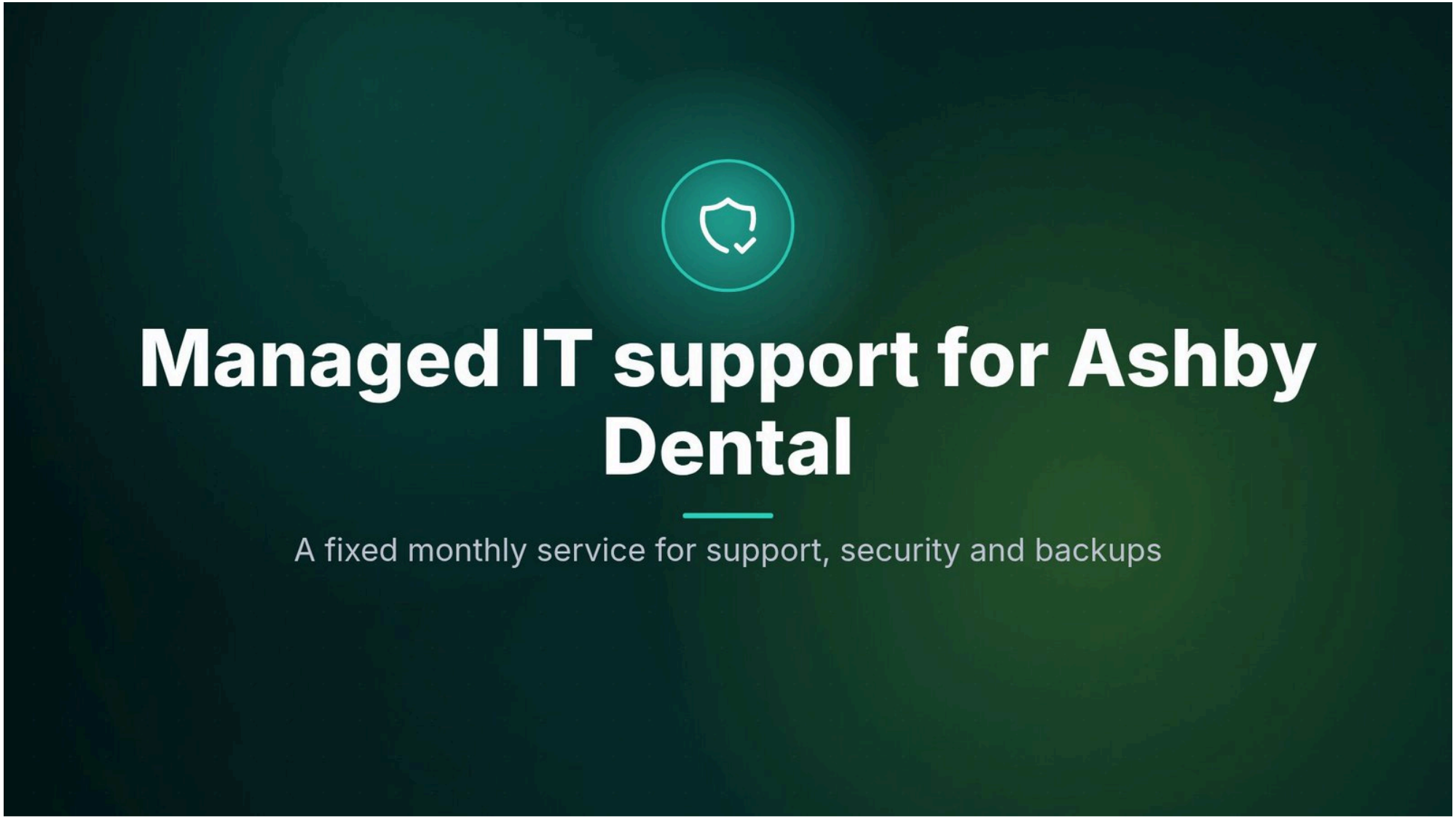
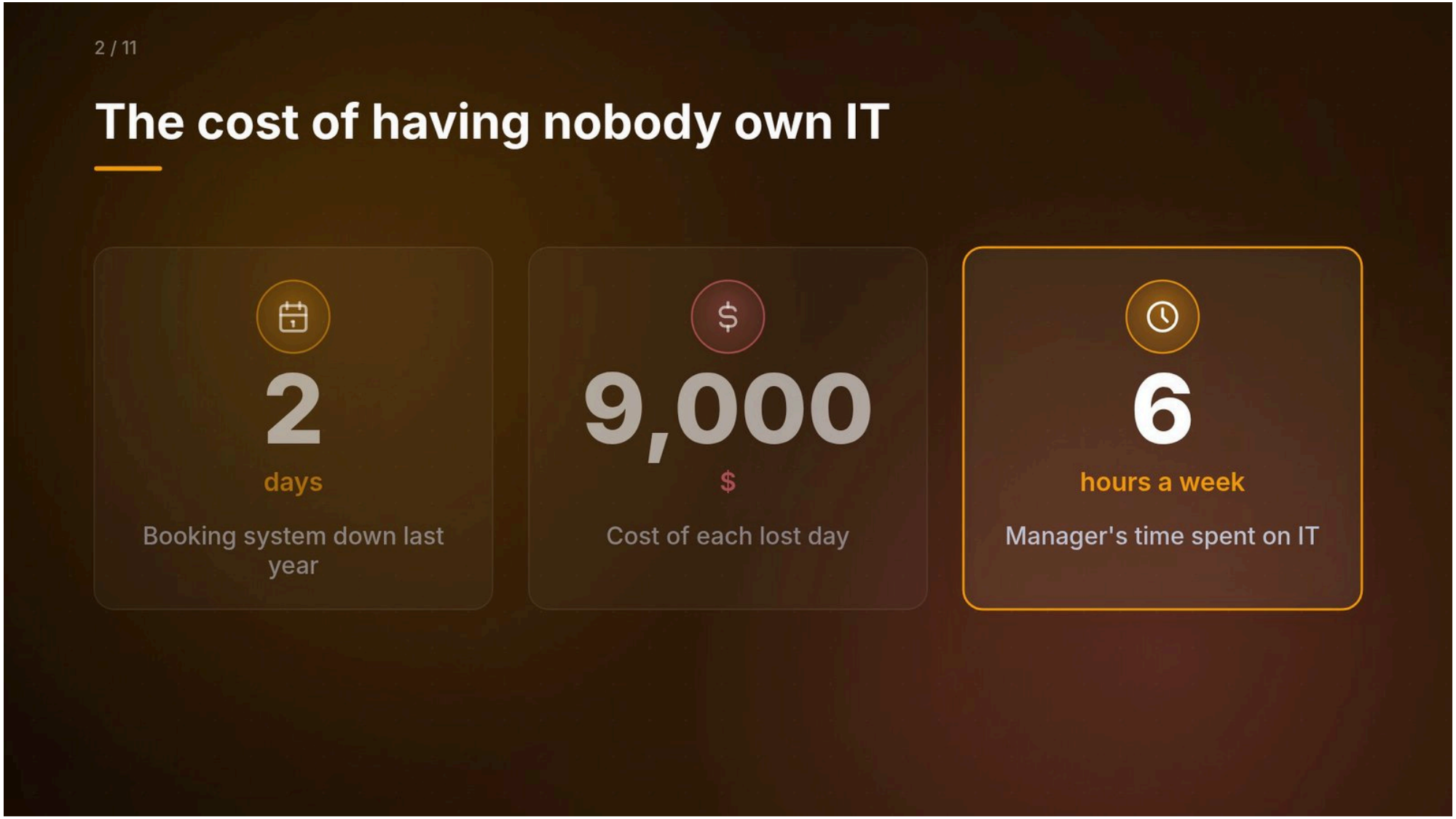
