

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** – Education & Childcare, Financial Services/Banking, Retail, Home Health, State & Federal Government



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/)

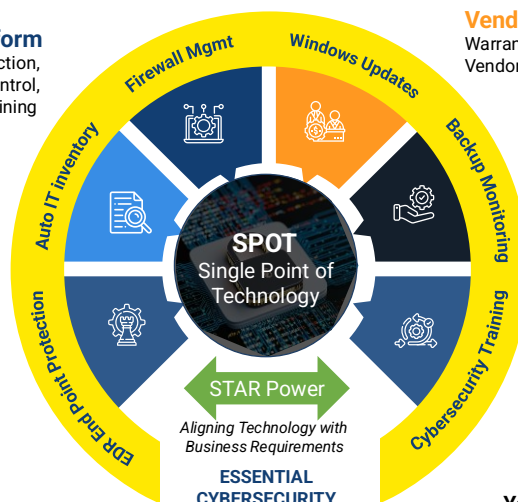


A Complete turnkey solution

SPOT Platform
Patching, End Point Protection, Monitoring & Alerting, Remote Control, Ticketing, Security Awareness Training

Documentation
Online IT Documentation Portal, SOPs

CIO Strategy
QSRs, Tech Roadmaps, Budgets, CIO Consulting



Vendor Liaison
Warranties, Vendor Liaison, 3rd Party Vendor Coordination

Reactive Support
Unlimited On-Site Support, Service Desk Phone Support 6am to 6pm Mon-Fri

Proactive STAR Visit
Standards Checklist, Business Alignment Score Card

Your Day to Day IT Operations



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