The Arizona Business Owner's Guide to Choosing an MSP

How to Avoid Costly Mistakes and Find the Right IT Partner

Not a sales pitch - a framework for evaluating ANY MSP

Inside you'll find:

✓ The 7 red flags of a bad MSP (with real examples)

✓ Industry pricing benchmarks (actual numbers, not ranges)

✓ Questions to ask before you sign anything

✓ How to calculate the true cost of "cheap" IT

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Protecting Tucson Businesses Since 2001

Is This Guide For You?

You should read this guide if:

☐ You're comparing MSP quotes and the prices vary wildly

☐ You've been burned by an IT company that over-promised and under-delivered

☐ Your current IT provider keeps hitting you with surprise charges

☐ You're tired of calling your IT company only to get voicemail or offshore support

☐ You need cyber insurance but your IT setup doesn't meet the requirements

☐ You've been quoted "unlimited support" and wonder what the catch is

☐ You're stuck in a long contract with an MSP you'd like to fire

☐ You don't know what you should be paying for IT services

If you checked ANY of these boxes, keep reading.

What You'll Learn

How to spot a bad MSP - The 7 warning signs that separate professional IT companies from the cowboys. These apply whether you're evaluating us or someone else.

What IT services actually cost - Industry benchmarks for endpoint monitoring, support plans, and cloud services. Real numbers from real MSPs.

The right questions to ask - 10 questions that will reveal whether an MSP is proactive or reactive, transparent or hiding fees, local or offshore.

How to calculate ROI - Why the cheapest option often costs you more in downtime, security incidents, and lost productivity.

Our Promise

This isn't a sales pitch.

We're going to give you the tools to evaluate ANY MSP - including our competitors. We'll share our actual pricing, our philosophy, and even the questions you should ask to vet us.

Why? Because we believe transparency wins in the long run. The right fit matters more than the hard sell.

You might not choose us. And that's okay. But you'll make a better decision because you read this guide.

Ready? Let's start with the red flags.

The 7 Red Flags of a Bad MSP

Red Flag 1: "Unlimited Support" Promises

The Problem:

An MSP promises "unlimited support" for a flat monthly fee. It sounds great - until you need them.

Why It Happens:

"Unlimited" is a marketing term designed to win the sale. But in practice, these companies manage costs by making support inconvenient: slow response times, offshore call centers, artificial barriers to service.

What to Look For Instead:

Transparent pricing with clearly defined service levels. A good MSP will tell you exactly what's included, what the response times are, and what happens when you exceed your plan.

GPS Example:

Our Standard Support Plan includes 4 hours of labor per month at $380 ($95/hour effective rate). You know exactly what you're getting. Need more? You can add non-expiring block time at $100-150/hour. No surprises.

Key Question: "What happens when I use all my included hours? What's the overage rate and response time?"

Red Flag 2: Hidden Pricing and "Call for Quote"

The Problem:

The MSP won't publish pricing on their website. Everything is "call for a custom quote." You can't comparison shop because you don't know what anything costs.

Why It Happens:

Sales-driven MSPs use pricing opacity to maximize what they can charge each customer. They're betting you won't shop around if the process is painful enough.

What to Look For Instead:

Published pricing or clear pricing structures. You should be able to ballpark your costs before you ever talk to a salesperson.

GPS Example:

Our pricing is published: $19-39/endpoint depending on the protection tier, $200-850/month for support plans based on hours included. You can calculate your costs before you call us.

Key Question: "Can you send me a rate sheet or pricing guide before we schedule a sales call?"

Red Flag 3: Offshore-Only Support

The Problem:

Your "local MSP" routes all support calls to an offshore call center. You deal with language barriers, time zone issues, and techs who've never seen your office.

Why It Happens:

Labor arbitrage. Offshore support is cheaper, but the cost savings come at the expense of service quality and local expertise.

What to Look For Instead:

Local or US-based support with actual people you can meet. Ask if the company has a local office and local techs who can come onsite when needed.

