



**-H- STREET**



*Business Solutions*

## IT SERVICES FOR SMALL BUSINESSES



## THE ACHILLES HEEL



Ed entered his latest business figures with satisfaction. It was going to be a good month. Ed knew his profession and ran his business expertly. He was even pretty good with technology - when he had the time. Lately though, he had no time. Ed always shuddered to think what would happen if his computer failed.



Then the inevitable happened. His hard drive crashed and the computer wouldn't reboot. Ed had a backup somewhere, but it was hopelessly out of date. Ed couldn't believe it. He knew he had only himself to blame. In the end, the necessary time and money expenditures put Ed's business into a downward spiral that it never recovered from. Sadly, Ed was never one of H Street's clients.

## DID YOU KNOW?

### After a loss of business data:

- 50% of businesses never reopen their doors.
- 90% of businesses fail within 2 years.

\* Baroudi Bloor International - Industry Analyst Firm

## SERVICES



H Street Business Solutions provides high-quality information technology (IT) services for the small business owner who often must choose between:

- spending a lot of time maintaining the IT infrastructure or
- living with the consequent risks.

We combine on-site maintenance with off-site backup to provide a practical solution.

Our approach is personal. We tailor a service plan to each client's needs. The initial consultation is free.

### **Have you ever felt that:**

- you could be making money when instead you're on hold with technical support?
- you should be getting more out of your IT dollars?
- one day your computer may fail and leave you up the proverbial creek?

**We can help. Give us a call.**

# MAINTENANCE PLANS

## **I run the business myself. I do fine. Do I need IT support?**

Professional IT support can help you run your business better. Preventative maintenance is sure to reap rewards in the long-term. Here are some of the benefits:

- Risk mitigation (data loss, repair costs, down time)
- Increased productivity
- Expert advice
- Consistency in cash flow

Good planners consider the costs of routine maintenance, training, outages, and disaster preparedness, in addition to the initial capital investment.

## **Computer systems are potentially threatened every day by:**

- mechanical failures
- electrical failures
- malicious attacks
- security compromise
- theft, fire, flood

Also note that as “maintainers”, it’s in our best interest to keep you running smoothly.. and if a problem does occur, we’ll have already taken steps to minimize the effect.

## BACKUP SERVICES

We get calls all the time from clients who need to retrieve data from a hard drive. Hard drive failure remains the main source of data loss. The data on a hard drive is the most valuable part of the system and is usually irreplaceable. The hard drive is also one of the elements most susceptible to failure.

**You don't have to backup all your files, just the ones you want to keep.**

Backing up computer files has been compared to flossing teeth. Everybody knows that they need to back up their data, but almost none have a regular backup regimen. Small business owners usually have their critical data on a single computer and often don't ensure that their computers and data are safeguarded.

**Our backup solutions ensure a much higher probability of recovery.**

- off-site storage
- regular (automatic) backup regimen
- incremental backups
- staggered backups (multiple histories)
- backup data verification

Our software includes support for encryption, recovery from partial transfers, feedback on progress, and many other useful features.

## ABOUT THE FOUNDER



Scott Kushnier has worked with computers professionally since 1986. He earned a Master's degree in computer science in 1994. Scott spent 10 years developing software for the US Navy. He has acted in several capacities, including programmer, software architect, researcher, site administrator, and technician. Scott founded H Street Business Solutions in early 2004 to help the small business entrepreneur contend with the increasingly complex world of information technology.

## H STREET: THE NAME



The Foggy Bottom area of Washington, DC is known for its small colorful row houses. It is a pleasant neighborhood retaining its color in the midst of such landmarks as the Kennedy Center and the Watergate Hotel. It was here that the idea for H Street Business Solutions took seed and was cultivated by Scott as he was walking or jogging through the area. The area seems a good metaphor for bringing a sense of peace-of-mind to the crazy energy of the high-tech world.

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