

Marketing Building Blocks

(Revised 3/22/03)

Umbrella

Up to Date Technologically

- Fluent in current technologies
- Investment in employee training

Easy to Work With

- Are good listeners; understand your company's problems/needs
- Focused on finding good fit for client
- Mobile workforce
- Assignments/engagements get done efficiently
- Offer employees multiple options for satisfying package of remuneration

Corporate Culture of Integrity and Commitment

- Personal commitment, Personal incentive, Nurture staff for long-term

Highly Cost Competitive

- Low cost, Cost competitive

Have worked with Major US & Int'l. Companies

- Employees placed at major national and international firms

Have particular strengths in Finance, Health Care, Engineering

- Depth of experience in finance, health care, and manufacturing

IT Staffing

Strong Interpersonal Skills

- Client/company relationship is strong interpersonally
 - We make friends of our Clients
- Company staff are good listeners and quickly comprehend the Client need
- Personal and detailed attention to clients needs
- Open corporate culture
 - Teamwork, Democratic leadership
 - Honest and regular feedback from contractors

Unique Business Approach

- View clients as business partners; willing to invest in longer-term relationships
- Employ only independent contractors with management/project management experience
- Increasing number of long-term relationships with clients
- Have a roster of major companies who have/still use our people

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Technically Skilled - Experienced Workforce

- Has roster of readily available candidates with cutting-edge training and technical skills
- Technical skills supplemented with domain knowledge
- Typically Bachelors/Masters in IT Engineering with 5 years experience
- Mainly in areas of project management, design and development
- Web and E-commerce implementation, system integration and management

Flexible Staff

- Flexibility in employment structure
- Short and long-term assignments
- On board and contract relationships

Good People

- Candidates are experienced, mature and self-starters
 - Contractors committed to learn new skills when necessary
- Experience at team/tech leadership positions
- Initial candidates presented are often the ones hired
- Candidates are frequently rehired within the client for additional assignments
- Candidates are not job hoppers; commitment to project completion
 - No ##### placement has ever left a project before completion

Optional/Use When Necessary

- Depth of experience in finance, health care, and manufacturing
- Are a Female and Minority-owned Business

IT Consulting

Strong Interpersonal Skills

- Aim to complete engagements on time
- Aim to complete engagements on or under budget
- Flexible Staff
- Company has access to pool of candidates for offshore work

Technically Skilled - Experienced Workforce

- Consultants have significant project management skills
- Skill in identity management, security, and access control
- Skill in architectural design and review
- Skill in product evaluation and/or project planning

Optional

- Are a Female and Minority-owned Business
- Depth of experience in finance, health care, and manufacturing