

## Ideal Client Profile:

- **20-1000 IT users** (could be less than total employees)
- **Within 75 miles** of Fulcrum offices in FW
- **General SMB** – buyer is Owner, CEO, COO, or CFO
- **Manufacturing/Logistics/Transportation**
- **Healthcare Practices** – 3-15 doctors, buyer is Practice Manager
- **Local Govt** (cities, towns, counties, MUDs) – buyer is City Manager
- **Non-Profits** – buyer is Executive Director      \*\*\*\* Larger Companies – buyer could be IT Director or CIO
- **AVOID** – CPAs, Law Firms, Real Estate, Construction, K-12, Retail, Home Health, State/Federal Govt, banks



## Pain Points:

- **Cybersecurity Breach** (phishing, ransomware) – lose clients/revenue/reputation/go out of business
- **IT Outages/Downtime** – lose clients/revenue/reputation/go out of business
- **Lack of IT Planning** – Buyer uncertain about budgets, roadmap, cybersecurity posture
- **Lack of compliance** – fines, lose ability to operate

## Fulcrum Value Proposition:

- **Process Driven** = Predictable Results
- **Align Technology** with Business Goals through our STAR Power
- **Cybersecurity Focus** – Reduce business risk
- **Fractional IT Resources** – The right resource, scale up/down as needed
- **IT Planning** – quarterly updated Tech Roadmaps, annual IT budgets, life cycle management
- **Compliance Assistance** – Ensure that the organization's compliance status is regularly reviewed

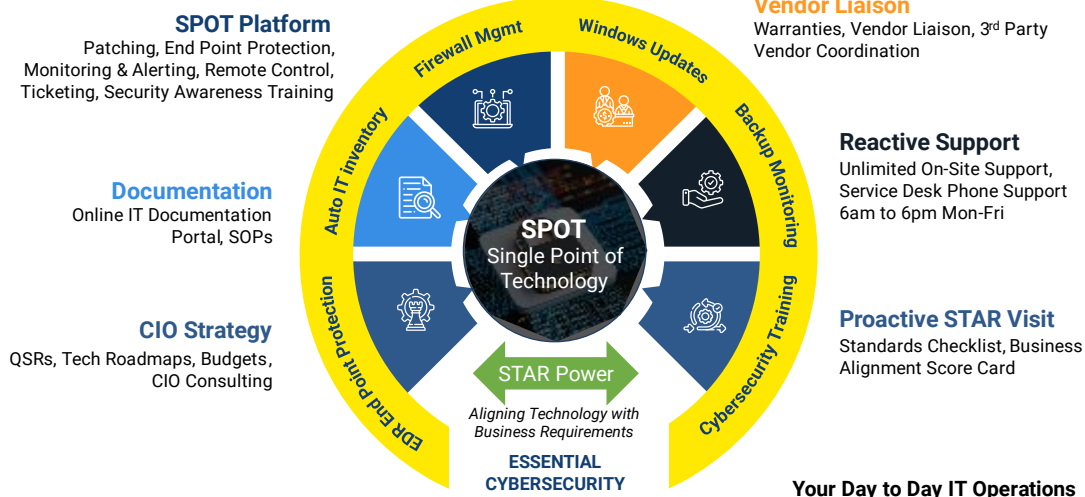
FULCRUM REFERRAL PARTNERS RECEIVE A \$50 AMAZON GIFT CARD FOR A REFERRAL, AND UP TO \$5000 ONE-TIME REFERRAL FEE 90 DAYS AFTER CONTRACT SIGNING.

SUBMIT YOUR REFERRALS

[HTTPS://FULCRUM.PRO/PARTNERREFERRAL/](https://fulcrum.pro/partnerreferral/)



## A Complete turnkey solution



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