Tucson office at 7437 E. 22nd St with local support team. Onsite within hours if needed.

The 7 Red Flags (Continued)

Red Flag 4: No Proactive Monitoring

The Problem:

The MSP operates on a "break-fix" model. They only help you when something breaks - and they bill you every time you call. There's no monitoring, no maintenance, no prevention.

GPS Example:

Every GPS tier includes 24/7 monitoring, automated patching, and monthly health reports. We're alerted to issues before they become outages. Our goal is that you never have to call us because something broke.

Red Flag 5: Long Contract Lock-Ins

The Problem:

The MSP requires a 3-year contract with hefty early termination fees. You're locked in even if the service is terrible.

GPS Example:

We offer month-to-month agreements. If we're not delivering value, you can walk away. We keep clients because they choose to stay, not because they're trapped.

Red Flag 6: One-Size-Fits-All Packages

The Problem:

The MSP has rigid packages: Small, Medium, Large. If you have 12 computers but their "Small" plan covers 10, you're forced into the "Medium" plan and overpay.

GPS Example:

We charge per endpoint: $19-39/endpoint depending on the protection level you choose. 10 computers? 22 computers? 42 computers? You pay for exactly what you have.

Red Flag 7: No Local Presence

The Problem:

The MSP is a national chain or a remote-only operation. There's no local office, no local techs, no way to meet them face-to-face.

GPS Example:

We've been in Tucson since 2001. Our office is at 7437 E. 22nd St. We're not a national chain - we're your neighbors. We know the local business landscape, we understand Arizona compliance requirements, and we can be at your office within the hour if needed.

Key Question: "Where is your office? How long have you been in this market? Can you be onsite if needed, and how quickly?"

What Should You Actually Pay for IT?

Industry benchmarks and real-world pricing

Endpoint Monitoring (per computer/server per month)

Protection Level	Industry Range	GPS Pricing
Basic monitoring	$15-25/endpoint	GPS-Basic: $19
Business-grade protection	$25-40/endpoint	GPS-Pro: $26 (MOST POPULAR)
Advanced security (EDR, compliance)	$35-50/endpoint	GPS-Advanced: $39

Support Plans (monthly labor included)

Hours/Month	Industry Range	GPS Pricing	Effective Rate
2-4 hours	$200-400	$200-380	$95-100/hr
6-10 hours	$540-850	$540-850	$85-90/hr

Real-World Pricing Scenarios

Small Office: 10 Computers

```
GPS-Pro Monitoring (10 × $26)                              $260
Equipment Pack (router, printer)                            $25
Standard Support (4 hrs/month)                             $380
```
TOTAL: **$665/month ($66.50 per computer)**

Growing Business: 22 Computers

```
GPS-Pro Monitoring (22 × $26)                              $572
Premium Support (6 hrs/month)                              $540
```
TOTAL: **$1,112/month ($50.55 per computer)**

Established Company: 42 Computers

```
GPS-Pro Monitoring (42 × $26)                            $1,092
Priority Support (10 hrs/month)                            $850
```
TOTAL: **$1,942/month ($46.24 per computer)**

Notice how the per-computer cost DECREASES as you scale? That's how per-endpoint pricing should work.

10 Questions to Ask ANY MSP

Use these to evaluate us or our competitors

1. "Can you send me your pricing before we schedule a sales call?"

Good Answer: "Here's our rate sheet. We charge $X per endpoint for monitoring and $Y for support plans."

2. "Where is your support team located?"

Good Answer: "Our support team is based in [City]. Here's our office address. You're welcome to visit."

3. "What's your contract term and early termination penalty?"

Good Answer: "Month-to-month or 1-year agreement. 30 days notice to cancel. No termination fees."

4. "Do you monitor my systems proactively?"

Good Answer: "24/7 monitoring is included. We're alerted to issues before they cause outages. We deploy patches automatically."

5. "What happens if I exceed my included support hours?"

