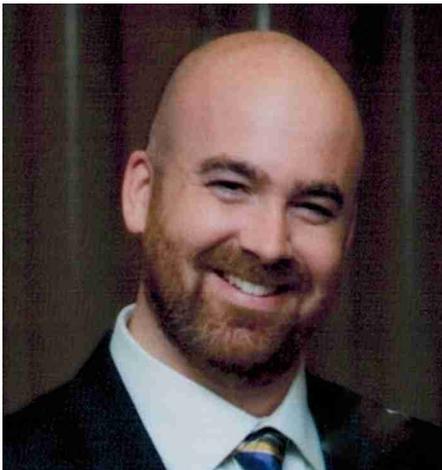


Providing Remote Support Software to Large and Small Companies Across the Globe, Instant Housecall Inc. Allows IT Technicians and Service Providers Offer Remote Technical Support through PC or Mac to their Customers

Business Services Technology

Instant Housecall Inc.
3075 14th Avenue, Suite 209
Markham, ON, L3R 0G9, Canada
888.838.4050 OR 1.416.871.4725
www.instanthousecall.com



Corey Fruitman
CEO

About Instant Housecall Inc.

Instant Housecall Inc. provides remote support software to companies large and small around the globe. Our customers span more than 100 countries and range from global universities, Fortune 100 banks and telecoms, to Managed Services, independent I.T. technicians and SMB solution providers.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Fruitman, what is the concept at Instant Housecall Inc?

Mr. Fruitman: Instant Housecall provides remote support software that lets IT technicians, SMB service providers and Managed Service Providers offer remote technical support to their customers. It lets them view and control any PC or Mac from anywhere.

CEOCFO: What have you developed that is faster, better, cheaper and easier?

Mr. Fruitman: It is actually combination of all of those. It is easier for customers to get connected through Instant Housecall than it is with any other remote access service. Our pricing is very competitive in the marketplace; we are not the cheapest and we are not the most expensive. But for what we offer, we offer a fantastic value to our customer. We also offer some innovations in our product that do not exist anywhere else in the marketplace.

CEOCFO: Such as?

Mr. Fruitman: We recently started working with a company called Foolish IT that provides software that automatically fixes PCs. We worked with them to create a remote version of their software and integrated it into Instant Housecall. It is a technician master tool -- something that an MSP would use to fix their customer's computer automatically. Instead of manually going through the long process of doing every diagnostic and fix by hand, technicians can check off the technical fixes that they want, click Auto Start and the system will run through the checklist and perform automatic repairs and diagnostics. Where an MSP used to have their

technician tied up doing routine things like clearing a Windows cache or removing malware, we can now automate all of that, saving time, effort, and money.

CEOCFO: What makes it easier to login?

Mr. Fruitman: There are no keys or pin codes. A person who is requesting remote technical support simply goes to a link on a website. They click on that link, run a small piece of software and they automatically connect to their technician. Since end-users are typically novice users, it is very easy and very user friendly.

CEOCFO: How have you been able to simplify the process?

Mr. Fruitman: In terms of the simplicity, that is an ongoing process. We are constantly tweaking, changing and making things easier for both the customer and the service provider.

CEOCFO: Would you tell us about the security level?

Mr. Fruitman: That is a very good example of something that we are mindful of. When a technician remotes into your computer, there is a small indicator that tells the customer specifically who they are connected to, how they can disconnect the session and how they can chat with the technician if they choose to. The connection itself is encrypted using SSL, the standard encryption used for online banking. Beyond that, we manage the entire session from end to end. A session can never be created without prior customer permission. The customer -- the person who is requesting technical support -- always

has to give the technician permission to access their computer. It is different from leaving something wide open, such as Remote Desktop or some of the other traditional tools that people use.

CEO CFO: What is your customer base.

Mr. Fruitman: It varies. We have everything from large enterprises to small IT shops. Some people are not in IT and some people are in IT. It really does vary on both the size and focus of the company.

CEO CFO: Other than a hardware issue, is there anything that cannot be fixed using your service?

