

The SimplifIT Advantage

Proven strategies to help leaders make clear technology decisions for measureable business results.



Business leaders depend on technology. SimplifIT allows you to focus on growing your business with secure and compliant IT solutions that are proven to work & keep you safe.

- Craig Willard, COO
- Eric Elder, CTO
- Nick Landers, CMO



A Message From Our Team

As we close out 2025, we want to say thank you—whether you're already a client or exploring a partnership with us.

Thank you for trusting us with your technology and security, for the meaningful conversations, and for the confidence you've placed in our work. Your partnership, current or future, drives everything we do.

When we started SimplifIT, we asked ourselves one question: "*What would it take for a business leader to never worry about IT again?*" That question still drives everything we do.

This year brought change, growth, and a few challenges—but through it all, one thing stayed constant: our commitment to delivering *Simplicity, Security, Predictability, and Responsiveness* for our clients.

As you plan for 2026, we wanted to share a few updates, insights, and stories that might help you think about where technology can take your business.

Here's to a great 2026!

The Team at SimplifIT

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What's Coming in 2026: Secure AI Services

You've heard the hype. AI is everywhere—in headlines, in ads, in every software demo. But here's what most business leaders are asking: *"Okay, but what does AI actually DO for my business?"*

That's the question we've been working on answering.

In 2026, SimplifIT will be rolling out Secure AI Services designed to transform how small and mid-sized businesses operate—not with flashy promises, but with real, measurable results.

Why This Matters Now

The businesses that figure out AI in 2026 will have a 2–3 year head start on their competitors. The ones that wait? They'll be playing catch-up—and by then, the gap will be harder to close.

We're not interested in selling you AI for AI's sake. We're interested in showing you where it creates real value: saved time, reduced costs, faster decisions, and happier teams.

If you want to explore what Secure AI Services could mean for your business, let's talk now. We'll walk you through it with zero pressure and total clarity.

We've Moved (and We're Closer Than Ever)

Our New Home: 102 Corporate Drive, Frankfort, KY



This spring, we moved into our new office in Frankfort—and it's more than just a change of address. It's a strategic decision to better serve you.

Frankfort sits at the heart of our service area, putting us within quick reach of Lexington, Louisville, Georgetown, Shelbyville, Versailles and surrounding areas. We're now positioned to respond faster and serve you better.

The space is designed for collaboration—with room for our growing team, better resources for training, and a quiet meeting area where we can sit down face-to-face and map out your IT, AI, and cybersecurity strategies.

If you're in the area, stop by. We'd love to show you around.

Staff Update: Meet Wes Burkhead

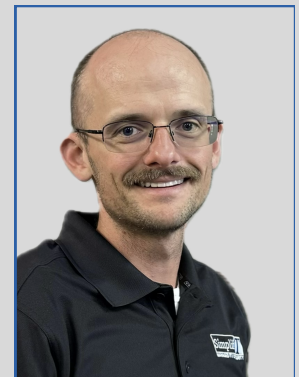
As SimplifIT grows, so does our team—and this year, we added someone special.

Wes Burkhead joined us as a Tier 2 Support & Cybersecurity Technician, and he's already making an impact. With a background in hands-on troubleshooting and a genuine commitment to client service, Wes brings exactly the kind of energy and expertise we look for in every team member.

What sets Wes apart? He doesn't just solve problems—he prevents them. He asks the right questions, digs deeper than surface-level fixes, and makes sure every issue is resolved completely the first time.

If you've worked with Wes already, you know what we're talking about. If you haven't yet, you're in for a great experience.

Welcome to the team, Wes. We're glad you're here!



The Cybersecurity Wake-Up Call You Can't Ignore

Let us share a story that every business leader needs to hear.

A mid-sized construction company was hit with a ransomware attack on a Saturday. They didn't realize anything was wrong until Monday morning, when employees arrived to find every system locked down and their entire network frozen.

For a week, operations came to a halt. Payroll had to be processed by hand. Projects were delayed. The company scrambled just to function. By the time they rebuilt their servers and restored their computers, the total loss had soared past \$250,000.

After they recovered, the COO told us something we'll never forget: "We usually just have to wait for our IT to fix issues, no matter how important it is. We thought we were protected against something like this."

That kind of resignation is dangerous. It means the business has stopped expecting reliability. It also means the provider has stopped delivering value—and nobody's talking about it.

What Changed in 2025

Cyber threats didn't just evolve this year—they accelerated. Attackers are faster, smarter, and more patient. They're not breaking down the front door anymore. They're picking the lock, slipping in quietly, and waiting for the perfect moment to strike. Here's what we saw in 2025:

- Token replay attacks that bypass traditional MFA protections
- Phishing campaigns so sophisticated they fooled experienced employees
- Ransomware targeting backups first, so recovery becomes impossible
- Cyber insurance & compliance requirements getting stricter (and more expensive for non-compliant businesses)

Why 2024's Security Won't Cut It in 2026

If your security stack hasn't evolved in the last 12 months, you're already behind. Threats don't wait for annual reviews or budget cycles.

At SimplifIT, we treat security as a living system—not a product you buy once and forget. When a new vulnerability emerges, we update our stack.

