FREE REPORT:

"12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing a Remote Backup Service"

By Eric Janson
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A Letter From The Author:

Why We Created This Report And Who Should Read It

From The Desk of: Eric W. Janson
President, Parallel Edge, Inc.

Dear Colleague,

  If you are considering including a cloud based backup service as part of your backup strategy, you will likely receive conflicting advice, confusion and no real answers to your questions and concerns over security, cost and whether or not it's appropriate for your organization.

  That's why we wrote this report. **We wanted to give CEOs and other decision makers a simple, straightforward guide that not only answers your questions in plain English, but also provides vital experience-based information that most IT companies don't know (or may not tell you) that could give you a false sense of security if you don't know all the facts.**

  In truth the "Cloud" has been around for a long time and you are using parts of it daily unless you do not use computers in your daily life.

  The simple fact is, cloud computing and remote backup is NOT a good fit for every company, and if you don't get all the facts or fully understand the pros and cons, you can end up making some VERY poor and expensive decisions that you'll deeply regret later. The information in this report will arm you with the critical facts you need to avoid expensive, time-consuming mistakes.

  Of course, we are always available as a resource for a second opinion or quick question, so please feel free to contact my office direct if we can clarify any points made in this report or answer any questions you have.

Best regards,
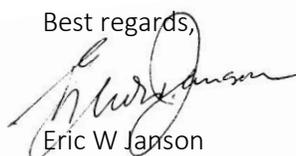
Eric W Janson

About The Author

Beyond the Textbook: What you can't learn in college
(reprinted from "The Un-Newsletter"
Ceo-ThinkTank http://www.ceothinktank.com)

Eric Janson learned his core business from a text book he read for pleasure, on his own time, *after* college. Computer-aided design (CAD) was relatively new in the early 1980's, still cutting edge in the pre-Microsoft Windows era.   Eric set out to integrate his interests and skills with a hunch about the role of computers in engineering and architectural design.

Today, his company, Parallel Edge, is twenty years old and twelve employees strong.   Eric created the company to provide CAD and network systems management services to the architecture, engineering and construction (AEC) markets.   Named for a design term that soon will be obsolete because of CAD, Parallel Edge was built on the uncommon belief that sales and service need not compete.

"We try to do the right things," explains Eric, "while doing things right."   To illustrate, Eric recalls the early years of his business, when he advised clients against investing in Y2K initiatives.   While other firms made fortunes on Y2K audits, he earned not a penny.   And the sole client who encountered a problem on that fateful New Year's Eve had anticipated it, so Eric was able to help mitigate any prospective crisis.   Clearly, his concept of service prevailed, as sales wasn't even at the table.

Cultivating Client Trust:
Eric appreciates that his client relationships are rooted in trust.   "If a client doesn't trust us, we shouldn't be there.   We're essentially in their underwear drawer – we have all the passwords to their servers."   And in the post-Enron business environment where attorneys, auditors and legislators preach accountability, Eric still seals his client agreements with a handshake, not a contract.

That practice seems to work for Parallel Edge, which boasts some clients "for life".   Eric values long-term relationships.   His last employer has been a client since the beginning and another former employer still seeks consulting support, most recently in helping to hire a network manager.   Eric trusts that even clients which grow large enough to bring the network management function in-house could soon or eventually return.

"Hiring one person is not the same as having a team," explains Eric.   He understands, first-hand, that a significant downside to playing the only internal systems role in a firm staffed by architects or engineers is isolation.   Indeed, many design firms hesitate to dedicate a full-time position to network management because of the uniqueness of the role within their culture.

When a client does bring the IT support function inside, Eric's team can augment internal staff by providing depth of knowledge.   He fully recognizes the value his company can bring and notes, "Because we're outside, we must stay current… which saves our clients time and money", sparing aggravation and lost opportunity.   It's all based on what makes the most sense and creates the most value.

Seeking External Perspectives:
A self-taught IT expert and entrepreneur, Eric developed his business and business model with a little luck, a lot of determination, and a multitude of good instincts. Among them is the inclination to seek perspective from others. He joined a CEO Think Tank® at the suggestion of Doug Diamond, his business advisor, with whom he'd been working for a few years. Having previously explored a roundtable model, he was open to the idea and eager to gain perspective from others.

"Because I'm so self-taught, it's very good for me to hear how others do business," reveals Eric. "I gain so much from the interactive nature of the Think Tank, which is vastly different than one-on-one consulting. I like to put disparate things together… that's my design background."