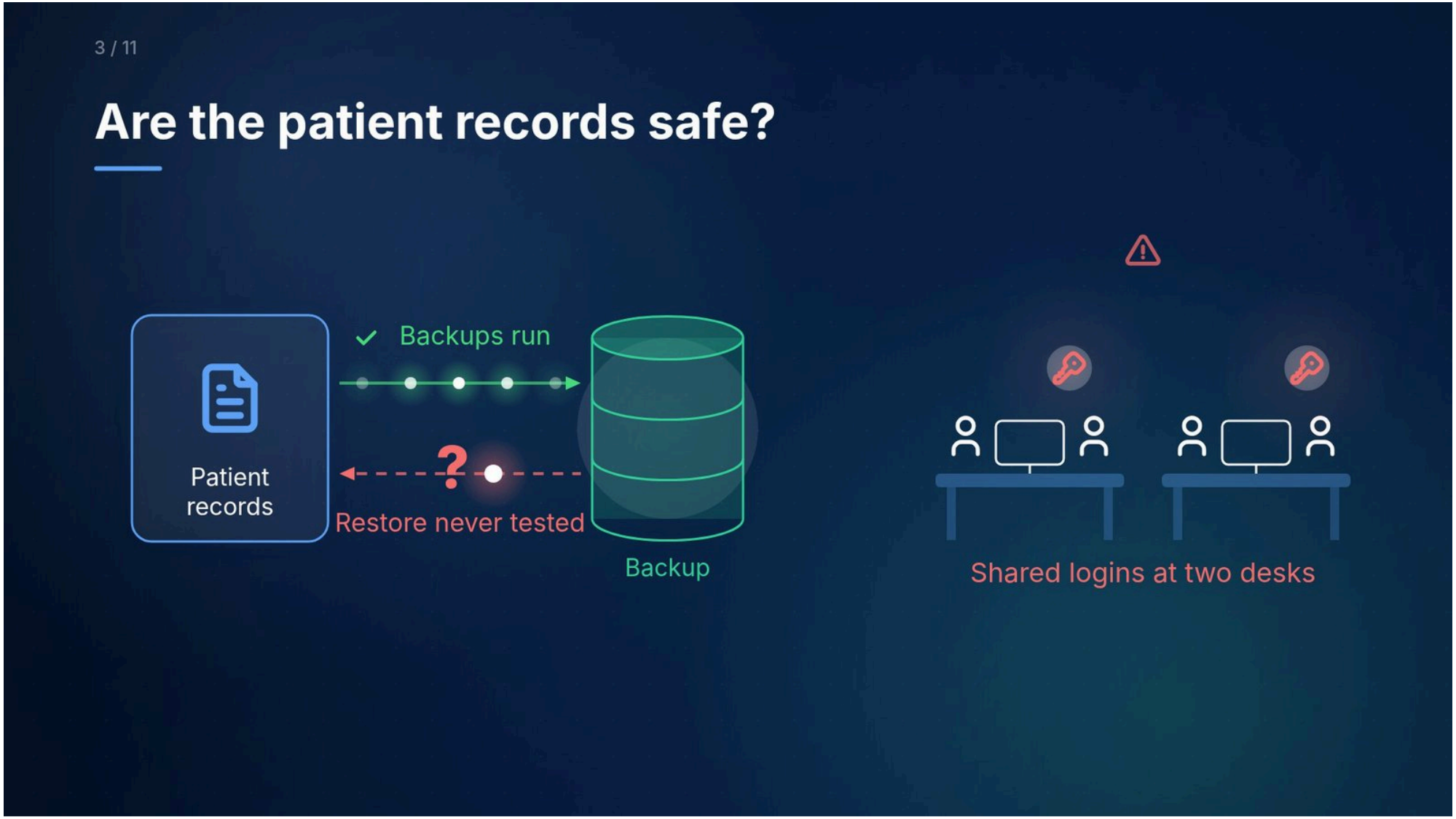


