



SM



# quality distinction

Behind our lines of quality services, our certified employees with more than **110 manufacturer certifications** gives you the added assurance that the best and brightest people in the industry are supporting your business.

## Awards

- 2001 Recipient of *Compaq's All Stars Hall of Fame Award* for national top performers
- Consistent annual ranking in VAR Business "500 Largest VARs, Integrators, and Consulting Companies" since 1995
- Since 1996, ranked in the top 20 of the top 100 Revenue-Producing Asian Indian-American Businesses across the US (VII - 100)
- 1996 Recipient of *Merrill Lynch Mid-Atlantic Region "Fast-Track" Growth Award*
- 1995 Recipient of *US Chamber of Commerce's Blue Chip Enterprise Initiative Competition Award (MD)*

## Quality Certifications:

- ISO 9002 Certified (since 1997) registered by SGS International Certification Services
- Completed and passed all subsequent half yearly surveillance audits
- 3 Year Certification Term awarded in January 2001

## Minority Business Certifications (SIC: 5045)

- US Small Business Administration (SBA) Small Disadvantaged Business
- Certified Minority Business Enterprise by State of Maryland – Department of Transportation
- Certified National Corporate Plus Partner of National Minority Supplier Development Council

## Hardware - Software Program Certifications

HARDWARE	Technical	Sales	Support	Warranty
Compaq	◆	◆	◆	◆
HP	◆	◆	◆	◆
IBM	◆	◆	◆	◆
Lexmark	◆	◆	◆	◆
Gateway	◆	◆	◆	◆
Tektronix	◆	◆	◆	◆
Cisco	◆	◆	◆	◆
PictureTel	◆	◆	◆	◆
Dell	◆	◆	◆	◆
EMC	◆	◆	◆	◆
Siemens ICN	◆	◆	◆	◆
Toshiba TAIS	◆	◆	◆	◆
3 COM	◆	◆	◆	◆
Altigen	◆	◆	◆	◆
SOFTWARE				Authorized Training
Microsoft	◆	◆	◆	◆
Novell	◆	◆	◆	◆
Lotus	◆	◆	◆	◆
Citrix	◆	◆	◆	◆
EDUCATION				Certified
VUE				◆
Prometric				◆
Security Certified Program				◆
COMP TIA				◆
HIPAA Awareness Program				◆

# trust value partnership

about us

**A different kind of company. A better kind of service.**

Our focus is on you - a growing business needing a trusted ally. We want to give you a powerful advantage over your competition with high performance, enhanced productivity, and satisfaction of growth.

## our services

Attronica, a technology products and services firm, combines a deep understanding of business information issues with end-to-end customer-driven solutions. Over the last 20 years, we have earned our reputation as a client-centric, trusted IT provider serving medium and enterprise level commercial clients as well as State, local, and Federal government clients.

We are particularly sensitive to the needs of growing firms in the middle markets. To that end, Attronica offers strategic IT services in terms of staff augmentation from simple hardware repair to high-end network consulting and engineering. In addition, we market tier-one technology products, next generation communication technologies, and provide project management and strategic outsourcing specific to individual requirements. Our focus is to develop long-term business relationships whereby our services yield real bottom line results.

## core capabilities

### IT services group

- Infrastructure Services
- Strategic Outsourcing
- Warranty Services
- Security Services
- GSA Schedule (GS-35F-0058M)
- Certified partners for Microsoft, Cisco, Novell, Hewlett Packard/Compaq, & IBM

### strategic distribution group

- Distribution Services
- Warehousing Services
- Sales/Marketing Services
- Logistics

### training group

- Corporate Training
- Custom Training
- Certification Training
- Certification Testing

### product group

- Product Consulting
- Inventory Management
- Integration Services
- Warranty Services

yield results

## Agile, supportive, creative.

We take pride in having a core IT staff with an unbeatable reputation in knowing their “stuff” and resolving any IT problem creatively.

### technical expertise

Attronica is not burdened by the size of global service providers, therefore the IT service group is armed with an agility and creativity not normally found in IT consulting firms. This allows for flexibility in developing creative solutions to big problems. Attronica’s IT services include planning, design, implementation, and support. If you find yourself faced with daunting deployment issues, network efficiency challenges, or you just want to reduce costs while improving productivity, we will provide a solution made for immediate delivery. Our services are unique because of our pragmatic approach that delivers quick results, in weeks or months, rather than years. With our IT Task Force, we can help your project teams dramatically cut lead times for business-critical technology.

### strong reputation

Attronica’s IT services has helped to build the reputation, strength, and experience of the company. To be known as the little company that can do anything is quite an awesome accomplishment. The core competencies of our

diverse group of IT experts thoroughly cover the gamut of global manufacturers. Having been in this business for close to twenty years, Attronica has proven its technical expertise time and time again.

### resolving problems

As industry changes drive the speed of business, you may need to reconsider your IT applications.