Knowing Yourself:
Eric's entrepreneurial leanings showed up early in his career. After earning a Masters degree in interior design at Drexel, he worked in a design firm, then an architecture firm. His growing interest in the potential of CAD software inspired him to consciously seek specific knowledge at every step. He ultimately became the CAD management expert not only for the firm, but for the building that housed it.

On a whim, he sent a resume to another architecture firm and then turned them down for a job three times knowing that he wanted to be out on his own within two years. When he finally joined the organization, he "ripped their system apart and reinvented it" so well that (he) had little left to do and was bored after only one year.

"Part of the problem," Eric confesses, "is that I get bored. I can't think straight when I'm bored."

Boredom seems unlikely to impact Eric's future. Last March, he opened his first satellite office in Boston. Ten years from now, he intends to have ten locations across the country. That's possible – and perhaps unusual -- because Eric operates his business without a brick-and-mortar site. Parallel Edge relies on intranet-based software that enables employees to stay connected and work via cell phones and laptops – his entire organization runs "virtually".

Investing in Business through People:
The time Eric once devoted to hands-on CAD management he now invests in growing his company. While he continues to provide some direct service to clients in order to stay current, he has stepped out of operations to concentrate on providing opportunities to develop the potential of his employees. He recognizes they "can't (personally) grow without (company) growth." He also challenges employees to develop themselves. He posts recommended books on their intranet system and notices those who take initiative. "I want them to 'convince me', not just do because I say so," explains Eric.

So far, the internal structure of Parallel Edge remains flat, but Eric is developing a program to help employees "earn rank" in the company. While increased levels won't necessarily wield power, they will bring internal recognition to those who aspire to reach beyond their technical expertise.

Given the virtual nature of the company, Eric takes the hiring process very seriously and "tests" prospects over weekends. By employing candidates first as consultants at work sites, he can assess their skills and temperament. He considers work style and seeks self-starters. "Those who jump in get hired, since waiting to be told what to do won't work."

An inspiring presentation by Alan Burkhard this summer at a CEO Think Tank un-Networking meeting resonated with Eric. "I make it hard to get into my company (for employees), but easy to get out… if they're not interested in what they're doing here, they should pursue interests elsewhere."

Eric created a company, a niche market, his own management style, and a way of life for himself, his employees and his family. No matter how well-read he might remain, his gifts are the stuff he couldn't learn from a text book.

"12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing a Remote Backup Service"

If your data is important to your business and you cannot afford to have your operations halted for days – even weeks – due to data loss or corruption, then you need to read this report and act on the information shared. This report will outline the most commonly made, costly mistakes that many business owners make with their data backups.

You'll Discover:

- What remote, offsite, or managed backups are, and why EVERY business should have them in place.
- 7 critical characteristics you should absolutely demand from any remote backup service; do NOT trust your data to anyone who does not meet these criteria.
- Where backups fail and give you a false sense of security.
- Frightening trends, cases, and questions every business owner should know and consider regarding data security.
- The single most important thing to look for in a remote backup service provider.

Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.

Imagine what would happen if your network went down for days and you couldn't access e-mail or the information on your PC. How devastating would that be?

Or, what if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server…do you have an emergency recovery plan in place that you feel confident in?

How quickly do you think you could recover, if at all?

If you do not have good answers to the above questions or a rock-solid disaster recovery plan in place, you are quite literally playing Russian roulette with your business. With the number of threats constantly growing, it's not a matter of *if* you will have a problem, but rather a matter of *when*.

But That Could Never Happen To Me! (And Other Lies Business Owners Like To Believe About Their Businesses…)

After 20 years working with small and mid-size businesses, we found that 6 out of 10 businesses will experience some type of major network or technology disaster that will end up costing them between $9,000 and $60,000 in repairs and restoration costs *on average*.

That doesn't even include lost productivity, sales, and client goodwill that can be damaged when a company can't operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact data loss would have on your business, you can't deny the fact that it would have a major negative effect.

"But I Already Back Up My Data," You Say…

If you are like most business owners, you've been smart enough to set up a tape, USB, or mirrored backup. But know this:

The average failure rate for any mechanical backup is 100% - ALL will fail at some point in time.

Incredible, isn't it? Most people don't realize that ALL backup systems will fail at some point or another. But what's really dangerous is that most companies don't *realize* it happened until it's too late.

