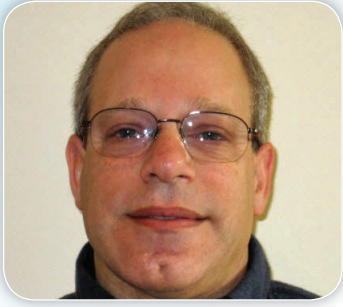


MOVING BUSINESS FORWARD WITH ASCII



“There is definitely a lot of value with ASCII. You guys stand apart as the preeminent professionals for IT service firms. There is no one else that comes close.”

– David Streit, Principal, Stephill Associates



Stephill Associates, LLC

Helping you step over the hills of technology

The concept of ASCII is simple. What sets The ASCII Group apart is that it is a **community open to all independent IT practices** – ranging in size and scope from a single person operation to large companies with many employees. While independent solution providers are a key element of the channel, how much power do you have within the channel if you are a single pinpoint versus the power if you’re part of 1,000 pin points? **ASCII brings those 1,000 pinpoints together and is your voice in the channel.**

David Streit is the Principal and owner of Stephill Associates, a one man shop based out of New Jersey...but you would never know that, based on his website or client roster. As an MSP specializing in IT infrastructure services and systems, David provides support in central and northern New Jersey and New York City for small businesses up to 50 employees. With clients ranging from a large irrigation company to a plastic surgeon on Park Avenue – David jokes, “I’m more successful than I anticipated.”

Operating since 2003, David’s goal, like many other solution providers, is to grow his business and he knew that he needed to expand his current circle; he was interested in meeting like-minded peers as well as new vendors. The ASCII Group seemed like the right fit.

ASCII is a membership-based model, not a franchise arrangement – so it doesn’t change the way you run your business. The ASCII Group is able to remain vendor agnostic and does not require the use of any particular vendor or service to be a part of the community.

“I am a huge fan of ASCII. You have affected my practice in a positive way. I think you listen to your members...I can be vocal when I’m not happy and I report on it. You have a great management team that follows through.”

Company: Stephill Associates, LLC

Location: Monroe Township, NJ

Website: www.stephillassociates.com

ASCII Group Member Since: 2012

About: Stephill Associates’ mission is to help clients STEP over the HILLS of technology. Our vision began in 2003 when we decided to start a “one-company revolution” and commit ourselves to eliminate client computer and network headaches by providing exceptional maintenance and support that is personal, one-to-one, professional, AND reliable.

Services Offered: Customized and personalized computer and telephone infrastructure installation, configuration and support, local and online backup and disaster recovery systems, and e-mail services such as hosted anti-spam and e-mail archiving. We recently added website filtering and tracking to help clients track their employees’ Internet usage.

Become an ASCII Member: 800-394-2724 | info@ascii.com | www.ascii.com

ascii
the **ascii group**® inc.
The IT Community

David became an ASCII member in 2012, and hasn't looked back; he's taken full advantage of the peer-networking opportunities offered by the community and has become a regular fixture at the ASCII Success Summit Events.

The cross-country conference tour stops at 8 major cities and attracts more than 1,600 solution providers, leading technology vendors, and industry experts. Attendees have the opportunity to obtain education, hear innovative industry presentations, tour a cutting-edge vendor solutions pavilion, attend an exclusive member meeting, and most importantly network with their peers. ASCII members are provided with a complimentary overnight hotel stay if they are traveling more than 50 miles to an event, to help lower operational expenses.

"What makes ASCII unique is your partner mix. I'm a good networker at the events... because I don't feel alone."

— David Streit, Principal, Stephill Associates

David also utilizes the ASCII-Link list serv forum to stay plugged in with his colleagues and sees it as a valuable resource for finding out product information. The ASCII-Link forum is one of the largest and most popular IT community forums in the world where members communicate freely on a daily basis to solve technical issues, provide solutions-based recommendations and exchange best practices on revenue opportunities.

THE ASCII GROUP ROI FOR STEPHILL ASSOCIATES

David sees the following benefits with ASCII membership:

- Access to deeper discounts at distribution
- Vetting business practices against a larger pool of peers
- Quick response to finding trusted subcontractors
- Increased marketing and lead generation without additional costs
- Direct engagement with ASCII staff on crafting future benefits



"I can't tell you how many products I have learned about from discussions on ASCII-Link. I may not always contribute...but I'm definitely listening and learning to what others are saying."

Needing to design a new server for a CPA client who was willing to pay top dollar, David posted a message in ASCII-Link asking other members how they would design it. A fellow member from Arizona came up with an innovative design and followed up with a phone call. He then laid it out and sent David a diagram. David decided to implement it. During the deployment he ran into a problem; he posted a new message in ASCII-Link if anyone could help. The Arizona partner remoted-in on Sunday morning and helped get everything up and running – ready for Monday. The server has been performing well and David is blown away with the camaraderie that was shown to him by an ASCII member.

Some of the other items that David has taken advantage of include the distributor discounts and business insurance programs offered to members. ASCII has specific volume purchase agreements with leading distributors that provide not only higher levels of service but special pricing discounts. Each distributor has created special pricing levels for ASCII members, regardless of how much they buy with them. For the insurance program, members receive reduced rates without sacrificing coverage on business and general liability insurance. "I get great rebates and discounts and was treated like a class act!"

Other key programs that are included for free with ASCII membership include the eNewsletter and PR opportunities. Knowing how important customer touch points are for a business of his size, David regularly uses the eNewsletter service to create customizable, monthly newsletters he can distribute up to 2,000 customers. He has also benefitted from the PR opportunities by providing articles to leading industry publications which he is able to post and share from his website.