Good Answer: "If you exceed your plan hours, we bill additional time at $X/hour. Or you can purchase prepaid block time at a discounted rate."

6. "How quickly will you respond to an emergency?"

Good Answer: "Here are our response times by plan tier [shows documented SLAs]. Emergency issues are always prioritized."

7. "What security tools and services are included?"

Good Answer: "Our mid-tier plan includes EDR, email security, dark web monitoring, and monthly security awareness training."

8. "Can you help me meet cyber insurance requirements?"

Good Answer: "Yes. We're familiar with common policy requirements. Our [tier] plan covers most of these. We'll provide documentation for your insurance agent."

9. "What happens if my business grows or shrinks?"

Good Answer: "You can add or remove endpoints anytime. Billing adjusts the following month. No penalties for scaling."

10. "Can you provide references from clients similar to my business?"

Good Answer: "We work with several [your industry] businesses in the area. Here are three references you can contact."

Why We Built GPS the Way We Did

Transparent Per-Endpoint Pricing

Our Choice: $19-39/endpoint based on protection tier.

Why: You know exactly what you're paying before you call us. No games, no hidden fees.

> **Real Example:**
>
> Client with 17 computers: Competitor quoted $1,200/month (forced into 25-seat package). GPS-Pro: 17 × $26 = $442/month. **Savings: $758/month**

Local Tucson Presence

Our Choice: Physical office at 7437 E. 22nd St since 2001.

Why: When your server dies at 3pm, you want someone at your door by 3:45pm.

Proactive Monitoring vs. Reactive Break-Fix

Our Choice: 24/7 monitoring, automated patching, proactive alerts on every tier.

Why: We make more money if your stuff doesn't break. That's the right incentive.

> **The Incentive Difference:**
>
> ✓ Break-fix: Makes $200/hr × 8 hours = $1,600 on emergency recovery
>
> ✓ GPS: Makes $26/endpoint regardless, so we prevent the emergency

Month-to-Month Contracts

Our Choice: No long-term lock-ins. Month-to-month agreements.

Why: If we're not delivering value, you can leave. We earn your business every month.

What Our Clients Say

> *"We switched from a national MSP to GPS two years ago. Night and day difference. When we call, we get someone local who knows our systems. Response time went from 24 hours to 2 hours."*
>
> **- Sarah M., Accounting Firm, 18 employees**

> *"The monthly cost is the same as our old break-fix provider, but now we actually have IT that works. No more surprise bills, no more weekend emergencies."*
>
> **- David R., Construction Company, 42 employees**

Next Steps: Three No-Pressure Options

Option 1: Get a Custom Quote (15 minutes)

Tell us about your business:

✓ How many computers/servers?

✓ What industries/compliance needs?

✓ Current IT pain points?

We'll send you a detailed quote with our recommendations. No sales pressure. No follow-up calls unless you ask.

Call: 520.304.8300 | **Email:** mike@azcomputerguru.com
Web: azcomputerguru.com/quote

Option 2: Free Security Assessment ($500 value)

We'll scan your network for vulnerabilities:

✓ Unpatched systems

✓ Weak passwords and missing MFA

✓ Phishing susceptibility

✓ Cyber insurance readiness

You get a detailed report with prioritized fixes. No obligation to use us for remediation.

Schedule: azcomputerguru.com/security-assessment

Option 3: Just Keep This Guide

You don't have to do anything right now. Keep this guide for when you're ready to evaluate MSPs. Use the red flags, the questions, and the pricing benchmarks to vet whoever you're considering.

If you end up choosing us, great. If you choose someone else but make a better decision because of this guide, we're still happy.

New Client Offer (Limited Time)

Sign up for GPS within 30 days of receiving this guide:

✓ Waived setup fees (normally $500)

✓ First month 50% off support plans (save $190-425)

✓ Free security assessment ($500 value)

Total value: $1,000-1,425

Mention code "BUYERS-GUIDE" when you contact us.

Contact Information