

In this issue

Job of the Month
A Message from our President
The IT-Upgrade Plan
Customer Appreciation Events
Self-Marketing Tips



Job of the Month:

Director of Sales

Concentric Corporation is currently looking for a Sales Executive for an emerging company in the Omaha area.

This individual will be responsible for company growth through the management of new and existing customer accounts. They will be responsible for the selection and mentoring of their sales team.

To be considered, a candidate must have 5 years sales experience with at least 2 in management. Interested candidates, submit resumes to jobs@concentriccorp.com.

A Message from our President

This month marks our company's sixth year in business. Time has flown by!

When my business partner, Tony Cody, and I started this company back in 2004, we understood that the direction and plans that we made for our business would change and shift from time to time. We knew that as the business grew, we would need to adjust in order to grow. It's a must in any small business – adapt or die. But, one thing would stay consistent throughout, and that was our commitment to treating our clients, consultants and the people that we work with everyday, the best that we could.

As in any business, the better you understand your clients and co-workers the more prepared and successful you will be. Appreciating and understanding how each client, each consultant and each co-worker works best is at the core of our business. It's one of the integral pieces of working together successfully. Understanding how a person communicates, how they take in information, the environment in which they best work is as important as the tangible skills they possess and hone everyday. We recognize these factors as a measuring stick to our success.

"*Keeping pace with your changing business*" has been our motto for six years, this is our goal. This year we are taking more steps to better understand the people who have helped to get us to this point. The relationships that have been established over time mean everything to us; and we want to ensure that we are doing everything we can to keep those relationships strong. We ask for, and welcome, feedback on how we can serve you better. Please let us know what we are doing right and in what areas we can improve. This is how we grow with you.

Thank you for working with us!

The IT-Upgrade Plan: Addressing the Inevitable

Business is not possible without technology in today's world. That is stating the obvious. The other obvious fact is that technology – specifically information technology – becomes quickly outdated or antiquated.

Generally, computers have a lifecycle of three years. Anything beyond that is antiquated, but computers are just an example. This philosophy may be applied to most IT technologies in the workplace; although the period of utility is different from one type of device to another. All workplace technologies run their course and will greatly impede the efficiency of the business network and productivity after their period of utility. Business managers and owners are certainly aware of this tendency as well as the cost to upgrade their information technologies.

Most companies abide by the rule that one

should not attempt to fix something if it is not broken. Everyone wants the new technologies, but most do not want to incur the costs involved to update/upgrade, unless the IT equipment is used for creating profits.

Business owners and managers ultimately find themselves in upgrade situations because they are forced to. The word that describes this state is called "reactive" and it usually is not a good place to be in the business world, taking a "proactive" approach will give you a great business advantage.

Part of being proactive is to develop an IT upgrade plan and a timeline. The plan should take into account important factors like future changes (growth or downsizing), client requirements, employees' requirements, categorization, prioritization, dependencies, and scalability.

It is essential to understand what your business technology needs are. A good way to understand what they are is to organize, categorize, and prioritize. Most organizations organize their companies into groups based on the function in the business. Categorization would entail defining workstations, servers, peripherals (printers, scanners, copiers), software (operating systems and applications), network devices (switches and routers), network infrastructures (cabling, power supply, patch panels), and security devices (firewalls or biometrics). Depending on the size of the organization, the planner may need to create subcategories as well.

When the organizational units and categories are set, the planner should define priorities. Identify what is needed based on cost

Continued on page 2

Concentric Customer Appreciation Events

In 2010, Concentric Corporation will be hosting small happy hour events for our customers throughout the year. These events will allow us to spend time with our customers, but more importantly, allow those customers to network with each other in a small venue, where they can share ideas, business leads, and discuss the overall business climate in Omaha, Lincoln, and surrounding areas.

From Andy Hawkins (President of Concentric Corporation):

“Our customers are very loyal to us, and bring us a lot of business. Our goal with these happy hour events is to do the same for them. We want to introduce our customers to each other and hopefully create business opportunities among them with each other. Bringing business to your customers is something that very few companies do. We want our customers to know that we are loyal to them and want to do whatever we can do to increase their business in the same way that they have increased ours.”

Invitations and more information on these events will be sent throughout the year. We look forward to seeing you all soon!!!



IT-Upgrade continued...

versus benefits. Consider all points that sustain business and outline those items by defining necessity and pain points. Pain points are things that are impeding on your company's ability to function in a business-sustaining manner.

One of the most important elements in creating an update plan is the topic of dependencies. If the category is upgraded, will it cause a problem in another category? An example of this might be the hardware must be upgraded before the operating system can be upgraded. Determining dependencies will help eliminate unforeseen costs and interruptions of functionality.

Scalability in information technology is the ability for a system, network, or process to be enlarged or improved while maintaining satisfactory levels of performance handling growing demand. The key components of scalability are having an understanding of the needs and requirements of organizational units and categories, business continuity and its dependency on IT, and anticipating the business's future. The planner must find out from the employees what they require, need, or would like to have. The planner should also understand current technology and what role it plays in your organization.

Today's manager's already have the

tremendous task of running a business. Many do not have the time or the knowledge to take on a task such as planning and managing an IT upgrade. This is where the manager planning the upgrade may need a company such as Concentric to bring the time, knowledge and skills to the upgrade process. Our team will take the time to intimately learn your network and business requirements to develop an upgrade plan that will both keep you competitive in today's market and fit your budget restrictions.

For more information on upgrade planning or any of our other managed services offerings, please contact our Sales team.

Self-Marketing Tips during a Job Search

In today's job market, job seekers have much more to think about than how well their experience matches a job description. Applicants must distinguish themselves from multiple other applicants that are interested in the position. Here are a few tips on ways to distinguish yourself from your competition:

1 – Before you submit your resume, quadruple check it for errors. Look for spelling errors, grammatical errors, typos and accuracy of dates and job duties. This document is the first introduction a potential employer has to you and you want to ensure it is flawless. This is one area where utilizing a company such as Concentric can greatly benefit you. By applying for a new position through Concentric, you have your resume reviewed and edited by professionals who will ensure it is perfect before it is viewed by your target company.

2 – Keep record of all positions you have applied for and any progress made on the application. Not remembering the position a hiring manager called you about or confusing it with another position are 2 quick ways to eliminate yourself from consideration. When you apply for a position through an agency, you have someone else to keep track of what companies have been contacted on your behalf, prepare you for the first call from hiring manager and provide you with feedback through every step of the hiring process.

3 – Research companies when you apply for a position with them. Doing your research shows both your interest and your willingness to take initiative with your work. Asking intelligent questions during your interview, or even better, during your initial phone screen, will make a great impression on that recruiter. This is also an area where we can greatly benefit you. Because we already have a relationship with our client companies, we can give you information on the company, department and manager which will give you the ability to ask more direct questions than you could through internet research alone.

4 – Maintain enthusiasm in your interview. Make sure you arrive early; prepared with portfolio, extra copies of your resume and questions regarding the company and position. Express your interest in the role through your interview and if you want the position at the end of the interview, do not be afraid to ask for it.

5 – Consider details when preparing for an interview. Details such as polished shoes, well maintained finger nails and well maintained hair show attention and care to detail.

6 – Always make sure to follow up with a card thanking the interviewer for their time and confirming your interest in the position.