This is Kestrel IT's proposal to run IT support for Ashby Dental Group. By the end, you'll know what problems it solves, what the service covers, how it starts, what it costs and what happens next.



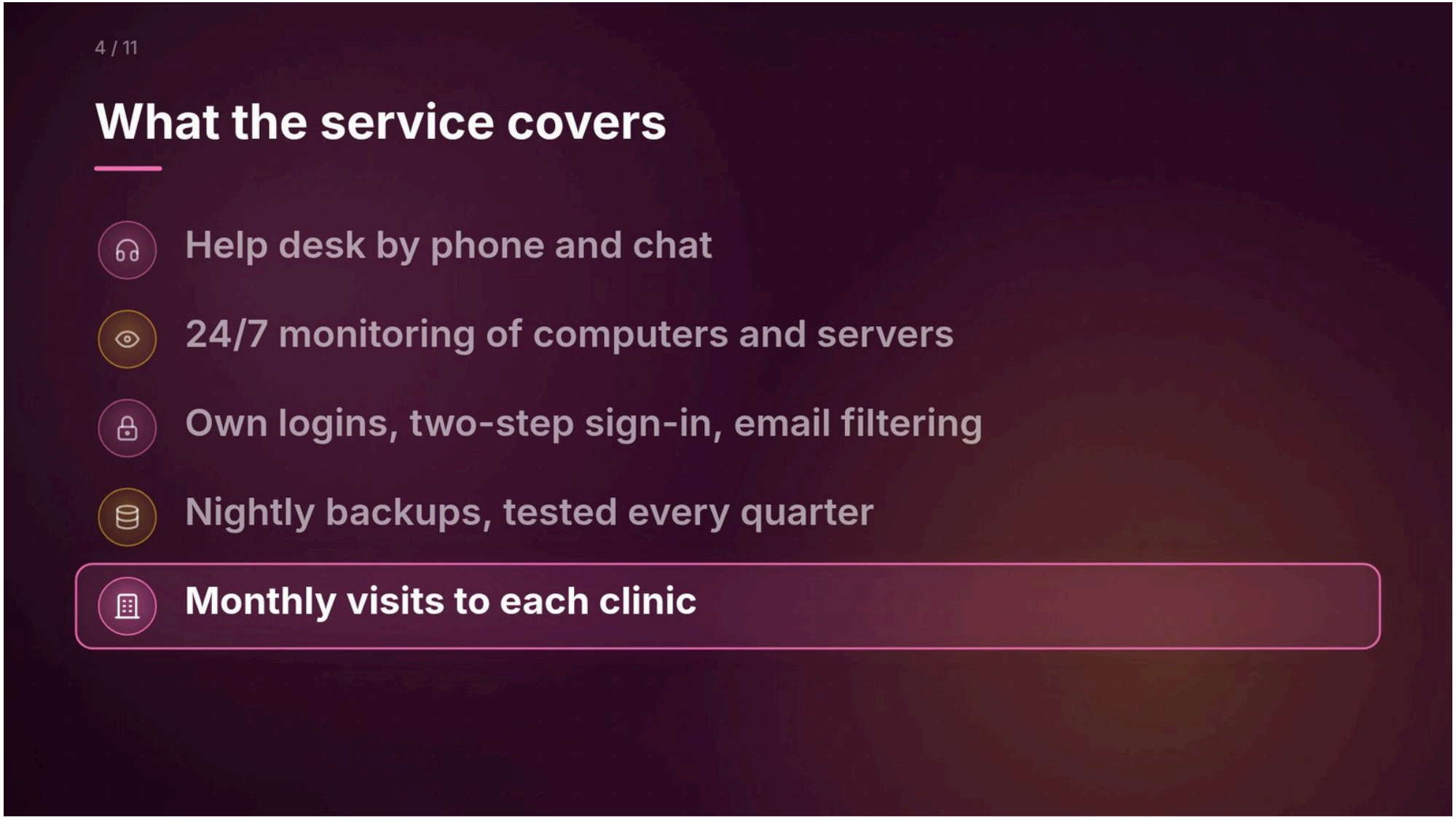
2 / 11 · What's going wrong today

Ashby Dental has three clinics, 34 staff and no in-house IT. Last year the booking system was down for two days, and each lost day costs about nine thousand dollars. Meanwhile the practice manager spends around six hours a week on passwords, printers and suppliers.



