

What is eGeek Consulting?

As systems administrators and all-around IT nerds in the real world, we offer a unique view of the IT industry that you can only get with constant real-world experiences in IT. As content creators wearing writer, video editor, journalist, podcaster and many other hats, we possess the skill sets necessary to put these views to paper (or a keyboard, more specifically). As social media nerds, we know where to put these views.

eGeek specializes in the SMB, with over 20 collective years of experience of SMB systems administration using off-the-shelf solutions in unorthodox ways or creating our own because the solution did not exist. We can help you find new and interesting ways to make products and services meet with the needs of the SMB market. This starts with quantifying demand, then engaging with thought leaders in the relevant space to see what needs to change in order to shift more units.

What we do

We like to think we're pretty unique. What brought eGeek together originally was a growing demand for a growing array of mutual skills that founders Trevor, Josh and Katherine had to offer. In the soon-to-be three years we've been at this, we've adapted our skill sets and expanded our knowledge in ways that were not possible if we had not come together as a team, and then expanded it both in terms of raw manpower and skills.

We've broken these skill sets up into three pillars. Each of these pillars ties into one another and holds up what we like to call "World-Domination-as-a-Service" (it's really not as evil as it sounds!)

Content Creation

The first pillar of our company is content creation. With years of experience as journalists, bloggers, whitepaper writers, product reviewers and even esports commentators, we are trained and equipped to create nearly any form of digital marketing content short of a pilot for a sitcom based on you and your colleagues' office antics. We can most surely assist with:

- Blogs, articles and product reviews
- Whitepapers and strategic analysis
- Narrated tutorial/promotional videos and conference slideshows
- WebEx Demos, podcasts and digital event production

Marketing Consulting

The second pillar of our company stems from our orthogonal views of the IT industry and our content-oriented skillsets. We figure out what CIOs, sysadmins and developers think of your company and help you determine what you need to do (or change) to make that impression more positive. We also help bring in new eyeballs by creating content that is useful to the target audience.

With all of that (and more) combined, you have a team of individuals qualified to:

- Provide community & thought leader engagement advice
- Provide social media and "deep web" presence management
- Manage your company's reputation within the community
- Create useful content that will help build a community around a company

Small/Medium Business Systems Administration

This is where our roots are, and always will be. SMB systems administration is what brought the team together in 2010, even before officially donning the plecostomus banner. Systems administration is what we feel validates us as IT professionals: We have to use your products or services - in the real world, every day. We can tell you where the pain points are because we've endured them for years - and in many cases, had to create solutions for these problems because there were no alternatives.



Content Creation

eGeek's primary focus is the creation of quality content for the IT industry. We do blogs and analysis for technology magazines as well as marketing content for some of the world's largest corporations. Due to the technical nature of the content we create, all content creation includes at least a moderate amount of research, lab time and/or interview time.

This document is intended as a costing guide; individual assignments will be handled on a case-by-case basis. Rates are rounded to the nearest 250 words.

Blog Posts

(400-600 words) Colorful and practical, blog posts are opinion pieces designed to be a little more relaxed than a traditional article. Typically answers the question "what would use of the product every day be like?"

[Example](#)

Articles

(900-1100 words) A traditional article – more formal and more in-depth than a blog. Includes everything from pragmatic overviews to a hard look at a specific issue or product feature.

[Example](#)

Reviews

A traditional review article. Includes on hands-on testing as per our testing methodology and any additional tests we deem relevant to the objectives of the article.

[Example](#)

(1000 words) Review article with minor lab testing (4 hours or less of testing time required)

(1200-1500 words) Review article with major lab testing (4-8 hours of testing time required)

Videos

Common video content includes training videos, product overviews and demos. This typically involves screenshots and/or real-world video footage of the product or service the video is being created for; and requires research, scripting, recording and post processing. eGeek can provide a quote in advance, however, multimedia work is handled on a case-by-case basis.

Informative/Tutorial Videos

Demo/walkthrough videos require 2-3 days to prepare a script and have it edited, and another 2-3 days for recording, editing and any additional changes that may be required. Average delivery time is one week with projects requiring little research costing approximately \$600 and heavy research projects costing approximately \$1000.

Review/Promotional Videos

Review/promotional videos are designed to highlight your product and its features. Contains a combination of live-action, animated and screen captured footage. Delivery time is approximately 2 weeks to a month for research and testing, creating and editing a storyboard, sourcing a location, any filming and voice recording, editing and any additional changes that may be required.

**Typically accompanied by a review article or series.*



Datastore Space Card

Analyzes which datastores are at risk of filling up in the near future
Displays estimated time to full, number of VMs, commitment, free space & capacity
Expanded view displays relevant data for finding problem datastores, VMs and files
Powerful analytics tool to reference when making changes or optimizations

[SKIP TO TUTORIAL](#)



[Finding Datastore Space Savings with CloudPhysics Thin Provisioning Advisor](#)

[Setting an ioSafe 214 on FIRE](#)



Whitepapers

An authoritative report or guide designed to make a business case for the use of your product, establish thought leadership and generate sales leads.

[Example](#)

Teardown review/whitepaper

Requires 3-5 business days testing time. Typically delivered as a single ~2000 word whitepaper.

Multimedia review/whitepaper

Requires 3-5 business days testing time. Typically delivered as a single ~2000 word whitepaper accompanied by a video, webex and/or a podcast set.

Strategic Analysis Whitepaper

Requires several hours of interview time and ~2 weeks of in-depth testing. Typically delivered as a single 2500 - 5000 word teardown review/whitepaper accompanied by a series of blogs and/or satellite reviews.

Podcasts

Includes organizing, setup & testing, recording and post-processing. Podcasts are typically 30-60 minutes long with another 2-4 hours of behind-the-scenes work for a publishable podcast.

[Example](#)

Webex Demos

Includes initial advertisement (blogs/social media) targeted at IT pros, infographic design, Webex setup, a rehearsal run, running and recording the event itself and post processing for a publishable video.

**We can provide a quote for expected labour in advance, however invoicing is handled on a case-by-case basis.*

With AutoCache™

Host A Host B Host C

VM VM VM

VM VM VM

VM VM VM

Accelerate I/O Increase VM Density 2-3x

[Using Proximal Data AutoCache to increase VM density 2-3x](#)

The Register Office 365 User and Device Management

- 1. Office 365 Admin
 - Users and Groups
 - Reporting
 - Security Groups
 - Delegated Admins
- 2. Lync Admin
 - Users
 - Organization
- 3. Exchange Admin
 - Recipients
 - Permissions
 - Compliance Management
 - Organization
 - Mobile

Office 365 admin center

See what's really going on

Reports give you a view of how your organization is using Office 365. See more...

[User and Device Management in Microsoft Office 365](#)

technicare
IMAGING LTD.

New ROES Application
Features & Tutorial

[Technicare Imaging ROES Application Update](#)

Pictured below:
NOT the Alienware X51*

WeBreakTech.com
Josh Folland

[WeBreakTech's Alienware X51 Video Review](#)