That's why history is riddled with stories of companies losing millions of dollars' worth of data. In almost every case, these businesses had some type of backup system in place, but were sickened to find out it wasn't working when they needed it most.

While you should maintain a local backup of your data, your backup system will NOT offer you protection if…

1. Your hardware malfunctions rendering it useless and making it impossible to restore your data. IMPORTANT: It is *very* common for backup technology to malfunction without giving any warning signs.

2. Your office (and everything in it) gets destroyed by a fire, flood, hurricane, tornado, or other natural disaster.

3. The physical devices you are backing your data up to become corrupted due to heat or mishandling.

4. A virus spoils the data stored on the physical drive. Some of the more aggressive viruses not only corrupt the data, but they won't allow anyone to access the data on the drive.

5. Someone in your office accidentally formats the backup device, erasing everything on it.

6. Theft – a disgruntled employee intentionally erases everything, or a thief breaks in and steals ALL of your equipment.

7. A faulty sprinkler system "waters" all of your electronic equipment.

Bottom line: You do NOT want to find out your backup was not working when you need it most.

Frightening Trends, Cases, and Questions You Should Consider:

•   Tape drives fail on average at 100%; that means ALL tape drives fail at some point and do NOT offer complete protection for your data if a natural disaster, fire, or terrorist attack destroys your office and everything in it. Business owners who were hit by hurricanes like Katrina and Sandy learned a hard lesson about keeping remote backups of their data.

•   93% of companies that lost their data for 10 days or more filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. *(Source: National Archives & Records Administration in Washington.)*

•   20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. *(Source: Richmond House Group)*

•   This year, 40% of small to medium businesses that manage their own network and use the Internet for more than e-mail will have their network accessed by a hacker, and more than 50% won't even know they were attacked. *(Source: Gartner Group)*

•   About 70% of business people have experienced (or will experience) data loss due to accidental deletion, disk or system failure, viruses, fire or some other disaster (*Source: Carbonite, an online backup service*)

•   The first reaction of employees who lose their data is to try to recover the lost data themselves by using recovery software or either restarting or unplugging their computer — steps that can make later data recovery impossible. (*Source: 2005 global survey by Minneapolis-based Ontrack Data Recovery*)

Remote Backups: What They Are and Why EVERY Business Should Have Them In Place

The ONLY way to completely protect your data and guarantee that you could restore it all after a major disaster is by maintaining an up-to-date copy of your data offsite in a high-security facility.

Remote backups, also called offsite backups, online backups, or managed backups, is a service that allows you to maintain a secure copy of your data in a different location than your office.

Usually this type of backup is done automatically via the Internet after hours to a high-

security facility. There is no question that every business owner should have an offsite copy of their data; however, there ARE big differences among remote backup services and it's critical that you choose a good provider or you could end up paying a lot of money only to discover that recovering your data – the very reason why you set up remote backups in the first place – is not an easy, fast, or simple job.

7 Critical Characteristics to Demand
from Your Remote Backup Service

The biggest danger businesses have with remote backup services is lack of knowledge in what to look for.

There are literally hundreds of companies offering this service because they see it as an easy way to make a quick buck. But not all service providers are created equal and you absolutely want to make sure you choose a good, reliable vendor or you'll get burned with hidden fees, unexpected "gotchas," or with the horrible discovery that your data wasn't actually backed up properly, leaving you high and dry when you need it most.

If your remote backup provider doesn't meet all 7 of these points, then you'd be crazy to trust them to store your data:

1. **Military-level security, data transfer, and data storage.** This is fairly obvious; you want to make sure the company housing your data is actually secure. After all, we are talking about your financial information, client data, and other sensitive information about your company. Never trust your data to anyone that doesn't have the following security measures in place:

   - Ask your service provider if they are HIPAA, Sarbanes-Oxley, GramLeach-Bliley, and SEC NASD compliant. These are government regulations that dictate how organizations with highly sensitive data (like banks and doctor's offices) handle, store, and transfer their data. If you are a medical or financial institution, you are required by law to work only with vendors who meet these stringent requirements. But even if you are NOT an organization that falls under one of these regulations, you still want to choose a provider who is because it's a good sign that they have high-level security measures in place.

   - Make sure the physical location where the data is stored is secure. Ask your service provider if they have an ID system, video surveillance, and some type of card key system to allow only authorized personnel to enter the site.

