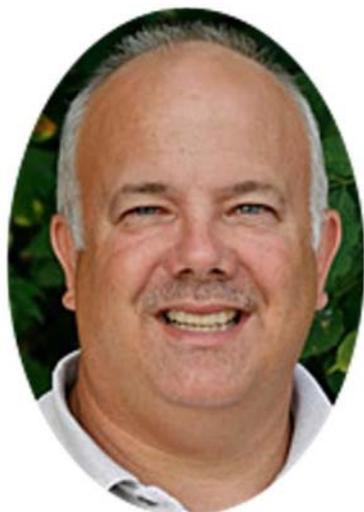


Voice and Data Network Strategies



Brett Harney - CEO

Our goal is to develop a strategy for your business' voice and data network. We will work to understand your business' goals and requirements and will work with you to develop a custom-built solution for your current and future business needs.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Harney, what was the vision when you started Corporate Technologies Group and where are you today?

Mr. Harney: The vision initially was to be able to do more for clients than what we were able to do back when we worked in corporate America. Both my partner and I were limited in what we could offer a customer. Today we have a different suite of services that we are able to offer that gives the custom up to fifty or sixty different options as well as more support after the post sale than they aren't able to get working with a carrier direct.

CEOCFO: What are the common services that you offer and what might be something that people are surprised you are able to accomplish?

Mr. Harney: Some of the services we are able to offer is a typical suite of voice and data telecom providers able to offer so that is a common service that we are able to offer. Some of the things that we do that differentiate us and allow us to help our clients is that we are able to do much more with management of the wide area network than what they would get through a carrier. What that means is with the amount of applications that people have on their network today it will cause the network to slow down for unknown reasons. What we are able to do is go in and do intrusive work into their network to find out what the application demons are doing to their network and how we can get their network running at an acceptable speed as well as helping them improve their productivity.

CEOCFO: Is it obvious when you starting to what is going wrong or is it something that needs some analysis?

Mr. Harney: The things that can go wrong are so great across the gamut and it can be internally within the customers server room, it can be internally within their building, it can be the carrier or a company hosting their website and trying to do ecommerce. The problems and issues are so great that it takes quite a bit of depth to find the culprit.

CEOCFO: What is the key to understanding the new technologies and being able to find the demons?

Mr. Harney: We have a very good staff on hand that helps us in terms of staying up to date with what is happening in the industry. Most of the problems are stemming with different applications or different needs as a customer's network continues to evolve from what three years ago to today. In terms of what we are able to do is it is helping through education; our technicians are continually getting educated on different Software as a Service as well as different CR than Cisco applications or classes as well.

CEOCFO: Is there a typical industry or customer for CTG?

Mr. Harney: We work with companies that are smaller as well as companies with up to \$100 thousand a month of voice and data spend per month. What we have seen lately and more of our sweet spot is when a customer might have five or six different carriers, so they have a great deal of confusion within their organization as well as limited support because the IT staffs have continually been reduced over the last several years. Confusion with limited IT support but in terms of a range of what we are able to provide it is SMB market and probably more based on mid-sized business.

CEOCFO: Do customers tend to come during a crisis time or preventatively?

Mr. Harney: Typically, it is crisis time unfortunately. The clients that we are working with already we are getting to think about things that they need to help plan. Typically someone is having a challenge on their network one way or another and many times it has to do with peoples contracts might be expiring with the carriers, but due to the fact that we are being able to help clients with their management of their network, now it is not only based on carrier contracts but it is based on need.

CEOCFO: *When you are talking with a perspective client, how do you get them to understand the CTG difference?*

Mr. Harney: The typical thought is while there are other people out there who can service forty or fifty different carriers as well the big thing we talk about is that we have our back-office staff is all certified project managers. We will get into their network and many times we will be able to give them some visibility into their network within the first hour after a meeting. Then they will get to understand the depth of what we are able to offer which is much greater than just placing out a couple different voice and data services.

CEOCFO: *Do you offer different levels of service or do you manage it all?*

Mr. Harney: Basically what we are able to offer is we will come in and do whatever the client wants us to do. If the client wants us just to procure service, help them install it and then they are going to manage it, then that is something that we offer. The benefit that we are able to provide is we do not have to sell a service in order to be able to support it; we have many accounts whereas they are dealing with legacy service that were in place prior to CTG coming onto the forefront to them and we support them. It is basically one number to call for all the service that they have, which makes it much easier. We have clients that have hundreds of locations and they might have twenty different providers for whatever reason and as long as we have a profile we will support the service.

CEOCFO: *When you are able to provide advice do you suggest consolidating providers or does it matter?*

Mr. Harney: It definitely matters and not all providers are created equal. Some providers whenever possible you want to try to consolidate but they need to provide a first-class service as well. You will see providers that offer different services but they are not good at it.

