



NOUVEAU TEK TIMES

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DO YOU HAVE “A GUY”?

Instinctually, businesses look for individuals to be a single-source of information and knowledge. When it comes to technology, the obvious technology is a computer, so they seek out a computer guy, with the assumption if they know computers, they should know everything else.

Shortly after having “A Guy” come in, you realize “A Guy” only does a limited number of tasks, isn’t the most friendly fella, and the stuff he doesn’t

do continues to be up to you to figure out. It’s not what you’re looking for, but “A Guy” tells you this is how it is, he’s the expert, so you convince yourself that your instincts are wrong. “A Guy” continues to be known as “A Guy” by yourself and your employees because no attachment is made, and the appearances are limited as well as the service. That’s why when we ask folks who they

use for their technology support, the overwhelming answer is “We have “A Guy” that does that.”

“A Guy” is usually a computer guy with specific skills that can’t address everything, so you’re forced to create a loose list of companies and

of the skills you need to support your business. What you know instinctually you need actually exists. It’s called a Technology Department. NouveauTek is a Technology Department. Now it’s time to realize your original instinct was correct.

You’re right, you let others convince you that you’re wrong. NouveauTek is proof you’re right. Trust your instincts.

NouveauTek is a new company with a not-so-new idea. We bring to

small and medium businesses that which large corporations have been able to take advantage of for decades. We’re a far cry from the piece-meal and disconnected services you currently deal with, but at costs that are competitive and in most cases better. The paradigms of your current computer guy don’t have to be your own.

people you call for specific tasks. Many tasks go unresolved, while others you pray don’t break because you wouldn’t know where to start. Other tasks you take on yourself, knowing you could probably save money if you knew more, and one day when you have time you’ll get to it.

All of these, including “A Guy” provide only a fraction

ALL OF THESE, INCLUDING “A GUY” PROVIDE ONLY A FRACTION OF THE SKILLS YOU NEED TO SUPPORT YOUR BUSINESS. WHAT YOU KNOW INSTINCTUALLY YOU NEED ACTUALLY EXISTS. IT’S CALLED A TECHNOLOGY DEPARTMENT. NOUVEAU TEK IS A TECHNOLOGY DEPARTMENT. NOW IT’S TIME TO REALIZE YOUR ORIGINAL INSTINCT WAS CORRECT. YOU’RE RIGHT, YOU LET OTHERS CONVINCING YOU THAT YOU’RE WRONG. NOUVEAU TEK IS PROOF YOU’RE RIGHT. TRUST YOUR INSTINCTS.

SPECIAL POINTS OF INTEREST:

- Your “computer guy” is but one skill within a Technology Department. You originally wanted a Technology Department, you settled for “A Guy”. Stop It!
- Technology Departments mold to the needs of the customer, you. They don’t tell you to mold to them.
- Technology is anything you make it. Stop using the limited definition that suits your “A Guy”. It’s yours!

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“TECHNOLOGY IS A TOOL PLAIN AND SIMPLE... ..MOST ARE SOLD THEIR (TECHNOLOGY) TOOLS BY THE TOOL REPAIRMAN... .. AND LEAVES YOU WITH A STACK OF TOOLS YOU DON'T USE.”

IF IT WORKS, IT'S RIGHT, RIGHT?

If your car only had a quart of oil in it, it would still run, but would it be right? What can you expect to happen if you do nothing about it? Would it breakdown in front of your house or would it break down miles from home in the middle of nowhere? Is your luck as bad as mine?

What if that same car had a \$2,500 stereo system, but no windows. How long would that stereo stay there?

Computers are the same, but the issues may not be as obvious as no windows in a car. Instead of a stereo, it could be

all your customers' personal data, your important business information and plans, or maybe that federally protected information about your customers. That's not a liability is it? If your computer guy isn't trained or qualified, sure he may be able to make it run, but he might have just taken all the windows out of the car to do it, and never recognize the problem. How do you know? Most don't, and instead place blind trust in their computer guy. ...and when you're being sued, or losing customers to the competition, it's of little consequence that your com-

puter guy was well meaning and good hearted. If the computer guy blamed something else, would you believe him? How can you verify he's right? Pointing fingers won't fix your problem, but it might save him...

NouveauTek takes responsibility. As a single-source for everything technology in your office, it also means we're taking on the responsibility and the accountability. As your partner and team member, we have a vested interest in your success and growth.



External SCSI Drive array.

NouveauTek is your Ultimate Technology Solution. We can support this, along with just about any other computer hardware.

WHAT TOOLS HAVE YOU BEEN SOLD?

Technology is a tool plain and simple. A tool is supposed to make a task more efficient, productive, and lead to more revenue based on the efficiency the right tool brings.

A good tool is one that you can quickly compare to the way you used to do it and say, "...this is awesome! Using this tool saves me this much time, this much money, makes my product much better, etc..." Its benefit is tangible, it's noticeable, and it's profitable. In other words, the tool pays for itself.

