

## Features of SLAM

- All work is based on outcomes not the time taken;
- All work performed under a Fixed Price Policy;
- SLA price is fixed based on only nine network variables;
- Money back guarantees offered to clients if there are any failures on 5 key deliverables; and
- Proactive maintenance and consultancy regime.



## Why SLAM your business?

If you want to increase your services revenue and increase your overall profitability, a well designed SLA is the key. Designing your own can take years. Take advantage of the years of research and testing already conducted by AXXIS Technology. SLAM offers you an immediate solution and gives you the following benefits:

- Your clients will have more confidence in you and more loyalty towards your company;
- You can make long term forecasts for both revenue and staffing levels;
- You become the client's Trusted Adviser for technology;
- You will deal with clients in positive scenarios rather than reacting to problems;
- Your staff can focus on performing work rather than performing administrative duties;
- You will have happier staff with better planning;
- You will capture more revenue from existing clients;
- You will have an edge over your competitors; and
- You will make more money!

## Benefits of SLAM

Are computer systems critical to the success of your clients? Have your clients always wanted to have:

- More reliable computer systems;
- Capped IT costs;
- An easy to calculate budget for IT expenditure;
- An organisation that focuses on efficiency; and
- A service organisation that keeps them informed?

SLAM introduces Outcome Based Service Work as a concept. Work performed is not based on the number of hours but instead on the outcomes. Add proactive maintenance activities, money back guarantees and free training and you have a revolutionary SLA.

## The SLAM DVD includes

- A step-by-step SLAM implementation guide;
- A sample introductory letter to send to your clients to introduce them to your new service arrangements;
- An 'SLA Overview' document suitable for posting on your web site or disseminating to a broad range of potential clients;
- Sample SLA welcome email to send to clients when they sign their initial SLA;
- Full SLA spreadsheet including calculation tables with information specific to your country and a full list of standard charges;
- Sample spreadsheet to maintain records associated with SLA clients;
- Standard items that should be checked on a maintenance check;
- Sample SLA Maintenance report;
- Sample Executive Summary report;
- Sample SLA Price Freeze marketing letters;
- Sample SLA Seminar PowerPoint presentations;
- Sample Letter of Renewal; and
- Videos of AXXIS Technology staff talking about the SLA processes.

[www.smallbusinessrules.com](http://www.smallbusinessrules.com)

DVD  
Version 3.0

**SLAM**   
Service Level Agreement Model

**A Breakthrough Toolkit to  
Contract and Price Managed Services**

**Developed exclusively for Managed Services Providers  
by a fellow Managed Services Provider**



**GROW  
services revenue**

**IMPROVE  
profitability**

**STREAMLINE  
service delivery**

**PRICE: US\$999**

## Welcome to the Brave New World in IT

A world that is all about innovative ways to approach the increasing and changing demands being asked of the IT industry and the IT Provider. Innovation is the number one ingredient to business survival. If you are standing still, you are going backwards fast.

So that is exactly what the SLAM Book is about – the innovation in the IT industry that is the Managed Services model. No longer is the break/fix model economically sustainable for IT Providers; nor is it adequate for the needs that business has of its IT infrastructure. This clumsy model must give way to the natural progression of the emerging and growing evolution in IT that sits squarely within the Managed Services realm.

However, even the extensive research of the SLAM Book is of little value if it does not equate to real life application. What is overwhelming is the evidence from IT companies and resellers and IT analysts across the world in supporting the premise that Managed Services is a better business model for current and future profitability.

Plus, from an employee perspective, under a Managed Services model, technicians are more productive with less time being spent on administration tasks, on maintenance and in unplanned on-site visits. Overall, businesses report a reduction in inefficient time use – both by staff and clients – an ability to maintain their current client base and vast improvements in business profitability and outcomes.

So, the good news is that just by reading the SLAM Book, readers place themselves in good stead to take the lead in the evolution of IT. Research has shown that only 3% of Americans purchase and read books on a regular basis. That fact alone gives you an edge over 97% of the population that does not seek advice or want to improve their current situation by reading books.

**SLAM your revenue and slam  
SLAM into your business today!**

## It has never been easier to make the move to Managed Services!

Whether you're still operating predominantly as a Break-Fix business or you're already using Service Level Agreements (SLAs), this book will help take your IT Services business to the next level.

### Read this book and learn about:

- Managed Services - their history and their future;
- Key features of a contemporary Managed Services business; and
- Best practices, models and templates for an SLA-based business.

Written by Mathew Dickerson, a worldwide authority on SLAs and the transition to a more progressive Managed Services model, SLAM is a must read for IT Services Providers serious about growing their services revenue, improving profitability and streamlining service delivery.

### Don't just take our word for it...

"Prior to SLAM we were spending owner-level time and lots of it trying to figure out our service model. Now we can focus on branding our services and integrating them."

-Bob McCool, President, Ariel MIS, Boulder, Colorado

"With SLAM...we know what we need to do to get efficient and make money."

-Neil Stone-Wigg, Managing Director, IT Focus Limited, Dublin, Ireland



**THIRD PRINTING!**

# SLAM

## Service Level Agreement Model

**An Insider's Guide  
to a Successful Managed Services Business  
by  
Mathew Dickerson**



**US\$19.95**

**SB** SMALL  
BUSINESS  
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