That philosophy keeps our clients protected in real time, not six months too late.

A Story Worth Sharing

A CPA firm came to us frustrated after losing an entire day of production during their busy season because critical software updates hadn't been installed. Their previous IT provider told them to "call the vendor."

Now, we serve as their single point of contact, handling vendor calls and managing updates so their staff can stay focused on clients. During tax season, when every hour matters, we keep them running smoothly and efficiently.

The owner told us: "We don't have downtime anymore—we have become more proactive and efficient than ever." That's what proactive security looks like.

Three Questions to Ask Yourself Before 2026

1. Can your IT provider show you what they've prevented—not just what they've fixed?
2. If you were breached tomorrow, do you have a documented response plan?
3. Is your security stack evolving as fast as the threats are?

If you hesitated on any of those, let's schedule a security review in January. We'll walk you through exactly where you stand and what needs attention—no scare tactics, just facts.

The Hidden Cost of "Good Enough" IT

Here's a truth most business leaders don't talk about: bad IT doesn't always announce itself with a crisis. Sometimes it just... drains you.

It's the login issue that takes 20 minutes to fix—three times a week. It's the file that won't open when a client is on the phone.

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Strategic Planning Session: Let's Plan Your 2026 IT Strategy Together



Here's what we know: the businesses that win in 2026 won't be the ones reacting to problems. They'll be the ones planning ahead. That's why we're offering 2026 Strategic IT Planning Sessions.

What We'll Cover:

- ✓ Security gaps that need attention before they become incidents
- ✓ Hardware and software that's due for replacement or upgrade
- ✓ AI opportunities that could save your team time and money
- ✓ Compliance requirements (CMMC, cyber insurance, industry standards)
- ✓ Growth plans—and how your IT needs to scale with you
- ✓ ROI Analysis—direct, measurable impact on your bottom line

Schedule Your Session Today - 502.783.6630



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It's the software update that breaks something else. It's the "quick question" that turns into an hour-long troubleshooting session.

None of these are catastrophic. But together? They steal time, focus, and momentum from your team—every single day.

What Efficiency Really Looks Like

One of our professional services clients came to us averaging 25–30 support tickets a month. Their previous MSP was friendly and responsive, but the same problems kept recurring. Outdated hardware. Manual processes. Reactive support disguised as service.

When they switched to SimplifIT, we standardized their environment, implemented proactive monitoring with automated fixes, and replaced aging equipment before it failed. Within three months, their ticket count dropped to fewer than 5 per month—and most were simple requests, not outages. Their COO told us: "I didn't realize how much of my time was going to IT issues until they stopped. Now I get to spend my mornings actually running the business instead of dealing with fires."

From Firefighting to Flow

A law firm client was targeted by a sophisticated phishing campaign during one of their busiest periods. Because our monitoring flagged the pattern within minutes, we were able to isolate the accounts, reset credentials, and deploy additional protections before a single compromised email left the building. The partner told us later: "If you hadn't caught it, we'd be on the front page of the paper for the wrong reasons. Thank you for keeping us safe."

The Four Efficiency Killers (and How to Fix Them)

- 1. Outdated Hardware.** If your computers, servers, or network equipment are more than 5 years old, they're costing you more than you think.
- 2. Reactive Support.** Waiting for something to break before fixing it guarantees you'll always be behind.
- 3. Complexity Overload.** When every user has a different setup, every problem takes longer to solve.
- 4. Vendor Runaround.** "Call Microsoft." "Call your internet provider." "Call the software vendor." When your IT provider won't coordinate with third parties, you become the middleman—and it wastes hours per month.

In most businesses, 80% of tech problems come from 20% of the environment—when you fix that 20%, the other 80% of problems disappear almost overnight. *That's the power of simplification every business leader should expect.*

CYBER INSURANCE READINESS CHECKLIST

Is your cyber insurance renewing soon?

Whether you are just looking to check a box, ensure that you can get coverage for cyber liability insurance, or improve the security of your organization, this checklist will help you prepare.

Check each common requirement and rate your readiness:

- ☐ Email security is enabled in your email system (DKIM, DMARC, SPF)
- ☐ DNS filtering or web filtering is in place to block malicious web content
- ☐ Advanced Anti-malware/spyware/ransomware software is deployed on all systems
- ☐ User installed programs are limited to only pre-approved applications
- ☐ User training is in place to educate against threats like phishing and ransomware weekly or monthly
- ☐ Perimeter traffic is monitored
- ☐ Internal network traffic is monitored
- ☐ Multi-factor authentication is in place for users
- ☐ All Systems are backed up daily to an offsite or cloud location with the ability to restore
- ☐ Disaster recovery and incident response plans are in place, reviewed and tested annually
- ☐ All available important and critical patches are installed within 7 business days across systems and software
- ☐ Managed Detection and Response (MDR) is installed on all computers and servers

Rate your Cyber Insurance Readiness: **___ / 12**

If you need to address any of these requirements, contact us now to start planning for your next renewal. *We suggest reviewing this list before you submit your application.*

Do you know another business we can serve? Ask us about our referral program.