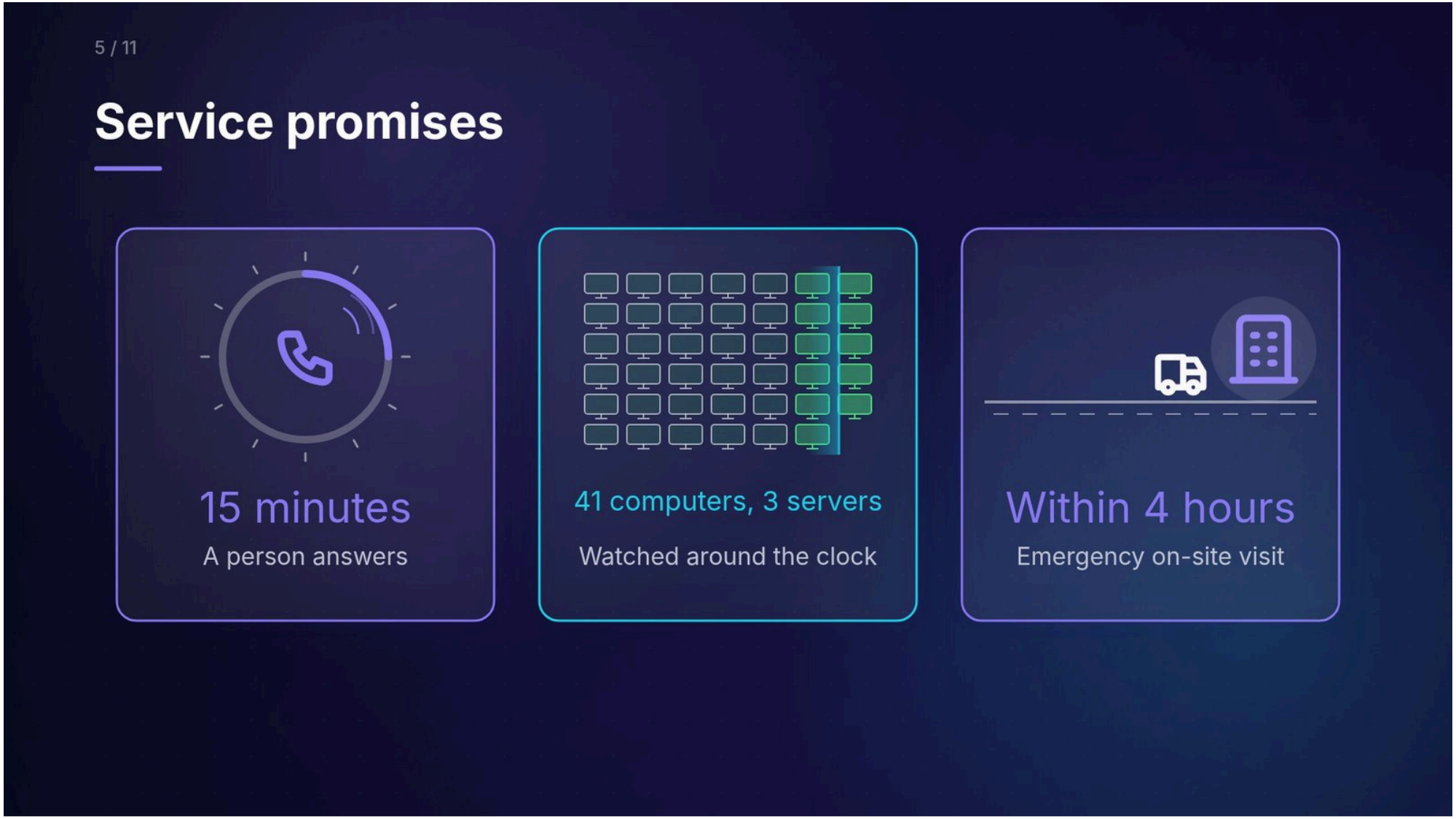
3 / 11 · The risk to patient records

There's a bigger worry too. Backups run, but it's easy to assume that means records are safe. In fact, a restore has never been tested, so nobody knows if the data could be recovered. And staff share logins at two front desks.



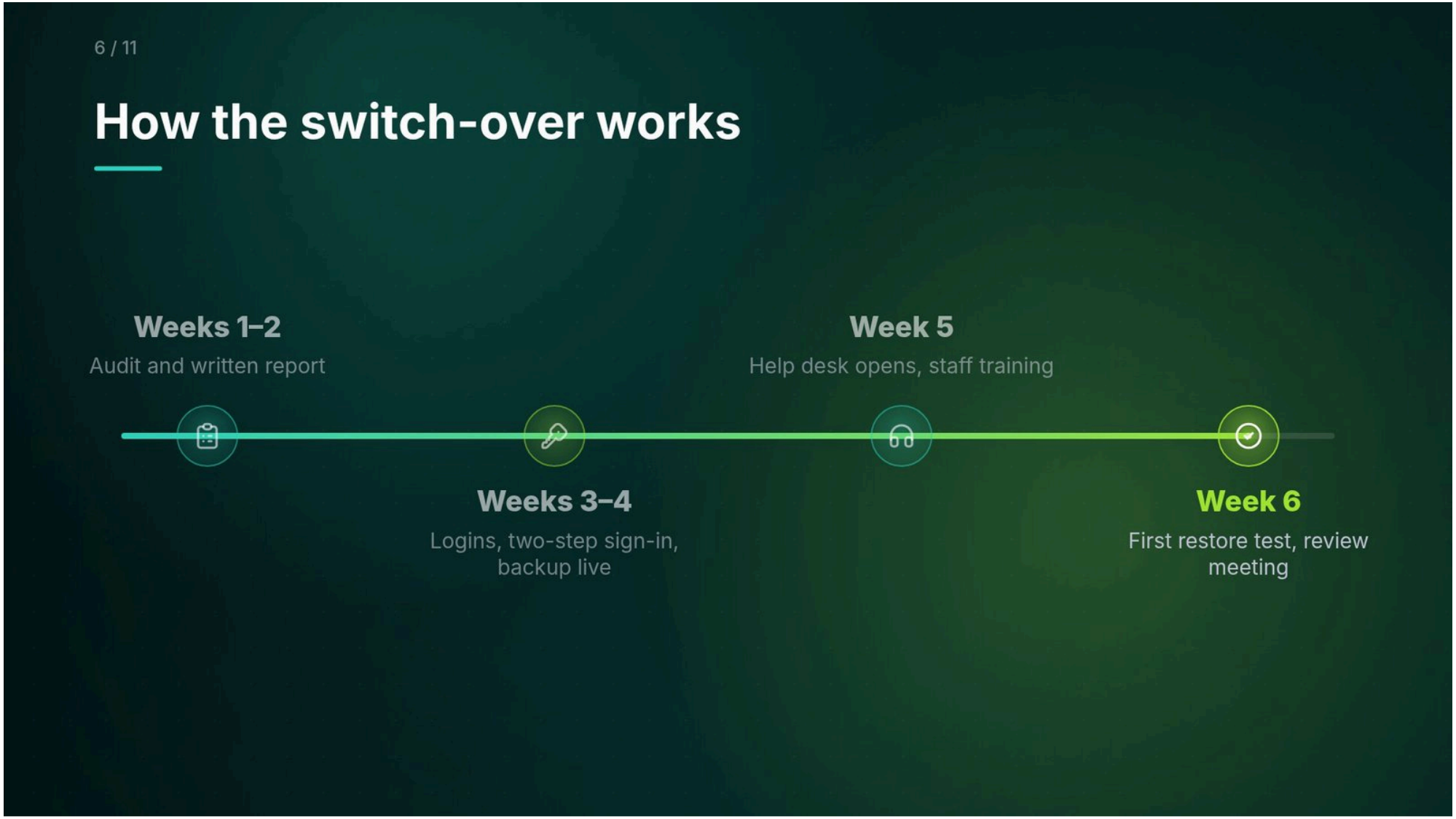
4 / 11 · Five services in one

The proposal bundles five services. A help desk staff can phone or chat with, and round-the-clock monitoring of every computer and server. Security with individual logins and two-step sign-in, meaning a second check beyond the password. Nightly backups to two places. And monthly on-site visits to each clinic.



