



Optimum **IT** Solutions

SERVICES GUIDE

What we do, and why it **matters to you.**

Every service we offer, what it actually does, and the problem it solves. Tell us what you need and we will price it properly.

Optimum IT Solutions

4 Marine Esplanade, Edinburgh, EH6 7LU

07771 231044 · hello@optimumitsolutions.co.uk

Edinburgh based. We work with businesses across the whole UK.

HOW WE WORK

Start with the thing that annoys you most

Most people come to us because one specific thing is broken, slow or embarrassing — a website that looks dated, a phone that keeps ringing out, backups nobody has ever tested. We fix that properly first. Anything else can wait until you have seen how we work.

What you can expect

- A fixed price agreed before we start. The bands in this guide are the real ones, published on our website — we do not price by how the customer sounds on the phone.
- Plain English. If we cannot explain why something is worth doing without jargon, it probably is not worth doing.
- You own what you pay for. Your domain, your logo files, your data, your accounts. No holding anything hostage.
- We will tell you when the answer is no. If the cheaper option is right, or the work is not needed yet, we will say so.

Not sure where to start?

A security audit or a short review is the usual first step — a few hundred pounds, and you get a prioritised list of what actually matters rather than a sales pitch.

If something is broken right now, remote support gets it sorted today with no call-out charge.

Or just ring 07771 231044 and describe the problem. We will tell you honestly whether it is something we can help with.

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Web

Sites and shops that bring the work in.

Websites, online shops and search visibility. Built properly, measured honestly, and looked after once they are live.

Website design and build

Fast, accessible sites that load in under two seconds and read well on a phone. Built to be edited by you, not held hostage by us.

A site that loads fast, reads properly on a phone, and turns visitors into enquiries. You can edit it yourself — it is not held hostage by whoever built it.

E commerce and online shops

Sell online without a monthly platform fee eating your margin. Stock, payments, shipping and VAT wired into what you already use.

Sell directly instead of renting a stall on someone else's marketplace and paying a cut of every order. Stock, payments, shipping and VAT connected to what you already use.

AI SEO, answer engine optimisation (AEO and GEO)

Getting found in Google and now inside AI answers too. Buyers increasingly ask ChatGPT, Perplexity or Google's AI Overviews before they ask a search box, and the work to be the source those tools quote has its own name now: answer engine optimisation.

People increasingly ask ChatGPT and Google's AI before they type a search. This is the work that makes those tools name you when they answer.

Web applications and portals

Customer portals, booking systems and internal tools. The bits an off the shelf website cannot do.

The bits an off-the-shelf website cannot do: a customer portal, a booking system, an internal tool that matches how you actually work rather than how software thinks you should.

Branding and logo design

A mark that works at 16 pixels and on the side of a van. Full file set, no monthly licence.

A mark that still reads at the size of an app icon and on the side of a van. You get the full file set outright — no monthly licence for your own logo.

Hosting, domains and email

Managed hosting with backups, monitoring and a real person answering when it breaks. Domains and business email included.

Hosting with real backups and monitoring, and a person who answers when something breaks. One less thing renewing quietly on somebody's personal card.

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Tech

The infrastructure, and the intelligence on top of it.

Telephony, servers, networks, security and automation. Two decades of infrastructure work, plus everything the current generation of AI tooling makes possible.

Cyber security audit

An honest, plain-English health check of how safe your business actually is, and a clear, prioritised list of what to fix first. The sensible first step before spending a penny on security.

A plain-English picture of how exposed you actually are, and a prioritised list of what to fix first. The sensible step before spending anything on security.

AI audit

Find out what AI your staff are already using, what business data might be leaking into it, and whether any of it is safe, before it becomes a problem. Plain-English, no hype, no obligation.

Find out what AI your staff are already using and what company information is leaving the building. Most owners are surprised.

VoIP and cloud telephony

Business phone systems that follow your team anywhere. Number porting, call routing, voicemail to email, and call recording where you need it.

Your business number works wherever you are, on any device. Stop paying for lines nobody uses.

Dialler systems

Predictive, progressive and preview diallers for outbound teams. Set up, tuned, and kept compliant with Ofcom rules on abandoned calls.

Your team stops dialling by hand and loses far less of the day to voicemail and wrong numbers.

Transcription and call intelligence

Every call, meeting and voice note turned into searchable text, with summaries and actions extracted automatically. Accurate on strong regional accents.

