



Why Choose Fairdinkum?

We've got **5** reasons.



1. We're proactive.

Fairdinkum doesn't wait for the fire to start before grabbing the extinguisher. Our approach is rooted in preventing problems before they happen. We use detailed analytics to understand trends not just within individual client environments but across our entire client base, spotting potential issues and tackling them proactively. This includes:

- **Predictive monitoring:** Utilizing both standard and custom-built automation tools, we forecast IT issues and resolve them preemptively.
- **Trend analysis:** Aggregating incident data allows us to identify and address emerging challenges, stopping widespread problems before they start.
- **Custom solutions:** Whether it's scripting or specialized program creation, our tools are designed to nip issues in the bud.



2. We meet with you on a quarterly basis.

Fairdinkum believes in regular, scheduled engagements to keep your IT strategy in lockstep with your business goals. During our quarterly business reviews, we:

- **Assess performance:** Our virtual CIOs take a close look at performance metrics to ensure IT services are delivering the value you expect.
- **Plan ahead:** We discuss upcoming business initiatives and how technology can support your goals.
- **Stay aligned:** We make sure that your IT infrastructure and operations are perfectly in tune with your business trajectory.



3. We give you direct access to your account manager.

With Fairdinkum, you're never a ticket number in a queue. We give you the personal cell numbers of the people managing your account, ensuring:

- **Immediate response:** When issues arise, you have direct access to decision-makers who can mobilize resources instantly.
- **Personalized service:** Your account manager knows your IT environment and history, providing tailored service and advice on demand.
- **Peace of mind:** The certainty that you can reach a knowledgeable support team member 24/7 provides reassurance that you're always in good hands.



4. We offer executive-level tech leadership at a predictable monthly cost.

Our leadership team is composed of IT veterans from engineering backgrounds who understand the intricacies of your unique technology system. Here's what that means for you:

- **Expert guidance:** Our leaders have a deep, hands-on understanding of your technology and can offer custom strategies informed by hard-won expertise.
- **Predictable costs:** We offer top-tier tech guidance at a predictable monthly rate — no surprises or hidden charges.
- **Strategic partnership:** We're more than just service providers. We act as strategic partners invested in your long-term success.



5. We've got cybersecurity down to a science.

We offer continuous and comprehensive protection delivered by a team of skilled professionals who specialize in threat detection, prevention and mitigation. This includes:

- **Employee training:** We help your team put cybersecurity best practices into action.
- **Simulated threat testing:** We offer custom phishing simulations to test and strengthen your human firewall.
- **Active vulnerability scanning:** Ongoing audits help you identify and patch potential security gaps.
- **Geo-fence monitoring:** We monitor and manage account access based on predetermined location parameters.
- **Multi-factor authentication:** We implement robust authentication processes to protect against unauthorized access.
- **Security cheat sheets:** These quick-reference guides, prepared by our experts, help your team maintain a strong security posture.
- **Permission audits:** We regularly review user permissions according to the principle of least privilege, ensuring that users should only have access to the specific data, resources and applications they need to perform their jobs.

In essence, Fairdinkum delivers a distinctive blend of foresight, consistency, accessibility, sophistication and security that sets us apart in the world of strategic IT guidance. We're not just about keeping your systems running — we're about propelling your business forward.



FAIRDINKUM

LEVERAGING INNOVATION WITH TECHNOLOGY