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i-NETT Accelerates Customer Profitability and Competitive Advantage Through the Utilization of Technology

Leading Managed Technology Services Provider Guides Small to Mid-Sized Businesses Through an Innovative Technology Budget and Roadmap Process

LOS ANGELES/VENTURA/ORANGE COUNTY/SAN DIEGO – January 28, 2025 - i-NETT, a leading managed technology services provider (MTSP), has introduced a strategic technology budget and roadmap (SBR) process designed to help small to mid-sized businesses (SMBs) maximize their utilization of technology, reduce operational costs, enhance profitability, and stay ahead of their competition. With a forward-thinking approach, i-NETT is revolutionizing how businesses align technology with their goals.

"Businesses often find themselves overwhelmed when it comes to managing their technology investments," said Dale Stein, CEO at i-NETT. "Most managed IT companies are focused on servicing whatever breaks, and they overlook the broader picture of their client's long term IT infrastructure. Clients don't just need to optimize single solutions, they need a partner who can weave together a comprehensive picture, deliver strategic insights and give them a technology roadmap that will help them scale as efficiently and profitably, as possible."

While many IT companies promise good service and reliable support, i-NETT is setting itself apart by delivering measurable results and straightforward technology plans that empower clients to enter technology conversations from an informed position. Through systematic Strategic Business Reviews (SBRs), i-NETT ensures customers receive regular updates on:

- **Service Performance and Risk Assessments:** Reviewing system efficiency and addressing vulnerabilities before they escalate.
- **Technology Alignment**: Ensuring businesses meet minimum standards and avoid costly, inefficient infrastructure.
- **Cost and Budget Analysis**: Identifying areas where customers can save on technology expenses and reinvest those savings back into their business.

A key differentiator of i-NETT's process is the technology roadmap created for each client. This roadmap provides a clear path for future upgrades, highlights cost-saving opportunities and ensures every piece of technology (not just the technology which i-NETT provides) aligns with the company's overall strategy. By identifying risks, planning for growth, and introducing new solutions, i-NETT empowers businesses to plan ahead rather than reacting to problems, which can be

costly, cause cash flow issues or unnecessary downtime.

"Businesses shouldn't be blindsided by unexpected technology costs or inefficiencies," added Stein. "Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals."

Through i-NETT's Customer Advocate process, businesses have uncovered substantial savings and efficiency gains, such as:

- **Eliminating outdated systems** that are draining budgets.
- **Cutting redundant tools** like standalone conferencing apps when businesses already pay for Microsoft 365.

By analyzing clients' full technology budget—across infrastructure, internet service providers, VoIP systems, cybersecurity insurance, and more—i-NETT regularly uncovers cost savings which SMBs can use to reinvest back into their business so they can thrive. This approach ensures IT solutions are not just operational expenses but tools that drive profitability.

i-NETT's commitment to its clients goes far beyond technology solutions. By partnering as trusted advisors, the company focuses on helping businesses improve their operations, profitability, and competitiveness. Through proactive planning, regular communication,

and measurable outcomes, i-NETT continues to redefine what it means to be a strategic technology partner.

ABOUT I-NETT

Founded in 1982, i-NETT is Southern California's leading managed technology services provider. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. i-NETT is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers' trusted technology advisor, i-NETT has earned the position as the market leader and its customers' business through quality products and services.

i-NETT is a premier Member of Technology Assurance Group, an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing $800 million in products and services. This means that the organization is the ultimate resource for Managed IT Services, Cybersecurity, Cloud Solutions, Business Phone Systems (VoIP), and Video Surveillance. i-NETT delivers future technology today! For more information, please visit please call 805.642.3558 or visit us at www.i-nett.com.