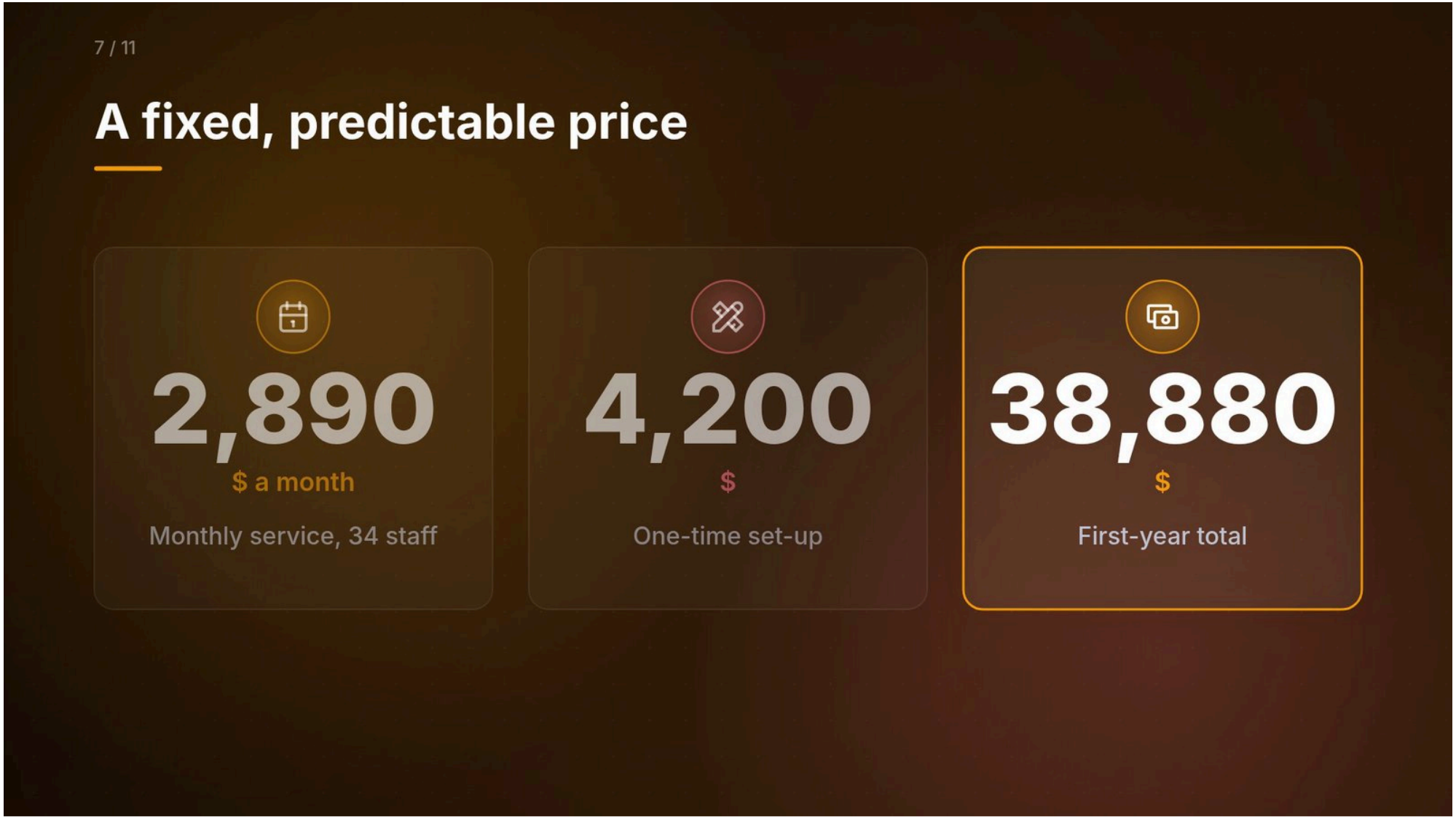
5 / 11 · Promises you can measure

Each service comes with concrete promises. When staff call the help desk, a person answers within 15 minutes, from seven to seven, Monday to Saturday. All 41 computers are watched around the clock. And if something serious happens, an engineer can be on site within four hours.