- Are they currently reaching your expectations?
- Have you lost data due to network invasion and require a network security policy implementation?
- Wish your network and IP infrastructure had less down time?
- Do you have the resources available to provide systems management 24x7x365?
- Are you in need of a trusted ally to analyze and define your business needs and how they can be realized through unique network solutions?

we **listen**



## customer success

**Client:** VA State Board of Elections

**Situation Analysis:** The VA State Board of Elections contracted Attronica to connect 130 remote, part-time election offices across the State of Virginia under a tight deadline prior to Election Day. Attronica immediately designed a road route for seven technicians to schedule the implementation of these remote offices. By creatively solving the implementation schedule, Attronica was able to manage and complete the project in half the time projected by the State.

**Benefit:** With Attronica, the State of Virginia saved money and was ahead of schedule for their election readiness program.

## IT offerings

### Infrastructure Services

- Client/Server Systems
- Operating System Design/Migrations
- System Applications
- LAN/WAN Communications
- Wireless Networking

### Strategic Outsourcing

- *Techies on Call<sup>sm</sup>*
- *TechTeam on Call<sup>sm</sup>*
- *Block Hours<sup>sm</sup>*
- *Telephone Manager on Call<sup>sm</sup>*
- 24X7 Help Desk
- Staff Augmentation

### Warranty Services

- Out of Warranty
- Installations
- Equipment Moves/Add/Changes
- Onsite/Offsite Repair

### Security Services

- Security Assessments
- Firewalls
- VPNs
- Intrusion Detection Systems
- Risk Mitigation
- 24X7 Managed Services

team together

## Solving problems - creating solutions.

Keeping in mind how the client works, Attronica addresses specific needs with flexibility, responsiveness, and welcoming service.

### relieving **resources**

At Attronica, we understand you want the latest and greatest technology. *Now.* We help get what you need by devising a technology rollout plan based on current and projected business processes, production requirements, and technology systems.

### product **expertise**

Attronica has a full range of Integration Services for the design, implementation, optimization, and management of information systems. If you are selecting, purchasing, troubleshooting, or managing computing hardware, software, or network components, we provide understanding and recommendations for the right technologies suited for your business. We tailor our services and solutions to meet your needs, budget, and long-term business strategy with astounding quality.

### reducing **costs**

Our reputation with global manufacturers and our financial stability helps you get the most out of your IT investment. For instance, we can manage, store and distribute high volume inventory and handle the licensing fees. In addition, our full service solutions can save you indirect costs such as resources necessary to manage, configure, and implement a new LAN/WAN system. In doing so, your IT people can focus on their jobs to enhance your internal daily systems.

### exceeding **expectations**

Our approach for every solution is based on business-driven consulting, design, implementation, and total customer support. As a result, clients receive streamlined computing environments conducive to high performance, and experience peaked production levels. That is how we exceed your expectations.



## customer success

**Client:** Applied Biosystems

### **Situation Analysis:**

Applied Biosystems is a high-tech life sciences company based in California. One of their medical instrument products required a vendor specific computer known in the market for its short product life cycle. Applied Biosystems turned to Attronica for help at the recommendation of their sister company Celera Genomics (one of our clients). As our relationship grew and we learned their business needs, our services evolved from purely providing equipment to maintaining their high volume inventory rollout at a warehouse site nearby the client. With flexibility and understanding of our client's needs, we participated in Applied Biosystems' rollout plan whereas a small inventory of equipment was onsite, accessible immediately on demand with a regularly scheduled inventory refresh.

**Benefit:** Applied Biosystems was able to have the equipment in real-time without even needing to wait for same day delivery from the nearby warehouse. Having an inventory onsite and invoicing as they "consumed" the equipment allowed for uninterrupted product development.

## technology integration

### **Product Consulting**

- Research
- Compatibility
- Special Pricing Negotiation

### **Inventory Management**

- Rollouts
- Asset Management
- Equipment Maintenance
- Emergency Delivery

### **Integration Services**

- Client/Server Systems
- Equipment Staging/Stocking
- Imaging
- Systems Application

### **Warranty Services**

- Out of Warranty
- Installations
- Equipment Moves/Adds/Changes
- Onsite/Offsite Repair

deliver success

# strategic distribution group

## Specialty products, markets, and logistics management.

Enabling business to achieve substantial growth and create significant value for our customers.

### serving better

SDG offers a model that has the flexibility and cost-efficiency of direct market distribution. Instead of spending vast sums of money on developing the delivery mechanism - SDG has it in place for you; an infrastructure for efficient logistics, sales, and support. We also offer unique points of delivery and precise distribution channels to successfully launch your products. This allows you to concentrate on what you now best - namely, research and development, manufacturing and market placement of your product. Today's evolving technology marketplace poses tremendous challenges to traditional delivery channels for small and mid-tier manufacturers. SDG gives you an opportunity to sell your product through an established VAR channel looking for products which can enhance their value to their customers.

