our support staff to connect to the end users workstation/session in **real time to assist** in the support required.

We manually check your system at regular intervals.

On-Site Visits

Smart IT Pty Ltd recommends on-site visits to help establish business to business relationships with all staff. This time also allows both parties to discuss at a face-to-face level, reports and other issues that require addressing and managing. It is encouraged to the Customer to have a designated personnel/manager to be appointed for all correspondence relating to issues and reports, to help manage the process on behalf of the Customer. Any issues that require maintenance and support whilst the Smart IT Pty Ltd representative is on-site, is best to be given in detail well in advance to this visit, to ensure necessary tools or knowledge is handled and prepared for if required.

Regular Customer review meetings form part of all maintenance agreements and will address such areas as call statistics, call logging reports, feedback, plus system and hardware performance information that can provide a basis for eliminating many problems.

The Fees

We calculate the fee based on how many machines and servers you choose to have us look after. Each machine and server, has a time component that we spend on maintenance including, the Smart IT Agent Centre automated features. We also allocate a block of time we need to allocate to you our Customer, for the support requests and the time it takes for us to deal and handle the various issues that arise (via the Job Ticketing System). This time is accumulative for the Customer for the month of service.



Therefore, the level of service we provide is dependent upon the amount of hardware components across the network requiring maintenance and support.

Financial Benefits

A set cost solution under an Agreement for the ongoing support of your business systems will provide you with the ability to budget for your IT support month by month rather than being billed on a 'break/fix' scenario, and being charged on much higher ad-hoc hourly rates. We can also provide you with support to match the budget you have in place for your network.

We provide better quality support, resolving problems faster and taking the risk out of your service delivery by providing higher availability and a more efficient infrastructure. We can drive your costs down too.

9. CLIENT DATABASE MANAGEMENT SYSTEMS

CRM Software

Smart IT Pty Ltd recommends GoldMine Software as their preferred CRM (Client Relationship Management) application. It's powerful functionalities allows businesses to maintain and manage the entire client base, by blending the sales force automation with powerful contact management features for rapid results. GoldMine consolidates customer details, correspondence, sales history and many other invaluable data collection, along with integrating information directly from Microsoft Outlook.



This powerful integration of information of client contact management improves knowledge sharing across the company - marketing, sales, management and administration.

10. APPLICATIONS AND WEBSITE DEVELOPMENT



Smart IT also offer a wide range of application development solutions for clients. These include development, tailoring e-commerce software. Smart IT also has the ability to develop software enhancements to your current CRM, Web and Database software.

We design, develop and deliver internet, intranet and extranet applications:

- Websites
- Business systems
- Document management systems
- Online content management
- Online client management
- Online server & website management
- Interfacing with legacy systems
- Client-side and server-side processing
- Google search engine ranking

If you have products to sell, electronic commerce also known as e-commerce, could be the answer to expanding your business and customer base. The ability to take orders and receive payment through an electronic store-front is the key ingredient to e-commerce success.

You can enable your organisation to reach an infinite number of customers over the world-wide-web, seeking out potential markets that were once outside the traditional boundaries of your business.

Smart IT can analyse your needs and build you a custom e-commerce store-front tailored to your product line and your customer's needs. We can also assist you in ranking your business applicable to your industry in the top 10 Google search page, and provide you with analysis reports.

We support our own servers, which allow a flexible secure solution to our clients with ease of updating and maintaining. Languages that Smart IT consultants are fluent with include the following:- PHP, CSS, Cold Fusion, HTML, XHTML, XML, ASP, ASP.NET, XSLT, JavaScript, C#.NET and Flash. We can also provide you with a SSL Certificate providing your customers with peace of mind of making payments over the net.

We have a strong team of web-developers in-house and on an agreed contract basis, with a rare combination of skill sets in design and analytics programming. By combining these skills with our IT engineering background ultimately means that we can provide our customers with a holistic solution including design, programming, specialist customisation, high-end applications and integration, hosting and management of complex IT projects.

11. HARDWARE



Dependable and reputable hardware solutions

Smart IT has the ability to provide, support and install any IT infrastructure required by our clients including computers, servers, network equipment and peripherals. Smart IT only use reputable hardware manufacturers as to minimize the downtime suffered by faulty equipment by our clients.

Smart IT has an exceptional record with hardware solutions provided to our clients. We source the best quality products at exceptional pricing and pass this saving onto you.

12. NETWORKING, REMOTE ACCESS & MOBILE SOLUTIONS

Cloud Computing - Login from anywhere in the world

Smart IT has the ability to fully integrate mobile solutions into your current business infrastructure to enhance your productivity.

You can have access to your network remotely whether using your laptop, smart phone or internet cafe, securely from anywhere in the world.

13. PROJECT MANAGEMENT

Management of technology complexities is critical to a desired outcome

Our team have the experience to project manage IT related tasks in planning for new networks, data cabling, hardware replacements, core switching, data migration, storage, telephony needs and commissioning for either office construction or office relocations. Smart IT will work with you to bring about the successful completion of IT related projects.

We can also help provide a detailed solution in designing for future growth of your business, either regional or national.

14. IP CCTV SECURITY CAMERAS AND SYSTEMS



BOSS Surveillance Systems



Providers of 100% IP Digital CCTV Systems - High Resolution and Easy to Use Software by Milestone Systems



BOSS Surveillance Systems is a division of Smart IT Pty Ltd

ASIAL Corporate Number: **045837**
QLD Security Advisers Licence: **3560481**
QLD Security Firms Licence: **3560488**

A wide portfolio of products for professional IP Video Surveillance

Whether you are looking for a video surveillance solution to secure the safety of people and places, or to remotely monitor property and facilities, Boss Surveillance Systems can meet your needs.

You benefit from an extensive selection of network cameras– several with HDTV/Megapixel resolution – that come in different forms to fully meet your requirements.

We specialise in AXIS and Mobotix Cameras, and Milestone Software.



We look forward to hearing from you soon. Call our national phone number 1300 858 142 and we'll be happy to discuss your business options.