

## December Family Matters

### Our Family of Services

As with families, not all businesses are created equal.

Families are comprised of all different folks...each having their own unique behaviors and spin on things. As they say, different strokes for different folks. There is structured sister Stephanie who carefully plans ahead versus free-spirited, by-the-seat-of-his-pants, cousin Casey who prefers to take it as it comes. Together, they make one big (and hopefully, happy) family! Similar to families, every business handles its technology differently too.

Whatever your approach to technology, IT Radix makes IT work for you! Let us introduce you to some of our "family members":

#### IT Support

For our clients like sister Stephanie, we offer several managed services plans to give you the peace of mind that potential issues are being identified early and proper plans are made to correct them. For businesses like cousin Casey, we offer hourly "on demand" IT support (call when you need us).

Want your cake and eat it too? We're pleased to offer both Windows and Mac support. Need to be flexible or simply don't want to be tied down like flighty Fanny? We offer and support cloud services to fit every level of need—from hosted Exchange to full cloud-based servers.

#### IT Projects

Occasionally, a family member is called upon for their special skills, and we find that happens with IT Radix too. For clients like ready-for-retirement Randy, we help retire Windows XP machines and ensure compatibility with their computer environment whether they choose the new-kid-on-the-block, Windows 8, or tried-and-true Windows 7.

Every family has the family historian Harriet who always knows who's related to whom, and is the central repository of family knowledge. For clients like Harriet, we help with server projects and data storage to make sure business data is safe. We also help with projects such as office moves for relocating Ruby or doing IT business continuity planning for danger-prone Daphne.

#### IT Consulting & Education

Some families have wise William with whom many look for advice...this is the role IT Radix enjoys most, being the technology consultant for our client family. By providing objective IT consulting advice, we earn your trust. We strive to give our clients options that will deliver a low total cost of ownership (TCO) and a high return on their investment (ROI).

Like educated Eddy, we have Lunch'n'Learn events and webinars to keep our clients "in the know" about technology trends. For critical news, we leverage email to keep newsy Nancy up to date with current IT news.

#### Client Appreciation Events

Finally, during this holiday season, we look forward to the new year and our upcoming *Client Appreciation Pancake Breakfast* in February celebrating our client and partner relationships. After all, family gatherings are always important!

At IT Radix, our clients come first, and your needs drive the solutions that we offer. To all our clients, we're proud to have you in our family circle!



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## SPECIAL OFFER

### Our Gift to You!



There's no time like the present to plan for a successful migration to Windows 7 or 8. Since every business is different, we are offering a free, no-obligation assessment of your unique environment. Plus, if you let IT Radix help you migrate to Windows 7 or 8, you'll receive one hour of free labor on your upgrade for each XP workstation upgraded.

Call **IT Radix** for your free assessment and make plans to *Get the XP Out*.

## Introducing...Esposito's Electric

IT Radix is pleased to introduce one of our family-owned business clients, **Esposito's Electric** of Denville, who is reaping the benefits of strong family ties in their business. Founded in 1984, Esposito's offers cost-effective electrical design and maintenance solutions for residential, commercial, industrial and generator customers.

Esposito's will soon be celebrating 30 years of business success, partly because they recognize the importance of being proactive about managing their technology. They recently identified their need to upgrade their business apps which required replacing aging hardware. As a Cornerstone client, Esposito's Electric was able to sit back and let IT Radix identify their technology requirements and coordinate their server project seamlessly with no impact on their day-to-day business. "IT Radix is my 'go to' whenever I encounter a technical problem...they always come up with the perfect solution," claims Office Manager, Marissa Esposito. "They are a pleasure to work with!"

What is Esposito's next project? Migrating to Windows 7 and making plans to get the XP out. Learn more about why you too should be proactive about getting the XP out at [www.it-radix.com/xp-countdown](http://www.it-radix.com/xp-countdown).

## Webinar—Timesaving Tech Tips

Join us on **Thursday, December 12**, from the comfort of your own office as we bring a webinar full of *Timesaving Tech Tips* to you!

We know that time is at a premium during the holiday season, so we're coming to you with timesaving tech tips that will simplify your use of your office and common business applications. Think of this as our gift to you!

So at 12:00pm on 12/12, please join us for an array of short cuts, tips and techniques designed to simplify your life.



For more information and to register, visit us at [www.it-radix.com/lunchlearn](http://www.it-radix.com/lunchlearn).

### Our Clients Say:

*"My grandmother, Astrid Thoenig, worked in our office until she was 103 years old and was an invaluable asset. She was very clear about the distinction between the work and family relationships and insisted on being treated like any other employee."*

John Thornton, Thornton Agency Inc.

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**"This year my family decided to gather on Facebook for the holidays. Uncle Frank got into an argument with Grandpa. Aunt Gladys was offended by something she saw in Julie's profile. Mom cried because Andrew posted a photo that made her look fat. I got so annoyed, I left to hang with my friends on MySpace . It was an old fashioned Christmas after all!"**

## Cathy's Corner...

As we wrap up another year and our focus on family, I'd like to take a moment to remember and acknowledge all the wonderful people in my "extended family"—from colleagues at work, to clients who open up and share more than just business news, to vendor partners who take care of us and our needs—it's a pleasure to be surrounded by people that I'm proud to consider part of our IT Radix family.

As for my personal family, I'm enjoying watching my son Alex prep for Christmas. With *Elf on the Shelf* watching and reporting back to Santa, we're enjoying especially good behavior but more importantly, the wonder and belief in something that we cannot actually see.

Here's wishing you and yours a safe and happy holiday season!

