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FOR IMMEDIATE RELEASE:

Introducing SBT Partners to the Charlotte Small Business Community

Overview

Small businesses are aware that investment in information technology is fundamental to their success. Even in the best of times, however, it is difficult to divert precious capital from their core business into the development of a state-of-the-art IT infrastructure to sustain growth. Many have looked into the outsourcing of basic IT services to a managed service provider (MSP) as a means to expand capacity, reduce costs, and ensure that their critical systems and information is secure.

Managed services is the practice of transferring day-to-day management responsibility to a trusted partner. It is strategy that is not well understood by many small businesses. Many small businesses that have adopted a managed services strategy have not yet realized its benefits most often because false expectations were set and services were mismanaged.

SBT Partners, a managed services integrator now serving the Charlotte area, offers an evolutionary model focusing exclusively on small businesses, a segment that is often neglected by the largest and most successful managed service providers. Their strategy is not unique in terms of the services provided, but SBT Partners is different in the way they plan, implement, support, and price their services. Their engagement model was adopted and proven by a Boston-based Valued Added Reseller (VAR), Managed Technology Partners (MTP), and refined by SBT Partners for use in Charlotte.

Dan Rahko, an MTP shareholder and STP Partners founder, was instrumental in creating the managed services model for the Boston VAR turned MSP. MTP, because of its success in creating a small business client base, invested heavily in an outsourced data center to support client managed services. The engagement model used by SBT Partners has been tested and proven as a common sense way for small businesses to engage in a managed services strategy.

The ability to offer managed services through a network of already proven providers that currently focus only on large businesses is a key differentiator between SBT Partners and its MSP competition. Bringing the economies of scale and expansive services provided by proven partners as a managed services integrator (MSI), as opposed to building a costly internal data and support center, allows for service delivery at a competitive cost and service level that is truly unique.

SBT Partners Competitive Advantage Summary

- SBT Partners' vision favors investment in partnering rather than selling products, projects, or services tied to a self-developed costly support center infrastructure.
- We partner with large managed services providers, with state-of-the-art infrastructures and IT solutions already proven and time tested by large accounts, but are not available directly to small businesses.
- As a managed services integrator and consultant, we focus on the management and alignment of client services and offer solutions that are bundled specifically for small businesses serving as the client's partner and single point of contact.
- Because of our agreements with our partners, a client can terminate services on 30 day notice if SBT Partners does not satisfy the commitments made within the negotiated service level agreement (SLA).

SBT Partners will provide its clients with an honest and detailed assessment of their current IT environment versus our managed services integration solutions based on accepted industry cost comparison metrics. According to Dan, "We will offer the first month of service free through September, 2009, to prove that our model will not only increase IT operational efficiency but save money over available IT service delivery alternatives."

To learn more about SBT Partners please visit their website at www.sbtpartners.com

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