### our model

- Infrastructure: SDG has the "delivery mechanism" in operation (namely warehousing, credit lines, inventory control, warranty and repair services, technical support, sales channels, returns, etc.).
- Technical Support: We man the phones and offer a first line of technical support on all the products we sell.
- 1,800 VAR's: We have VAR's and Dealers in place right now. With over 300 data VAR's and 1,500 telecommunication VARs, your products are ready to go!
- Experience and Vision: Attronica is the parent of SDG and has been in the technology field for almost twenty years. Attronica also offers customized on-or-off site training for your VAR and Dealer channel.

on time





## customer success

**Client:** GE Supply Distributors

**Problem:** GE Supply is an international, \$2 billion worldclass electrical, voice, and data products distributor.

GE Supply turned to SDG for help in performing wireless site surveys for one of their customers - GE Transportation Systems. In addition, SDG provided guidance throughout installation and post installation of the wireless network. Our workmanship impressed the folks at the client site that we were asked to be their service provider for all of their locomotive service centers both nationally and internationally.

**Benefit:** By providing this outsourced service, GE Supply did not have to maintain a bench of technical personnel with wireless expertise to fulfill the needs of their customer. SDG offers a diverse group of IT experts to provide value added support services to the technologies we sell. In doing so, our VARs and resellers can sell more of the products we offer by offering a complete packaged solution to the customers they sell to.

## strategic offering

### Distribution Services

- Fulfillment
- Pick & Pack
- Labeling
- Assembly

### Warehousing Services

- Long & Short Term
- General Merchandize, Computer Hardware/Software/Textiles/New Technologies
- Garment on Hangers

### Sales/Marketing Services

- Product Positioning
- Market Segmentation
- Market Competitive Analysis
- Inside Sales/Telemarketing

### Logistics

- Less Than Truckload (Region)
- Full Truckload (US)
- Just-in-Time Delivery

meet demands

## Leverage the knowledge of your valuable resources.

The focus of our training division has always been to teach the end-user and technician *how* to use and service your IT systems.

### learning smarter

Our state-of-the-art technology centers provide an ultimate learning environment with manufacturer-certified instructors. Presently, Attronica has training facilities in Baltimore and Gaithersburg, Maryland and in Richmond, Virginia. Our training centers provide professional executive ambiance with the latest computer equipment. Each classroom seats twenty attendees equipped with a computer workstation and Liquid Crystal Display (LCD) flat screen monitor.

Our training offerings include vendor off-the-shelf courses, customized corporate training seminars, and an array of individual end-user programs. In addition, Attronica offers on-site certification testing via Prometric and VUE. For those individuals who opt for anytime, anywhere training, we provide e-learning access via Mind Leaders, a highly regarded e-learning portal.

### security program

As an Authorized Training Partner for the Security Certified Program, Attronica delivers the information security program in its Mid-Atlantic area based training centers along with its other training programs. The SCP is a two-level, vendor neutral security certification program that enables individuals to acquire skills and get certified as a Security Certified Network Professional or a Security Certified Network Architect. As an end-to-end IT solution provider, Attronica knows the importance for secure information assurance.

### HIPAA awareness

Given the high concentration of healthcare related organizations, Attronica HIPAA Awareness Program training addresses critical business and technology issues affected by HIPAA legislation. The Program is unique in that it delivers baseline HIPAA knowledge and competence in the core skills that are broadly required for Healthcare Executives, Chief Information Officers, Lawyers, Compliance Officers, Privacy and Security Officials, Insurance Executives, Physicians and Office Managers, Pharmaceutical Company Executives, and many others.



## customer success

**Client:** UNUMProvident Insurance

**Situation Analysis:** UNUMProvident scheduled a new computer system network rollout. Their goal was to train all four thousand end users on the new system with minimal down time at a minimal cost. Attronica managed the training of over four thousand employees for forty office locations. The delivery of the training had to be synchronized with the product installation. While the PCs were being installed on each desktop, Attronica trained the end users using customized laptops of the Port-A-Class System to appear like their new PC.

**Benefit:** Attronica developed, managed, and implemented the entire life cycle of the training pre-test evaluation, course design, registration, course evaluation, and post-training test to assure every employee had the required knowledge to be productive on their new system. With Attronica scheduling the training during system installation time, it minimized the down time of employees. As a result, all the end users were able to understand and use their new system when they returned to their desks the same day.

## training offerings

### Technology Evaluation

- Microsoft Certified Technical Education Center (CTEC)
- Lotus Authorized Education Center
- CompTIA Certified
- Citrix Authorized Learning Center
- Security Certified Program
- Prometric & VUE Authorized Testing Center
- HIPAA Awareness Program
- End User Desktop Computing
- End User Home & Small Business
- Insurance Professional Development
- Technical - General
- Technical - MCSE
- Technical - Web Development

## Port-A-Class system

Port-A-Class is a mobile learning system housing 10 to 30 battery operated laptop computers in a portable cabinet. With a single plug-in connection using 802.11 wireless technology network, the entire system links into your LAN, giving you freedom to hold classes at your convenience in any location.

get ahead



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