

# MacSystemsConsultants,LLC

**Empowering the Individual  
Through Cutting Edge Technology**

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(800) 878-8063 • PO Box 1691 • Manchester, MO 63011



The age old conundrum ...

Dealer Support versus Consulting Support? Which is optimal? The answer is ... it depends on your needs & situation at any particular time. Ideally, both can & should be utilized in a complementary fashion to provide a complete spectrum of customized technical support!

## **Dealer Support**

**Extensive Hardware Repairs** are typically better served by technician support at the dealer's tech shop, due to their cost-effective flat fee rate schedule. Dealer technicians working in their own tech shop typically leverage this support model by working on multiple customer jobs simultaneously & thereby increase efficiency. In addition, your dealer's tech shop will provide free repair or replacement for hardware failures covered under vendor warranty or tech bulletin recall.

**MacOS™ & Software Training** is typically performed in a classroom environment with multiple students who receive a rigidly structured curriculum from the trainer, followed by a Q&A specific to the subject matter previously covered. The advantage to this approach would be a systematic immersion in a targeted area of training, such as a specific software application. The disadvantage is a lack of training customization to the student's particular needs & a lack of integration between disparate areas of knowledge.

**Needs Analysis & Recommendations** are potentially problematic when obtained from a dealer as opposed to an independent consulting firm. The reason is that the dealer has an inherent bias regarding hardware & software recommendations, based on both: 1) the particular product availability to the dealer, 2) the relative profit margin to the dealer of various products, 3) the financial incentives to sales personnel for promotion & sale of a specific vendor's products. The quality of the needs analysis is purely contingent on the honesty, integrity, conscious awareness, & disclosure of the salesperson in question, as regards these potential 'conflict of interest' issues.

**Software Technical Support** is not optimally performed in a dealer environment, particularly in regards to Macintosh™ desktop systems or network issues. One potential exception would be in regards to mobile devices such as laptops, iPads, iPods, & iPhones, although even with these devices, the consulting support will be limited to these devices solely & not include their interaction with the customer's other offsite computers or peripherals. In addition, any back-end shop work by a technician will typically mandate minimal customer interaction & thus preclude direct observation of the process in question.

**Consulting Support** is not optimally performed in a dealer environment, due to the dealer sales personnel's primary focus on selling hardware & software. Any time allocated by the sales person to consulting negatively impacts the ability to increase their sales quota with customers who are immediately ready to purchase products. In addition, the sales person's experience level will vary depending on the individual & thus they may not be properly equipped to address the compatibility issues or potential pitfalls of various strategies.

**Services Segregation** is the hallmark of the typical dealer support structure, where hardware technicians, sales consultants, training personnel, & others each have their distinct categories of service, but are not cross-trained in alternate areas of support. Thus the customer is required to interact with multiple individuals at disparate timeframes in order to obtain a complete solution.

## **Consulting Firm Support**

**Hardware Repairs** are oftentimes anticipated by a client, but then subsequently ruled out upon proper analysis by an onsite technician. However if indicated, minor hardware repairs such as RAM, Flash ROM, or CMOS battery upgrades can be typically performed quite successfully by a consulting firm technician onsite. Extensive hardware repairs are typically better served by dealer location tech shop support, due to both enhanced cost effectiveness & multiple vendor hardware warranty support.

**MacOS™ & Software Tutoring** by onsite consultants provides an exceptionally effective solution, which is both customized to client needs & multifaceted in its approach. Experience has shown us that targeted training in the exact software issues currently facing the client provides multiple benefits. In addition to solving a multiplicity of the current software-specific problems at hand, it additionally results in greater knowledge retention by the client, due to the direct relevance of the subject matter. In addition, experienced consultants will ensure that the client is not overwhelmed with "knowledge overload", by not exceeding the maximum level of the client's retention limits.

**Needs Analysis & Recommendations** involve the proper analysis & recommendations required to both identify & solve a client's technology workflow issues. This type of specialized support is optimally provided by a consulting firm as opposed to the dealer's sales personnel, due to the complete absence of 'conflict of interest' issues. An independent consultant who works solely for the client is not corrupted by vendor bias, which would otherwise inevitably occur in the event of financial kickbacks from the vendor. Thus the client's best interests are consistently ensured, resulting in professional unbiased technology & workflow recommendations.

**Software Technical Support** by experienced onsite consultants provides a superior service to a client in distress on multiple levels. First & foremost, the symptoms & issues in question are both identified & resolved in their native network environment. Oftentimes, symptoms may become intermittent or disappear completely when a computer is moved offsite for analysis, only to reappear upon return from the dealer tech shop. This is typically due to the interaction of multiple devices on the network, either resulting from mis-configuration or incompatibility between the various devices in question. This can only be properly resolved onsite. Secondly, the client has the opportunity to directly observe the process, thus potentially learning critical troubleshooting skills as a value-added benefit. Finally, the consultant's approach is one of flexibility to handle a multiplicity of symptoms on the fly. Not limited by arbitrary time constraints, we work nonstop until the entire job is done.

**Consulting Support** is optimally performed onsite by the experienced consultant, to custom-craft the appropriate strategies for individualized client needs. In the process of addressing certain technology workflow issues of which the client is already aware, other relevant issues will also become evident which we will bring to the attention of the client. Our experienced consultants pursue a comprehensive approach, identifying & successfully resolving both anticipated & unanticipated client needs in an equally dedicated manner.

**Services Integration** incorporating both needs analysis & product recommendations, technical support, troubleshooting, individualized training, & professional workflow consulting, in a flexible framework as client needs warrant, is the hallmark of our value-added support services offerings.