Calls written up automatically, so what was agreed is a record rather than a memory.

AI automation

The repetitive work handed to a machine. Quote to invoice, document processing, chasing, routing and reporting.

The task somebody does a hundred times a week, done without them. They get their week back for work only a person can do.

Custom CRM and business systems

The system you actually need rather than the one you can rent. Built around your process, integrated with what you already use.

A system built around your process, so your team stops keeping private spreadsheets because the software does not fit.

Servers and infrastructure

Linux and Windows, on premises or in the cloud. Built, migrated, monitored and backed up, with someone on the end of a phone at 3am if it matters.

The kit the business runs on, looked after and monitored — including proving the backups restore, not just that they ran.

Networks and connectivity

Firewalls, VPNs, wifi that reaches the far end of the workshop, and site to site links between branches.

Wifi and connectivity that works in every corner of the building, with the guest network properly separated from yours.

Cloud and migration

AWS, Azure and lean alternatives. Moved across without a weekend of downtime, and without a bill that quietly triples.

Move off ageing hardware, so a server failure stops being a business-stopping event and capacity stops being a capital argument.

Cyber security and Cyber Essentials

Certification, hardening, monitoring and staff training. The paperwork your customers and insurers keep asking for, and the protection underneath it that actually keeps you trading.

Practical protection and the Cyber Essentials standard, done in the order that reduces risk fastest.

Microsoft 365 and Google Workspace backup

Most businesses assume their cloud mail is backed up. It is not. Retention is not backup, and Microsoft say so themselves in their shared responsibility model.

Microsoft and Google do not back up your email — retention is not backup. This does, so a deleted mailbox or a ransomware morning is recoverable.

Cyber Essentials certification

Fixed fee, fixed timeline. The certification more and more UK contracts and insurers now ask for, done properly rather than fudged through the questionnaire.

The certification itself, which many tenders, insurers and larger customers now insist on before they will work with you.

Phishing simulation and staff training

Send your own team realistic phishing emails, see who clicks, and train the ones who do. Insurers increasingly ask whether you do this.

Find out who would click, safely, and train them — before somebody else finds out for you.

Disaster recovery testing

Not backup. Proving the restore actually works. Almost nobody tests, and the ones who do are the ones still trading afterwards.

Backups you have actually proved restore. Almost nobody tests this, and the ones who do are the ones still trading afterwards.

Managed detection and response

Someone actually watching. Certification proves you had the right controls on the day you were assessed, this is the part that notices when something goes wrong at two in the morning.

Somebody watching at 2am, so an attack is caught while it is happening rather than discovered on Monday.

Virtual CISO and continuous compliance

Senior security thinking on a retainer, and the evidence to go with it. Cyber Essentials is now treated as the starting line, not the finish, and buyers increasingly want proof the controls still work.

A named, experienced security lead for your business, at a fraction of a full-time hire — which is often exactly what a client questionnaire is asking for.

AI governance and AI security

Most firms adopted AI faster than they wrote any rules for it. This is the policy, the risk assessment and the controls that stop company data ending up in a public chatbot.

A clear policy for how your business uses AI, so you can answer a client or regulator without inventing an answer.

Identity and access management

Most breaches now start with a login rather than a firewall. Getting identity right is the single highest value security work for a business of your size.

Everyone has their own login with the right level of access, leavers actually lose theirs, and nobody shares a password for the important system.

Cloud cost optimisation

Cloud bills grow quietly. We go through what you are actually paying for, switch off what nobody uses, and right size the rest.

Work out what your cloud bill is actually for, and take out the parts you are paying for and not using.

Managed AI agents

An assistant that answers the routine questions, books the job or triages the ticket, then hands anything awkward to a human. Built for your business, then looked after.

AI doing real work in your business, run and monitored by us, rather than a demo that impressed everyone and then stalled.

IT support and managed service

A named engineer who knows your setup, agreed response times in writing, and no ticket queue purgatory.

Someone to ring when it breaks, and someone keeping it from breaking. Fixed monthly cost instead of a surprise bill.

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Migration

Move it without the weekend of downtime.

Mail, servers, data and whole platforms moved across. Rehearsed on a copy first, with a way back agreed before we start. Nobody finds out at 2am on a Sunday that there was no plan B.

