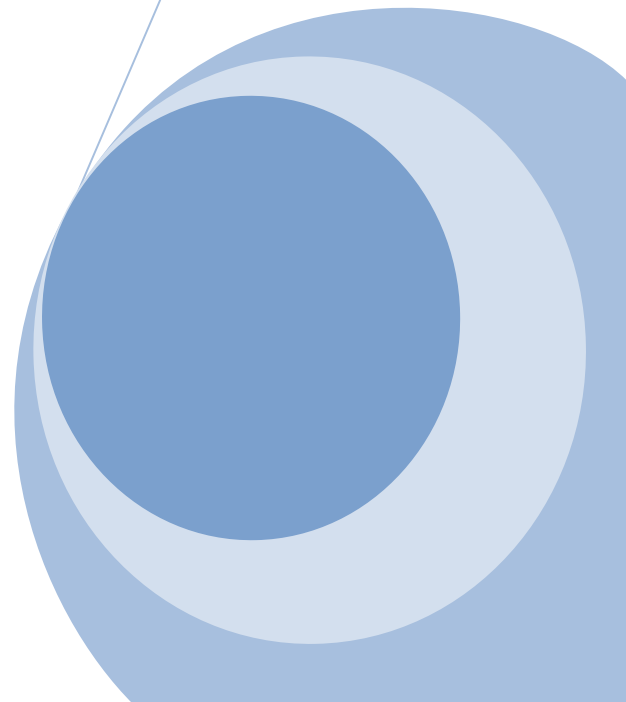


Our Value Proposition



Building I.T. Relationships & Solutions



Our Vision:

Our vision is to be the best I.T. Company, through the building of outstanding relationships.

Our Mission:

“We at E. S. Williams & Associates focus on building strong relationships of integrity and professionalism with our clients, and our associates, so as to effectively deliver value added IT Services”.

The following points are just some of the values our clients realize by partnering and building a relationship with ESW:

1. **RELATIONSHIPS:** Our most important value proposition is that of relationships. We build this into our culture with everyone we deal with – our clientele, our employees, and our vendors.
2. **Alberta Coverage:** ESW delivers service all across Alberta. We have offices in Calgary, Grande Prairie, and Edmonton.
3. **Resource Depth:** ESW has the ability to provide a broad range of skilled resources as required by the client. ESW will present a qualified list of candidates to our clients, as required, thus reducing cost of finding appropriate resources.
4. **Redundancy:** It is our philosophy to ensure that we have “back fill” for every account.
5. **Leverage:** With over 500+ clients, ESW has proven delivery processes with the ability to adjust to Client specific requirements based on experience.
6. **Quality:** ESW believes in documentation and proactive management of the client investment. Services like IT Strategic Plans, SafetyNET monitoring.
7. **Research and Development:** Technology is rapidly changing. New tools are continually investigated so that ESW can recommend the best solution that will enhance our client’s business.
8. **Professional Development:** ESW supports our associates through dedicated funds to maintain and upgrade technical skills and certifications. This allows our clientele to focus on their business while ESW focuses on providing the “right skills at the right time”.
9. **Preferred Hardware Pricing:** Our purchasing power allows us to acquire hardware at rates that are very competitive in the industry. We offer these prices as a value added service to all our clients. We have partnerships with companies like Dell, HP, SonicWall, McAfee, etc.

10. **Simplified Accounting:** ESW provides consolidated invoicing and timesheet reporting for our clients.
11. **Insurance:** Working with ESW gives all the clients assurance that our associates are protected with “Errors and Omissions” insurance protection which smaller companies typically do not have.
12. **Flow-through Expenses:** ESW focuses on *I.T. Services*. It is our policy to get the job done for our clients and sometimes this involves some flow through expenses for small or emergency equipment, incidental travel costs, etc.
13. **Account Management:** Communication is the key to assisting our clients in achieving efficient and effective services. This is a very collaborative approach to building the relationship between the Account Manager and client representatives. The role of the ESW Account Manager includes, but are not limited to:
 - Act as main point of contact for client representatives
 - Escalation point for technical associates: mentorship, career coaching, etc.
 - Escalation point for client: service expectations not being met, process improvement, etc.
 - Contract and service levels ownership

Most of our new business comes from referrals from our existing clientele – a testament to our successful relationships. If you are interested in any references or want to talk with us directly, please contact the office closest to you, or call us at 1-866-539-4544. For additional information about what services we offer, please visit us at www.eswilliams.com.

We look forward to hearing from you soon!

Best Regards,

The ESW Team



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