

## IT Radix to the Rescue

### With Great Power Comes Great Responsibility

Uncle Ben's powerful words of wisdom to Peter Parker (aka, Spiderman) may sound cliché but ring true—"with great power comes great responsibility." When placed in a position of authority and power, we are reminded that our actions have a powerful impact and ripple effect on others. We are not only responsible for ourselves, but also for those around us. Therefore, it is imperative that we are conscientious stewards and use our power wisely in order to gain the trust of the people we serve.

In the world of business today, trust is more important than ever, especially when it comes to relationships between service providers and their clients. Merriam-Webster's dictionary defines trust as "assured reliance on the character, ability, strength, or truth of someone or something." Trust is an implied belief that someone or something is reliable, good, honest and effective. Trust is critical in any type of relationship because a relationship without trust is not really a relationship at all.

At IT Radix, we strive to be your trusted IT provider. We take great care in managing our clients' IT infrastructure. We confidently and consistently aim to meet the high expectations that our clients have come to expect from us. You can trust IT Radix for our:

#### Technical competence and know-how

Businesses are looking for someone whose level of competence inspires trust. "IT Radix is always willing to listen and take the time to develop solutions that work for our unique situation," states **Keith O'Loughlin**, Capstone Research. "Having a company like IT Radix accessible expands our knowledge base exponentially. It's easier and faster to draw on the experience of experts than to develop it ourselves."

#### Ethical conduct and character

We realize that our reputation for honesty and integrity is paramount. We work WITH our clients not just FOR them. "The decision to outsource something as important as IT is never easy," claims **Nicholas D'Apolito**, CPA, D'Apolito & Company. "What swung it for IT Radix was their professionalism and responsiveness. Their experience has meant that they could anticipate some of the pitfalls we might face. Above all they are business solution focused rather than simply dwelling within their IT comfort zone—a huge comfort to people who just want their computers to work seamlessly."

#### Interpersonal relationships

We are pleased to have built so many strong relationships with our clients. At IT Radix, one of our core values is *Client First*. "In the 15 years we've been working together, I have turned to Cathy for advice on all of our office technology decisions including: information, telephony and xerographic technologies," shares **Lisa Obolsky**, New Jersey Builders Association. "Cathy has always shared her expertise in a friendly and supportive manner that never made me feel like she was 'dumbing it down' for me, but rather helping me to understand it at her level. This is among the many reasons why today, I feel lucky to have her as a colleague and a friend."

#### Dependability and accessibility

Our clients know they can count on us to manage their IT needs. "I know I can count on IT Radix for an answer in a pinch," states **Darren Leib**, Exhibit Surveys. "I am always able to get someone on the phone when needed. There have been times when something was urgent. Our tech was able to be onsite that same day to resolve the issue. I don't have the capacity to handle the IT responsibilities myself, so having a trusted partner like IT Radix who is responsive, knows their stuff and is easy to work with is invaluable."

IT Radix is committed to earning the trust of our valued clients. "The people at IT Radix are terrific and give us what I know to be excellent service," declares **Glenn Tippy**, Gerrity Baker Williams, Inc. "I can trust all of them!" You can too!



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### SPECIAL OFFER

Don't Let Disaster Strike Your Business



Plan ahead! Create your *Business Continuity* plan today using our 24x7 online portal. Be prepared and have this vital information available when you need it most. Sign up during the months of **July, August and September** and receive a 10% discount.

Visit [www.it-radix.com/it-business-continuity-plan](http://www.it-radix.com/it-business-continuity-plan) to learn more about building an IT Business Continuity plan.

Call **IT Radix** today to learn more!

## Let's Get Cooking!

IT Radix cordially invites you to our 3rd annual **Client Appreciation BBQ** from 4:00-6:30pm on Thursday, August 14!

This is our way of celebrating YOU and saying what we feel all year long...  
"We appreciate your business!"

Join us for some good summertime fun in the sun as we fire up the grills and serve plenty of mouth-watering, tasty treats! Come and meet our staff and other fabulous clients, vendors and partners.



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

## Introducing...Preferred Benefits Group, Inc.

IT Radix is pleased to introduce one of our managed service clients, **Preferred Benefits Group, Inc.** (PBG) of Fair Lawn, who trusts IT Radix to consult on and manage their IT infrastructure.

For over 20 years, PBG has been a leader in designing, developing and implementing employee benefit packages for businesses. They service approximately 1,200 corporate employee benefits accounts nationwide and are proud of the trusted partnerships they have developed with their clients. As an independent agency, they hold no "captive agreements" with insurance companies and thus can remain totally objective.

As an IT Radix Cornerstone client for over 4 years, PBG counts on IT Radix to manage all their IT needs. IT Radix provides regular IT monitoring and management for their key network components plus all their PC's and laptops, including email, online backup and remote access. Last month, IT Radix was happy to assist PBG during their office move—maintaining a seamless transition of all their technology to their new location.

"IT Radix took the stress out of last month's office move...everything went smoothly and with minimal disruption to our business," reflects Gary McLaughlin, Vice President. "We trust them unconditionally to manage all of our IT needs."

Visit [www.pbggroup.com](http://www.pbggroup.com) to learn more about how Preferred Benefits Group can design the employee benefits or insurance program that works best for your business.

### Our Clients Say:

*"My business deals with sensitive client information on a daily basis, and protecting my client information is of utmost importance. Over the years, I've built a strong relationship with IT Radix. I trust them and know for certain that IT Radix makes protecting my client information a priority while using the best, most current technologies to make that happen."*

Allan Valvano — Paymedia LLC



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"Oh, the usual stuff. Spam from the Joker, another e-mail virus from the Penguin, an illegal chain letter from Cat Woman...."

## Cathy's Corner...

The late Steve Jobs said, "You have to trust in something—your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."

I have found this to be particularly true for myself. All of my major decisions in life have been made with trust that it'll work out as it's supposed to...that's how I picked Duke for college, my first job at Exxon in New Jersey—a place totally new to me—or starting IT Radix in the middle of a recession with an international adoption process in the works. I trusted that the people around me would help me, support me and be there for me when I needed them...and they were. For that, I'm very grateful.

It's the same with our clients—I'm always honored when they select us to be their IT partner and entrust us with the "keys to their computer network." For most businesses, IT is not what they do but rather the foundation they build on to do what they do; be it accounting, legal services, marketing, professional services or more. I believe in the end it comes down to trust—they look us in the eye and decide we're trustworthy and a great partnership is forged. As a thank you to our clients, vendors and colleagues, I hope you'll consider joining us at our summer BBQ...see above.