Email and mailbox migration

Move to or between Microsoft 365, Google Workspace and Zoho without losing a message, a calendar entry or a shared mailbox. Users keep working while it runs.

Move mailboxes without losing mail, calendars or contacts, and without a day where nobody can send anything.

Server migration

Physical to virtual, on premises to cloud, or one hosting provider to another. Rehearsed on a copy before anything real moves.

Move off an ageing server properly, planned around your working week rather than a hopeful weekend.

Cloud migration

AWS, Azure and leaner alternatives. Moved across properly, and sized so the bill does not quietly triple in month three.

A move to the cloud that is sized for what you actually use, so the bill does not quietly triple in year two.

Data and CRM migration

Getting years of history out of an old system and into the new one, cleaned, deduplicated and reconciled so the numbers still add up.

Years of data carried across to the new system intact, including the awkward historic records everyone would rather ignore.

Website and platform migration

Move hosting, change CMS or replatform a shop without losing search rankings. Redirects mapped before launch, not after traffic drops.

Move platform without losing your search rankings — the thing that usually goes wrong and is expensive to recover.

Telephony and number porting

Move phone systems and port numbers between providers without a day of missed calls. The bit most suppliers get wrong.

Change provider and keep the number that is on your van, your signage and every advert you have ever paid for.

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Admin

The work that eats your week, done for you.

People and systems working together to clear the back office. Answering, chasing, filing, reconciling and reporting.

Virtual administrator

A trained administrator working on your business remotely, backed by automation so they get through several times the work.

The admin that currently happens in your evenings, done during the day by somebody else.

Call answering and reception

Your calls answered in your company name, triaged, and passed on properly. Nothing goes to voicemail.

Your phone answered by a person who knows your business, so an enquiry stops becoming a competitor's job.

Document processing

Invoices, delivery notes, timesheets and forms read automatically and filed where they belong, with a person checking the edge cases.

Paperwork that arrives as photos and PDFs turned into usable records, without anyone retyping it.

Bookkeeping support

Receipts captured, transactions categorised and month end tidied, ready for your accountant rather than dumped on them.

Books kept current instead of reconstructed in a panic before year-end, which is also the cheaper way to do it.

Fractional IT director

The strategic conversation most small businesses never get: what to spend, what to retire, what the real risks are, and what to ignore.

The strategic conversation most small businesses never get: what to spend, what to retire, and what the real risks are.

Reporting and dashboards

The three numbers that actually run your business, on one screen, updated without anyone building a spreadsheet.

The numbers you already have, visible on a screen, so decisions stop being made on a feeling.

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Remote support

Something broken today? Sorted remotely, no call out.

Fast remote help for the everyday problems that stop you working: a machine that will not start, a printer that will not print, an inbox that has fallen over. A real technician on a secure remote session, usually the same hour. Charged by the hour at a clear rate agreed up front, one hour minimum.

Remote computer support

A slow, frozen or misbehaving PC or Mac sorted over a secure remote session, usually within the hour. You watch the whole thing and end it whenever you like.

Something broken today, sorted today, remotely — no call-out charge and no waiting in for an engineer.

Virus and malware removal

Pop ups, ransom messages, a browser that has been hijacked or a machine that is suddenly crawling. Cleaned out, checked, and hardened so it does not come straight back.

A machine behaving oddly checked, cleaned and confirmed safe, with an honest answer about what got in.

Printer setup and support

The single most common thing that quietly wastes an afternoon. Printers, scanners and drivers set up and talking to every device that needs them.

The printer working again, and set up so the whole office is not waiting on one machine.

Wifi and router support

Drop outs, dead spots and a connection that is fine everywhere except where you actually work. Diagnosed and sorted, with honest advice on what hardware is worth it.

Wifi that reaches the whole building, including the bit of it where it always drops.

Email setup and support

Email that has stopped sending or receiving, will not set up on a new phone, or has been the same password since 2015. Fixed and secured across every device.

Mail sending and arriving properly again — including landing in inboxes rather than spam folders, which quietly costs enquiries.

Microsoft 365 and Windows support

Windows updates that will not install, an Office licence that has lapsed, or a 365 account nobody can get into. The Microsoft tangle untangled by someone who does it daily.

Help with Windows, Microsoft 365 and Office from someone who will explain what went wrong in plain English.

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Marketing

Get found, get clicks, get customers.