   - Make sure the data transfer is encrypted with SSL protocols to prevent a hacker from accessing the data while it's being transferred.

2. **Multiple data centers that are geographically dispersed**. Anyone versed in data security knows the best way to avoid loss is to build redundancy into your operations. All that means is that your remote backup service should store multiple copies of your data in more than one location. That way, if a terrorist attack or natural disaster destroys one of *their* locations, they have backups of your backup in a different city where the disaster did not strike.

3. **Demand the ability to receive overnight copies of your data on DVD or some other data storage device**. If your entire network gets wiped out, you do NOT want Internet download to be your only option for recovering the data because it could take days or weeks. Therefore, you should only work with a remote backup provider that will provide overnight copies of your data via some physical storage device. This will cost more, and in the event it is cost prohibitive you should know up front how long it will take to get your data back.

4. **On that same token, ask your service provider if you have the option of having your initial backup performed through hard copy**. Again, trying to transfer that amount of data online could take days or weeks. If you have a large amount of data to backup, it would be faster and more convenient to send it to them on a USB drive. This is commonly called seeding.

5. **Make sure your data can be restored to a different computer than the one it was backed up from**. Amazingly, some backups can only be restored to the same computer they came from. If the original computer was burned in a fire, stolen, or destroyed in a flood, you're left without a backup.

6. **Demand daily status reports of your backup**. All backup services should send you a daily e-mail to verify if your backup actually ran AND to report failures or problems. The more professional providers should also allow you to notify more than one person (like a technician or your IT person) in addition to yourself.

7. **Demand help from a qualified technician**. Many online backup services are "self-serve." This allows them to provide a cheaper service to you. BUT if you don't set your system to back up correctly, the money you will save will be insignificant compared to the losses you'll suffer. At the very least, ask your service provider to walk you through the steps on the phone or to check your settings to make sure you did the setup properly.

The Single Most Important Thing to Look For When Choosing a Remote Backup Service Provider

While the above checks are important, one of the most critical characteristics – and one that is often overlooked -- is finding a company that will do regular test restores to check your backup and make sure the data is able to be recovered.

You do not want to wait until your data has been wiped out to test your backup; yet that is exactly what most people do – and they pay for it dearly.

If your data is very sensitive and you cannot afford to lose it, then test restores should be done monthly. If your situation is a little less critical, then quarterly test restores are sufficient.

Any number of things can cause your backup to become corrupt. By testing it monthly, you'll sleep a lot easier at night knowing you have a good, solid copy of your data available in the event of an unforeseen disaster or emergency.

Finally, and <u>here is what no one will tell you</u>. The only way to be absolutely sure all of your data can be restored is to restore all of it every day. Ridiculous, and time and cost prohibitive. The steps above are in the category of best practices and limit your risk, but we want to be sure and tell you the WHOLE story.

Want To Know For Sure If Your Data Backup Is Truly Keeping Your Data Secure? Our Free Data Security Analysis Will Reveal the Truth…

As a prospective new client, I'd like to extend a "get to know us" offer of a Free Data Security Audit. I don't normally give away free services at Parallel Edge, because if I did, I'd go out of business. But since you have read this far and are therefore taking this topic seriously, I thought this would be a great way to introduce our services to a few new clients. **At no charge, a security specialist will come on site and…**

☐ Audit your current data protection including backup and restore procedures, media rotations and maintenance schedule to see if there is anything jeopardizing your data's security.

☐ Review procedures for storage and transportation of data. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.

☐ Check your network backup to make sure they are accurately backing up all of the critical files and information you would NEVER want to lose.

☐ Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies, wedding and vacations pictures.

☐ Discuss current data protection needs and explain in plain English where your risks

are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

Depending on what we discover, we'll either give you a clean bill of health or reveal gaps in your data backup that could prove disastrous. If it's appropriate, we'll provide you with an action plan for further securing your data with our Right Fit approach that uses a hybrid of methodologies to balance cost and protection level.

Naturally, I don't expect everyone to become a client, but I do expect a small percentage to hire us to protect their most valuable asset--corporate data--and possibly even become loyal clients who allow us to manage all of their technology.

But I Don't Need a Free Security Analysis Because My IT Guy Has it Covered…

Maybe you don't feel as though you have an urgent problem that needs to be fixed immediately. Maybe you think your data is perfectly safe. Many of our current clients felt their data was safe until it became necessary for them to RESTORE THEIR DATA.

