It's A Bird! It's A Plane! It's A…NERD?

Article by Kelly Turner

It appears when it comes to computer problems, nerds are in demand. George Solakofski, president of Mississauga based company **"Saved by Nerds"**, began his career fourteen years ago by rescuing family and friends from villainous viruses and exploding power supplies. "Everywhere I worked, I was always the 'go to' guy for computer problems," says Solakofski. "People were always saying something like, 'You saved my life!', or 'You're my savior!'".

A self-proclaimed nerd, Solakofski says he's been fascinated by the inner workings of computers since PC's first arrived in the home. As a student in the Computer Information Systems program at DeVry, financial resources were too scarce to invest in new hardware, upgrades, or compatible software if his computer wasn't working up to snuff. He relied on old parts, and outdated software to keep his computer alive. He also found he was resuscitating the PC's of friends and family - squeezing a bit more life out of them when it was clear the plug should be pulled.

After graduation, Solakofski worked for a computer consulting company for 6 years as a programmer analyst, and later started his own consulting business. "That's when I really saw the need for a computer maintenance and repair service," he said. "My clients needed more than programming and analysis. They needed software and hardware support too." But businesses pay exorbitant fees for consultants and maintenance contracts to have reliable software and hardware support. It's impossible for home users and small businesses to afford those rates when they only need support occasionally. "Why not just call someone when you need them and have them here quickly?" says Solakofski.

Since the rescue efforts between clients, friends, and family were becoming a full time job, it was inevitable that Solakofski start an on-site PC maintenance, upgrade, and repair service for the home and small business. "When people have a computer problem, they don't know where to turn, or how to handle it, and are afraid to fix it by themselves," he says. **Saved by Nerds** makes it easy to solve their frustrations. Just call, or send an email and **Saved by Nerds** will assess the problem, swoop in with the right hardware or software and have it installed faster than a speeding bullet – or something like that. "There's no need to be without your computer for a serious length of time. We go in, fix it, and get out so you can get on with your business."

From experience, Solakofski has found that PC's should be tuned up every three to six months and monthly or bimonthly if you are running a business. As **Saved by Nerds** gets to know your system, they can set up regular maintenance checkups that suit your needs and call you when it's time for an appointment.

A firm believer in customer service, Solakofski will help his clients get the most out of their PC's for the best price. To ensure dependability, he will only sell hardware and software that he would use himself. "My business isn't about selling something you don't need, it's about getting your system as stable as it can be for as long as it can be," he says.

Saved by Nerds also saves time and money for customers by grouping related services into an assortment of easy to understand bundles. For instance, the Mighty Mini Checkup and Safety bundle ($75), offers four key services related to Internet security, virus control, and protection from annoying popups, spyware, and adware. All done using FREE software! The Speedy Gonzales ($55/hour) implements processes that will rev up your PC to peak performance. For $35.00 plus the cost of the hardware, you can have a power supply, hard drive, or DVD burner installed. All bundles include cleaning out the dust-bunnies with a specially shielded vacuum that's safe for use near computer components.

Solakofski plans to expand the company beyond the Mississauga region into a Canada wide service. After all, computers are everywhere, and **"It's all GEEK to us!"**