Search, ads, social, email and content that bring the right people to your door and turn them into customers. Measured honestly, in plain English, with no long tie-in.

Local SEO and Google Business

Get found by the people down the road who are ready to buy. We fix your Google Business Profile, get your Name, Address and Phone matching everywhere, and win the map pack that sits above the normal results.

Show up on the map when somebody nearby searches for what you do, instead of the competitor two streets away.

PPC and Google Ads management

Ads that pay for themselves instead of the agency. We build and manage Google Ads and paid search so every pound is spent on searches that turn into enquiries, and we show you exactly where it went.

Advertising where you can see what each pound returned, and where the budget stops going to clicks that never buy.

Social media marketing

A presence that brings work in, not a chore that eats your evenings. We plan, make and post content that suits your business, and run paid social where it earns its place.

A presence that looks current, run consistently, so a customer checking you out does not find a page abandoned last year.

Email marketing and automation

The channel you own, working while you sleep. Welcome sequences, offers and reminders that go out automatically and bring repeat business without you lifting a finger.

Bring back the customers you already have. It is the cheapest revenue in your business and most people never touch it.

Content marketing

Pages and posts that answer what your customers actually search, so you get found and get trusted. Written by people, built around real demand, and tied into the rest of your SEO.

Pages worth ranking, so search engines and AI answers have something of yours to point at.

Conversion rate optimisation

More customers from the visitors you already have. We find where people give up on your site, test the fixes, and turn more of the same traffic into enquiries and sales.

You already have the visitors. This turns more of them into enquiries without spending another penny on traffic.

Reputation and review management

The stars people see before they ever call you. We make getting good reviews part of your day-to-day, keep an eye on what is said, and help you handle the odd bad one well.

Get the reviews you deserve to the top, and handle the one bad one properly rather than hoping.

Digital strategy and consultancy

A straight answer about what to do next and what to ignore. Half a day with someone who has done it for twenty years, turning a wish list into a plan with real numbers against it.

An honest plan before you spend, from somebody with nothing to gain from selling you the wrong thing.

CARE PLANS

Once it works, we keep it working

Most problems are cheaper to prevent than to fix. A care plan means somebody is watching the things that quietly go wrong — updates, backups, security — and you have a number to ring when they do.

Essential Care

Sole traders and very small teams who just want IT to work.

- Remote help desk during business hours, for the everyday things that go wrong
- Managed antivirus and security updates kept current on your computers
- A monthly check that your backups actually exist and could be restored
- Sensible security basics set up and reviewed, not left to chance
- A short plain-English summary each month of what was done

Business Care

Growing businesses with a handful of staff and real deadlines.

- Everything in Essential Care, with a faster response target
- Device management and patching across your team's computers
- Email and Microsoft 365 looked after, including joiners and leavers
- Phishing awareness for your staff, so the whole team is harder to fool
- A quarterly review of what is working and what to improve next

Complete Care

Established firms that want IT and security handled properly.

- Everything in Business Care, with a named lead who knows your setup
- Security guidance and a plan you actually follow, reviewed regularly
- Help getting ready for Cyber Essentials, at your pace
- Monthly reporting you can hand to a client, insurer or board
- Priority response when something matters, agreed in writing up front

Simple things we do for a fixed price

Google Business Profile setup	fixed price
Website Starter	fixed price
Move email and files to Microsoft 365	fixed price
Cyber Essentials readiness	fixed price
Phishing simulation and staff training	fixed price

Admin Rescue

A job management system built around how you actually work. Missed calls text back automatically, quotes go out in minutes, and everything lands in your accounts software without you retyping it.

NO SURPRISES

How we price the work

- We price the job, not the customer. A five-page site and a fifty-page site are not the same piece of work, so we look at what you actually need before quoting.
- You get a fixed quote before anything starts. If the work changes, we tell you before it changes, not after.
- Monthly services can be stopped. You are not locked into a long contract to get a sensible price.
- Larger amounts can be paid by bank transfer or in stages. Just ask.

What happens next

- 1 You tell us what is wrong, or what you are trying to do. A phone call is usually quicker than an email.
- 2 We ask some questions, and say honestly whether we are the right people for it.
- 3 You get a written quote with a fixed price and a realistic timescale.
- 4 We do the work, and tell you when it is done rather than leaving you to wonder.

Talk to a person about it

No call centre, no script, and no obligation.

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