Unfortunately, that is when most companies "test" their data backup and restore solution. We are helping companies like yours AVOID embarrassing and extremely costly data catastrophes like these:

The Principal of a Philadelphia based Design Firm thought their data was backed up safe and sound each night, since he personally took the data drives off-site. Unfortunately, while he was on a two week vacation no one was rotating the drives, so when it was discovered a project folder had been deleted inadvertently almost two weeks of work was lost.

This client now has a redundant hybrid system in place, spending the most to back-up the most critical data and almost nothing to back-up the data that is nice to have, but won't put them out of business if it is lost.

Best of all the most critical data is backed up two ways without human intervention or manual drive rotation.

Here is yet another…

Another client of ours learned their lesson the hard way, which is all too often the case. The USB backup appeared to be working, but when they needed it most, the "succeeded" notifications turned out to be false positives. Had this client decided to go ahead with an offsite plan it is likely they would have had everything they needed when they needed it.

They had to recreate almost a month's worth of data because the USB drives had become corrupted over time.

Why Trust Us to Design a Backup and
Disaster Recovery Program For You?

There are a lot of companies offering remote backup services, so what makes us so special? Why choose us over the dozens of other companies offering what appear to be the same services? I'm glad you asked because there are 5 BIG reasons to trust us with your data security:

1. We don't try to be all things to all people. In fact, we purposefully made the decision NOT to build out a data center and offer backup as a service directly to you. Instead we work with select backup vendors to provide the right solution for you.

2. We are your IT management resource who interfaces with the vendors to make sure the configuration is right for you. That might not seem too unique to you, but what you don't realize is that some off-site data companies are made up of a couple of guys working from their back bedrooms with no way of actually reaching them other than by e-mail or phone.

3. We will conduct monthly or quarterly test restores of your data to truly determine if your backup is working. There is no other way of knowing for sure and MOST remote backup services do NOT offer this service.

4. Finally, we'll work with you to make sure you understand the choices you have and what the consequences of those choices are. Budget, acceptable levels of risk and resource management all play a part in determining what the best solution is for your business.

But Don't Take Our Word for It – Just Look What Our Clients Have to Say…

Long term relationships

We have been working with Parallel Edge for over 20 years. They have expanded their services to keep pace with our changing needs. We rely on them to keep our IT infrastructure current."

Joan Marchesani, Principal
IEI Group

Understanding specific needs

"Our previous IT person was a friend who provided IT on the side.   While we were confident in his abilities, it was the responsiveness that we could not rely on. Also, he was just a one-man operation, so there was no depth of knowledge or capabilities.   We were limited to his expertise and experience. With Parallel Edge we have IT support that understands our specific needs.   Your background and experience in our specific industry was a big selling point for us."

David Pollock, Partner
Building Systems Engineering Group

As a client you are not a commodity

"Your level of responsiveness is amazing. I never feel like I am just leaving a message when I contact you for help. I feel like everyone in the office is there to help us and you make me feel like I am your most important client every time I talk to anyone at your firm. It is easy for an IT company to do a good job when things are going well. You can separate the great ones from the also rans when problems pop up. Parallel Edge has proven to be a great IT company by the way they handle the problems when we need them. And, on top of troubleshooting and fixing problems the preventive work that you do allows us to know if a problem can be avoided it will be."

Casey Price, Partner
Price and Price Elder Law

Transparency in Service

"We're delighted with Parallel Edge's service and happy that we made the switch in IT service providers. We are now moving away from putting out fires and paying for nebulous "management," and instead moving toward long-term, specific systemic improvements."

Dan Gregory,
Business Development Director
CLR Design

You are Under No Obligation to Do or Buy Anything When You Say "Yes" to a Free Data Security Analysis

We also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our offer.

As a matter of fact, I will give you my personal guarantee that you won't have to deal with a pushy, arrogant salesperson because I don't appreciate heavy sales pressure any more than you do.

We offer this free audit to a maximum 4 of prospective clients per month, depending on workload and

Call me at (610)-293-0101 to schedule your free service, or complete and fax back the enclosed form.

Sincerely,

Eric Janson, President
Parallel Edge, Inc.

<u>Scary But True Facts About Data Loss</u>

- The average failure rate of disk (includes USB) and tape drives is 100% - **ALL DRIVES WILL EVENTUALLY FAIL.**

- Only 34% of companies test their tape backups and, of those who do, 77% have found failures.

