



### Feature - Customer Referral Program

E.S. Williams & Associates is focused on building long term relationships with our current and future customers. To date, 99% of our customers have come through referrals; a testament to our emphasis on relationships and outstanding service. We would like to thank our customers who have helped ESW grow through referrals over the last 10 years, and to show our appreciation, we are proud to launch our **Customer Referral Program**.

- Current Customers will receive up to a **\$500** labour credit for referrals generating new business relationships\* (\*for business customers with 5 or more PC's)
- Our new Customers will receive a 2-3 hour onsite Technical Assessment for Free. This is a \$500 value.

Contact your Account Manager or e-mail [referrals@eswilliams.com](mailto:referrals@eswilliams.com) at anytime to take advantage of the Customer Referral program!

### Mini Case Study — Virtualization

#### Background:

- Capital costs are being increasingly scrutinized—how can I reduce my capital costs?
- Complex and costly recovery and backup for multiple servers.
- Multi-server environment is costly to support.

#### Opportunity:

- Optimize my I.T. environment.
- I need to reduce my capital and operational costs; do I really need 4 separate servers?
- Reduce downtime and cost for backups and recovery.

#### Benefits:

- Reduced capital and energy costs through reduced hardware requirements.
- One more powerful server can perform work of 4 separate servers.
- Simplified, more cost effective, backup and recovery.
- Reduced maintenance costs.
- More flexible and highly available environment to support future growth

### Did You Know?



#### Top 6 Tips for Effective E-mails

Ensure your e-mails are as effective as possible by following some of these guidelines:

- **Subject Line:** Short with specific action indicated
- **Call to Action:** What do you want the reader to do?
- **Clarity:** Be concise & don't bury the message
- **Don't Assume:** Include underlying thoughts
- **Readability:** Add whitespace & keep it short
- **Professionalism:** Do a spelling & grammar check

**"Perception is Everything". Try out some of these tips and make a difference!**