CEOCFO: *Can your clients order services through you?*

Mr. Harney: We offer only professional and support services. We have been with procurement and management but the services basically are coming through the carrier.

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CEOCFO: *What is your geographic reach?*

Mr. Harney: We have customers in all fifty states as well as international.

CEOCFO: *How do you find the customers and how do they find you?*

Mr. Harney: We have been doing a lot of stuff in regard to SEO optimization as well as we have been writing case studies as well developing testimonial libraries for our clients to reach. We do a great deal of vertical marketing, so those are probably the best ways to be able to help provide our value to someone who has never heard us. For instance, we show them five testimonials of organizations from the legal fields.

CEOCFO: *Are there particular verticals that you focus on or would prefer?*

Mr. Harney: Legal, financial and medical are all big. Northeastern Ohio has a big presence for medical. We have been starting to work quite a bit with software companies and helping them help their clients with their applications on their network as well. Manufacturing is big in the Midwest as well. We have quite a few retail clients as well.

CEOCFO: *Are there areas that you shy away from or that do not make sense for you?*

Mr. Harney: Because of what we have gotten very good at, which is working with complex accounts, I would say that the majority of clients that we are working with are more of a larger scope than what it was five years ago. We found our sweet spot that we are able to help organizations with multiple locations versus single dwelling companies..

CEOCFO: *Giving back is important to CTG. Why is that important and where do you focus your efforts?*

Mr. Harney: We have done quite a bit in northeastern Ohio in regard to women’s battered shelter as well as some of the YMCA and we will take the staff to food banks as well. The staff will go out for half a day and will volunteer that way.

CEOCFO: *Most tech companies face challenges in finding qualified people. What are you finding not only in terms of technical but in terms of understanding the corporate culture and approach to your customers?*

Mr. Harney: In terms of the approach, one of the things that we feel is incredibly important is that after the work day that the employees go back to their families and we want them to enjoy their families. It is important for us to have our employees “all in” during the day and we feel if we continually keep them after five o’clock, such as to eight and nine

o'clock, as some of the different competitors that we have then that is where you lose them. The short-term gain but long-term lose them because they need to be family people as well.

CEOCFO: *How is business these days?*

Mr. Harney: Business is good. Fourth quarter of 2013 we had a record quarter for the fourteen years we have been in business seems like we have seen a good amount of activity in terms of the hosted or cloud services, which has allowed us to show our expertise because the cloud services goes back into the bandwidth analytics that we are able to provide rather than our competitors telling someone they need more bandwidth. We help people determine if they can use what they have and just restructure it. That has helped us make a difference.

CEOCFO: *What is the strategy to continue on the trajectory?*

Mr. Harney: The thing that we are working on most is getting a better grasp on hosted and cloud services, which is the future and the future is now. That is our biggest focus to provide education to our staff on hosted services as well as keep progressing and doing what we are doing today well. As we work within the verticals that we have found success in we are becoming experts within them to be able to help narrow down what their continual challenges are.

CEOCFO: *As CEO what is your focus?*

Mr. Harney: I handle a certain amount of accounts as well, so I work with our sales organization. My partner Jeff Sumner works much more with the operational part of it. I would consider us Co-CEO's. It is important to continue to have an understanding of what the client wants, so if it is working on a new account or going to see some of our existing clients probably still going on five to seven appointments a week with on my own or with our different salespeople as well.

CEOCFO: *Why pay attention to Corporate Technologies Group?*

Mr. Harney: They will be there to answer the call when you need them. We are agnostic in what we do and the support that we are able to provide is not only good on a services side, but on a technical side we can provide more detail and depth than what you will get from a lot of the big carriers.

CEOCFO: *Final thoughts?*

Mr. Harney: The one thing is that because of technology totally evolving and having been in the industry for 26 years, we found that if you do not change, you will become a dinosaur. That is more prevalent at a faster paced now than ever before and I think that is the key for us to continue to grow as a company.

BIO: As a principal and co-founder of Corporate Technologies Group, Inc., Brett learned long ago that customer support drives the success of an organization. As an experienced telecommunications consultant, Brett has help develop the culture of doing the right thing for the client that Corporate Technologies Group applies day in and day out. With the internal structure that Corporate Technologies Group has in place as well as the portfolio that Corporate Technologies Group has to work from, we can ensure that our clients are maximizing their voice and data services and expenditures.

Since the inception of the company in 1999, Brett has helped with the tremendous growth and direction that has allowed Corporate Technologies Group to develop into a comprehensive telecom company.

Prior to Corporate Technologies Group, Brett honed his knowledge at Cable & Wireless, Inc. where he was a major account manager where he was a President's Club winner multiple times.

Brett graduated from Kent State University in a Business Management and Marketing Degree. He lives with wife and three children in Twinsburg, Ohio. He also is the Regional Commissioner for the AYSO Region #1026 youth soccer organization in his spare time.



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