6 / 11 · The first six weeks

Start-up takes six weeks. First, an audit of all three clinics, with a written report. In weeks three and four, the new logins and backup go live, one clinic at a time, outside opening hours. Week five opens the help desk with short training, and week six brings the first restore test and a review meeting.



7 / 11 · What it costs

The price is 85 dollars per staff member, so 2,890 dollars a month for all 34 staff. Add a one-time set-up fee of 4,200 dollars, and the first year comes to 38,880. It's fixed for 12 months with no hourly charges; new hardware is quoted separately at cost plus ten percent.



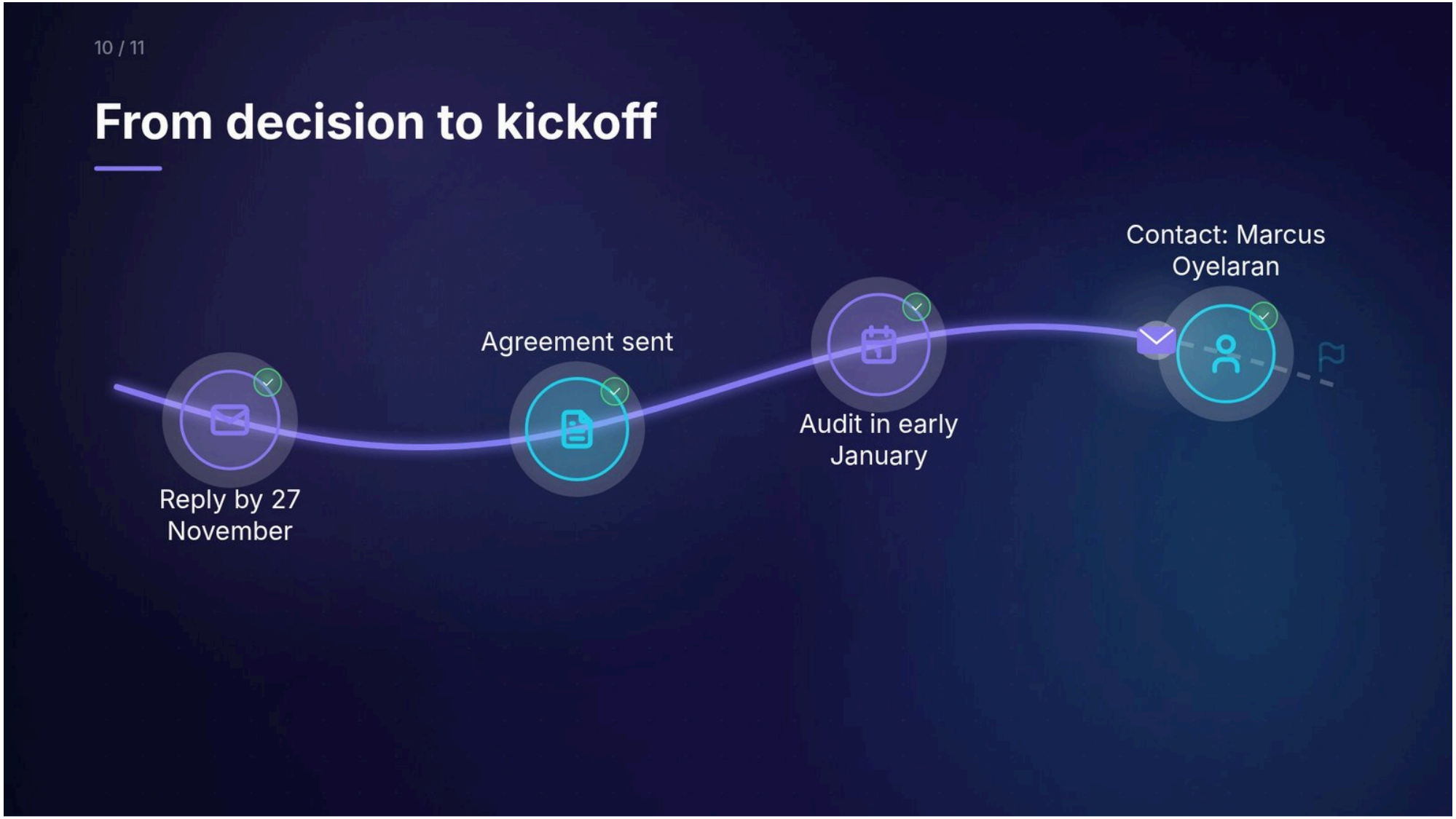
8 / 11 · What it saves

Now set that against the savings. Avoiding two lost days a year is worth about 18,000 dollars. Freeing the practice manager's six hours a week is worth about 9,400. Together that covers roughly 70 percent of the first-year cost, before even counting the risk to patient records.