Mr. Fruitman: The breadth of things people fix using Instant Housecall varies from an actual technical problem to a bookkeeper helping their client with QuickBooks. As long as they have access to the internet, you can pretty much fix anything, anywhere.

CEO CFO: How do you reach potential customers?

Mr. Fruitman: Through a variety of means. We meet them the same way pretty much everybody does—through advertising, word of mouth, tradeshow and the internet. Any way we can find them, we introduce ourselves and hopefully we make a good match.

CEO CFO: When a potential customer is looking at Instant Housecall, is there an “aha” moment when the typical person understands that you have a superior offering?

Mr. Fruitman: It depends on what their needs are. There are many people who want a simple web conferencing type of app. They see that we do remote viewing. They're typically not our target market and those people are better suited to another product. When it comes to people who are looking for a hard-core support app that's easy to use, something that allows them to actively get into their customer's computer, reboot it into safe mode, perform a fix, take notes, and help their customer in a serious

way, those are the people who are really attracted to our offering.

CEO CFO: Your website indicates that you have more than 100 common Windows issues that can be automatically fixed. Are there services, products and issues you would like to add to the mix?

Mr. Fruitman: We are always looking for new ways to innovate and find better ways to help our customers.

CEO CFO: Would you give us an example of something you might have added recently that you are working on?

Mr. Fruitman: The most recent thing was Remote d7 and we have great stuff coming down the pipe.

CEO CFO: How is business?

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Mr. Fruitman: We can always use more customers.

CEO CFO: What is your geographic reach?

Mr. Fruitman: Worldwide.

CEO CFO: Are there areas that you would like to have a greater presence in or are there areas of the world that do not recognize Instant Housecall the way that others do?

Mr. Fruitman: We offer an English-language product. Most of our customers are from English-speaking countries, though not exclusively. We do have quite a few customers from outside of the West, or at least outside of English-speaking countries. Would we expand to those markets one day? Sure. But for a company our size, the English speaking world is plenty for now.

CEO CFO: What kind of support do you offer your customers?

Mr. Fruitman: Our level of customer service involves a real focus on customers, just as any business should. We personally respond to every request and we do not do it through forums as some tech companies do. We provide personalized support to absolutely everybody.

CEO CFO: Do your customers realize that difference when they start with you?

Mr. Fruitman: I think that they do. We are a smaller company, and I think that shows not just in customer service but also in innovation and the ability to make a product that really matters to the people who are using it.

CEO CFO: How do you keep track of all of the new technology and potential changes? How do you know what to pay attention to and what is likely to go by the wayside?

Mr. Fruitman: It is a lot of work. Quite frankly, it is a challenge. Having said that, I am a geek a heart and because of that, I think that I relate to my customers in a way that most people do not. It is the same with the people

who work here. I know technology, my background is in technology and I am passionate about it. I think that brings about a lot of the innovation you see within the product itself.

CEO CFO: Will there be a time when mobile problems can be done remotely?

Mr. Fruitman: I would very much expect that that will be coming down the pipe.

CEO CFO: On your website, there is a whole list of features such as screen recording and calling cards. What is one of the most uncommon or unusual features that you provide?

Mr. Fruitman: An interesting one that is top of mind, mostly because of where it came from, is screen blanking. It turns out that a lot of the people who use our software have found other uses for it than what we originally

intended. One of the features you'll see on the website is the ability to blank their customers screen while the technician continues to work on it. That one came from a law enforcement agency that needed to blank the screens of the people they were connecting to in order to prevent them from seeing what was being monitored.

CEOCFO: On the business side, what have you drawn on from past experiences that has been helpful for you?

Mr. Fruitman: I have been on the entrepreneurial side for a long time and a running joke with a lot of my friends is, "Corey has another brilliant business idea." I have literally been doing it since I was a kid, so it was a very natural progression for me, having a technology background and wanting to run a business, to make

that transition and bring the two together.

CEOCFO: Why should people in the business and investment community pay attention to Instant Housecall?

Mr. Fruitman: Because we are very innovative, we are growing, and we are taking away a lot of the customers from the people they have already invested in.



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