- 60% of companies that lose their data will go out of business within 6 months of the disaster.

- Over ½ of critical corporate data resides on unprotected PC desktops and laptops.

- Key causes for data loss are:
    - 78% Hardware or system malfunction
    - 11% Human error
    - 7% Software corruption or program malfunction
    - 2% Computer viruses
    - 1% Natural disasters
    - 1% Other

- Only 25% of users frequently back up their files, yet 85% of those same users say they are very concerned about losing important digital data.

- More than 22% said backing up their PCs was on their to-do list, but they seldom do it.

- 30% of companies report that they still do not have a disaster recovery program in place, and 2 out of 3 feel their data backup and disaster recovery plans have significant vulnerabilities.

- 1 in 25 notebooks are stolen, broken or destroyed each year.

- Today's hard drives store 500 times the data stored on the drives of a decade ago. This increased capacity amplifies the impact of data loss, making mechanical precision more critical.

- You have a 30% chance of having a corrupted file within a one-year time frame.   Source: VaultLogix

"Yes! Sign me up for a Free Data Security Analysis so I can know for sure that my data will be there when I need it most!"

Please reserve one of your FREE Data Security Analyses in my name. I understand that I am under no obligation to do or to buy anything by requesting this free service.   At no charge, we will send a data security specialist to your office to:

☐ Audit your current data protection including backup and restore procedures, tape rotations and maintenance schedule to see if there is anything jeopardizing your data's security.

☐ Review procedures for storage and transportation of data. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.

☐ Check your network backup system to make sure it is accurately backing up all of the critical files and information you would NEVER want to lose.

☐ Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.

☐ Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

Please Complete and Fax Back:

Name: _____

Title: _____

Company: Address: _____

City: State: Zip: Phone: Fax: _____

E-mail: _____

Fax This Form To: 1-610-293-0102
Or Call: 1-610-293-0101

Offer subject to scheduling availability!   Please call to schedule today.

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The Top 10 Reasons Why You'll Want To Outsource Your IT Support To Us:

1. **NO CONTRACTS:** We do not, and have never, required you to sign a contract to work with us. We never want to be in a position where you are working with us because the contract says you must. We always want to put you in a position where you are working with us because we are doing our best, and right, work for you

2. **YOU MATTER:** As our client you are not a commodity. We have built our business on relationships that exceed the customer to vendor relationship, in fact we can be your trusted resource to help you manage any vendor that touches your technology framework be it SIP, IP, VOIP, IT or any other alphabetical variation that is attached to technology.

3. **TRANSPARENCY:** The recommendations we make will always be based on best practices determined by our experience working with a given solution. Recommendations will never be based on manufacturer incentives or other non-relevant factors. We will never "box you in" with a solution that ties you to us as your sole source.

4. **COLLABORATION:** If you follow our advice you will be happy – GUARANTEED. Let us collaborate with you to define a technology management program that works for you now and into the future.

5. **ACCOUNTABILITY:** If you are not happy we are not happy. You have the right to escalate ANY concern to whatever level you feel necessary. We will hear your concerns and work to be sure your concerns are addressed.

6. **RIGHT FIT:** We don't force you into a predetermined plan. Our plans are starting points and we work with you to craft a plan that best fits your needs from a support and budgetary perspective. You can adjust the support level as needed at any time. This INCLUDES scaling us back. Remember the 2008 recession? Many of our clients scaled back as the economy slowed, and scaled back up as business improved.

7. **LONG TERM:** We have low turnover. Most IT providers see their technical staff come and go. At Parallel Edge we take pride in the fact that our staff has been with us for many years. Our employees stick around and so do our clients, we are proud to say that clients brought on board at our founding in 1996 are still with us today.

8. **SERVICE FIRST:** We are a service FIRST organization. Sales of "stuff" is not what drives us. Sure, we can sell you all the technology components you need, but that is a convenience for you, not a factor in how the decisions are made in determining the best solution for you.

9. **NO BUNDLES:** You know what they are, think Comcast or Verizon. Every service and product we support, sell, or recommend can be uncoupled. You get what you pay for and know what you are getting.

10. **TRUSTWORTHY:** The first point of the Scout Law, and we foster a culture internally that supports this important characteristic. We strive to earn your trust because in the end it makes it easier for us to do our job and easier for you to focus on other