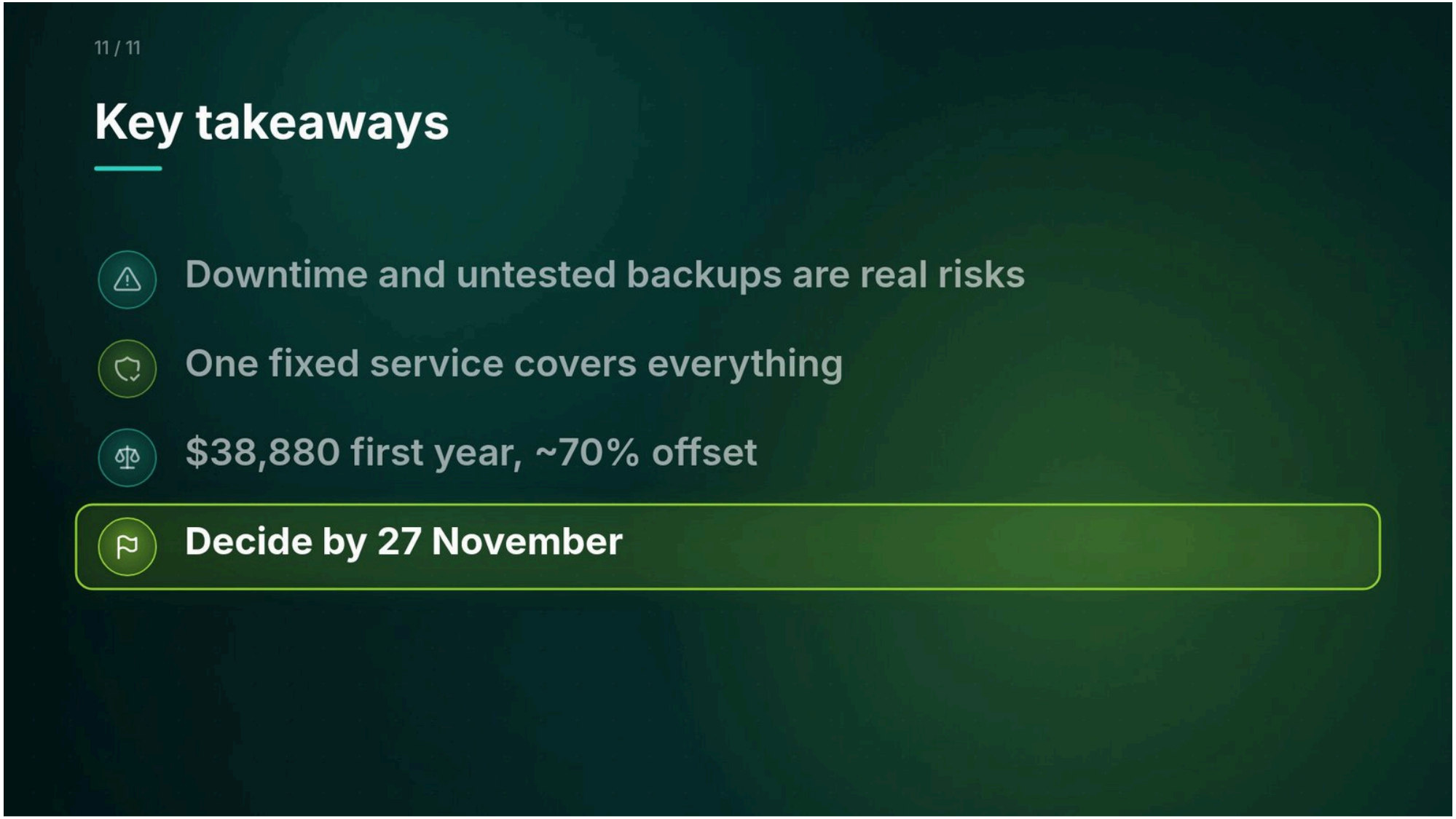
9 / 11 · Why Kestrel IT

Why Kestrel? They already support 22 dental and medical practices, so they know the booking and imaging software. Last quarter their average answer time was six minutes, and 91 percent of problems were fixed on the first call. And there's no lock-in: you can leave with 30 days' notice.



10 / 11 · Next steps

Here's what happens next. Dr. Ashby replies by 27 November to go ahead or suggest changes. Kestrel then sends the agreement and books the audit for the first week of January. Questions go to Marcus Oyelaran, the account manager.



11 / 11 · Recap

To recap: downtime, shared logins and untested backups are real risks today. Kestrel offers one fixed monthly service covering support, monitoring, security, backups and visits. It costs 38,880 dollars in the first year, with savings worth about 70 percent of that. The decision is due by 27 November.