



## Best of Breed Approach.

We aim to do the very best we can for you, our clients, at all times. We do this by prioritising the following.

1. Training – we continue to push all our staff to continue to grow themselves and develop as individuals. As a technology firm we are, rightly so, looked upon by our clients to know the answers to their IT related issues. A key ingredient for us - and our 1<sup>st</sup> priority. We maintain our technology qualifications. Microsoft Gold Certified Partner is just one of many. This is why we are constantly taking courses & exams.
2. Our Partners must -
  - a. Be fully dependable – great at what they do
  - b. Provide us with direct support on tap when we need it.
  - c. Be quick to respond to issues.
  - d. Make it easy for us to do business with them.
  - e. Treat us like partners and not clients to push products to.

We partner with best of breed companies, world leaders in our industry. Choosing the right partners for your business as well as ours is a critical part of our offering. We are approached weekly by companies wishing to partner with us. Almost all are rejected. So how do we go about selecting our partners? Well it may surprise you to know that margin plays a very small part in our decision to partner. In fact one of the companies we partner with gives us little margin but they are an important ingredient and provide a vital role to us and our clients.

3. Proactive approach – we look at new products and services very carefully because many that seem like a good idea turn out not to be, once you get fully involved. We won't bring any new product to our clients for at least 6 months, usually 1 year after general release. We often adopt these new systems ourselves before we begin discussing them with our clients.
4. Like doctors, we have a 'DO NO HARM' philosophy. There is nothing worse than bringing new systems into a business that solve one problem only to create a bigger one or generally make things worse as a result. Planning is a critical element to a successful IT deployment.
5. Covering all the bases – we look at every point that technology interacts with our clients businesses and we offer services around them all. There are so many ways in which IT plays a vital role these days and keeping on top of it all is our domain. We want you to be successfully in your venture. We really do. It is vital to us that our clients succeed. If we help enough people get what they want, we'll get everything we want.
6. Lastly, we are selective in our approach to the market too. We only deal with companies and small businesses that take a similar approach to running their businesses too. We can help, but you must want our help.

We are a 1<sup>st</sup> class, best of breed business, and if that's your aim for your market too then you have found your IT partner. Look no further.

Author: Paul Howes MCP+I, MCSE