
Remote Computer Operations

Helping Gorillas Solve Computer Operations Issues

White Paper

Abstract

There are at least five issues BGM Clients have with computer operations: 1) Finding a CO; 2) Finding a CO who really understands Gorilla; 3) Keeping a CO long enough; 4) Getting them trained; 5) Getting them to follow the CO Daily Task Checklist..

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THE REASON WHY

"The second most important document in the entire Bill Good Marketing System is the Computer Operator Daily Task Checklist. It knits the pieces together into a whole."

Without a computer operator, the Bill Good Marketing System rapidly degrades into a program for Notes and Actions. It's power as a database management system degrades rapidly.

Without a CO, it is nearly impossible to:

- Insure you are following "The Law" by updating the record of every client and prospect contact and contact attempt.
- Make certain multiple backups, as specified by Daily Task Checklist, are completed and archived correctly.
- Send "Here's the Info" and etiquette type letters daily.
- Make certain the Advisor has the Appointment Processing Checklist for every meeting.
- See that "Welcome Signs" are printed for every meeting.
- Do proper preparation for your weekly, bi-weekly, and monthly planning meetings.
- Do any kind of monthly drip campaign.
- Conduct seminars on a recurring basis.

And when you unexpectedly lose one, your entire System can go down. By the time you get a CO hired and trained, you can be weeks or even months behind. Mailings didn't go out; birthday letters didn't get sent, records didn't get updated and worst of all, you are not properly backed up.

LET US DO IT

Let the people who invented the job description for CO in the first place step in and hold the fort or even just take it over and do it.

We offer two services:

- 1) Emergency Computer Operator Service.
- 2) BGM trained staff runs your computer operations remotely.

Emergency Computer Operator Service

When you hire a CO, you are supposed to have them sign the CO Pledge and you are supposed to explain to the CO that if they give you adequate notice to train replacement, you will write a letter of recommendation on your letterhead. That should take care of most unscheduled departures . . . except that it often doesn't.

Nor does it deal with sickness, school exams, or whatever.

So let us step in. A CO goes down today; we can start as early as tomorrow, assuming you are properly set up. And we will stay as long as you want but with the understanding that the minimum job we will take is two weeks.

Permanent BGM CO

Your other alternative is to just let us do it! You will have your own CO. You can communicate with him or her in a variety of ways (See, "How Remote CO Works," Page 3.

Every day, your CO will perform all the steps from the CO Daily Task Checklist that apply to you. On Friday, or another day that you designate, your CO will perform the end of week tasks.

Twice a month, your CO will perform required system maintenance, and once a month, will produce all the necessary reports for your monthly planning meeting.

HOW IT WORKS

When you sign up for either service, we will first verify that you are set up correctly. This means:

You need a separate computer that must be attached to your network and to a fast Internet connection. This is the computer we log into.

That computer must be attached to a printer and must be able to email.

We will need a data sheet on who you have on our team, who we can contact with questions and with instructions to change the paper in the printer. (We'll be printing right in your office, at least for now.)

You will be working with your Marketing Support consultant to plan your mailings, and when you want one to go out, you just fill out the required Campaign Order or Checklist to Create a New Card or Letter.

We will install some software on the one computer we need to access and log right in. You just need to make sure that computer doesn't get turned off. When we're done for the day, we'll print a "Recap Report" so you know exactly what we did on your behalf.

SECURITY

To access your computer, we will be using a business edition of GoToMyPC. You may have heard the ads for this. If you signed up for it individually, you could get on your own computer remotely from any Internet-connected computer in the world.

We are satisfied with its security protocols.

GoToMyPC uses several methods to help prevent unauthorized access to your computer. BGM will not give usernames and passwords to any user that is not authorized to access your data.

GoToMyPC has Advanced Encryption Standard (AES) encryption built in. All data including screen images, keyboard and mouse input and chat text is fully encrypted from end to end.

In addition, BGM has taken measures to ensure that the following issues will never be a concern:

- 1) Unauthorized Access
- 2) Computer Security
- 3) Internet Security
- 4) Physical Security
- 5) Document Security

For more information on these security measures, see our white paper on Remote CO Security Provisions.

We are very conscious of data security. We've been doing it since 1986 without a breach.

SERVICE SET-UP

In order to properly service your account, several things must occur.

- 1) You will need to represent to BGM that you have received compliance approval for this program and signed the proper service agreement.
- 2) We need to install the software that allows us to access your computer.
- 3) We must verify that your computer is set up correctly and has the latest version of the program on it.
- 4) We need a data sheet on who is who and what peculiarities your office may have that we need to consider.
- 5) We need to conduct a briefing with your entire staff so they know what to expect and very importantly know how to communicate with us
- 6) We'll make a test of the connection from our office to yours.
- 7) We will print a test letter.

Then we're ready to go to work for you.

PRICING

1) Emergency Computer Operator Service

Set-up fee	\$150
10 hours per week	\$45/hour

Minimum 2-week commitment

2) Permanent Remote CO

Set-up fee	waived
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Pre-determined time blocks

16 hours a week or more	\$30/hour
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10-15 hours a week	\$35/hour
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5-9 hours a week	\$38.50
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Under 5 hours a week	\$40.00
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If you come to the end of your time block and need more hours we will notify you before proceeding. Please note: we are making a commitment to have your computer operator on the job for so many hours a week. So if you fall below your pre-determined hours, you will still be charged.

Minimum 4-week commitment

Automatic payment every 4 weeks from start date.