In the world of technology, most are sold their tools by the tool repairman, not the person with experience or

qualifications to recommend the best tool for you. This translates into you feeling burdened by overcomplicated technology and the associated costs to maintain it, and leaves you with a stack of tools you either don't use, or tools you paid a lot of money for, and now use only a fraction of their capabilities. Sure, you might have lucked out and got a tool that works for you, but was it based on a deliberate and educated decision, or was it an accidental success? Never look down on luck, but what business bases their success on luck?

As your technology department, NouveauTek has people with direct experience in

analyzing the business, observing the current process, and recommending a right-sized tool. We talk to you, ask questions, make recommendations, and do so based on over 30 years cumulative experience, training and qualifications in supporting our companies within their technology departments.

If you sign a service agreement with NouveauTek, we won't sell tools for profit. That's just one way we show you that we're here for the long-term relationship, not to push product. We recommend what you need, not what the tool repairman would buy if money were no object.

DO YOU MITIGATE?

Mitigate - *verb* - "To moderate (a quality or condition) in force or intensity."

From the perspective of technology, mitigation is the act of proactively making changes to your environment so potential issues are eliminated altogether where possible, and when an issue does occur, which it will, the recovery time is minimized. In the mind of NouveauTek, the best problem is the one that never happens. Don't you agree? If you have a Technology Department, they'd think about this. If you have "a guy" that comes in every now and

again, they most likely don't. Why? First, it takes a level of understanding of your entire environment a single-task provider is incapable of achieving. Be it by choice or by limited skill, they lack the access necessary to make an overall assessment. Second, most computer guys base their business on things breaking; they show up when you call, they fix it, they move on, and you still don't know their name.

NouveauTek bases our business on keeping things from breaking to begin with. It even sounds better! We be-

lieve this is a much better approach. We believe downtime is money lost, so it's better to mitigate the downtime.

We review everything, and become your resident technology expert. We make recommendations based on that personal review and work to mitigate issues before they happen.

We also believe that when you hired "a guy" you weren't looking for someone who says "I don't do that", you were looking for someone like us; someone who would be your Technology Department. You

were then either disappointed or convinced that you were asking for too much. Fact is, your instincts were right. There are people and companies that do it all, and there are customers just like you that receive that level of service right now. It's not an unreachable dream, it's a decades old fact! Listen to your instincts, call NouveauTek!

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BETTER!"

HOLISTIC MEDICINE FOR YOUR TECHNOLOGY

As your Technology Department, NouveauTek is afforded the ability to review all your technology, not just one particular piece as a single-service provider would. This "Holistic" approach translates into money saved. So much so, that in many cases, NouveauTek ends up paying for itself, leaving you with much better service and every dollar squeezed as hard as we can.

For example, did you know that your computer network, phone system, CCTV, and surveillance systems could all utilize the same wiring infrastructure in the office? Chances are, you had to hire separate companies or contractors to take care of each, each did their own thing, and

you paid a lot more than you had to for redundant infrastructure that could have been shared. Let's not forget that now if you need work on any one of these technologies, you're going to have to hunt down a separate phone number for each, and it's anyone's guess how their customer service will be.

Your first step to consolidation is to hire one company that can do it all. Call NouveauTek today, and we'll take over what you have. We won't recommend replacement if what you have works, but we will be there to maintain it and administer it all under one phone number. Then when the time comes, we'll be there to approach a replacement with your future

and your tight budget in mind.

If you're currently considering upgrading your phone system, your network, adding a security system or a surveillance system, call NouveauTek first. We can help you plan for the future, work towards consolidation and save you money!

Remember, this isn't a new idea. While all those other guys that do single tasks would tell you it can't be done, we're telling you that large corporations do it every day through their Technology Departments. Don't you deserve that same benefit? We think so. We wouldn't be here otherwise.



Computer network testbed at NASA ca. 1998
Courtesy of NASA

NouveauTek Does
Networking!



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Do you like free and informative stuff?
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YOUR TECHNOLOGY SUPPORT SOLUTION

TECHNOLOGY IS... Merriam-Webster says its... "The practical application of knowledge in a particular area." What are examples of Technology in your office? Your Computer, the software and programs on it, your phone, copier, scanner, printer, fax, network, Internet connection, surveillance system, security system, video conferencing system, the services and support you're billed for in implementation of, and the connecting of all the devices, whether its wired or wireless. While Information Technology traditionally means computers, networks, and software, the fact is other technology industries such as Telecommunication, Surveillance, Security, etc... are all becoming computerized, and therefore become intertwined and interdependent with Information Technology. Technology is merging, and it's the old mentality that insists these separate technologies cannot be managed under the same roof. Fact is, they have been for nearly a generation in larger corporations.



NouveauTek will take care of your phone system, and all associated technology

WHO IS NOUEAUTEK?

NouveauTek is a Technology Services Company. ...and like any good Technology Services Department in any large corporation, we don't place limitations on our customer as to what we will or won't do. We set ourselves apart and above any technology company supplying limited services, but we do it at equivalent or better prices. Whether it's full IT Support, a technical consultant for your company's next purchase or project, full maintenance and support of your existing phone, surveillance, alarm, etc..., or just someone to ask a question or bounce ideas off. You name it, we bring the resources to get it done! As your single contact, we eliminate the worry about who to call. We find you answers, regardless of the question. We don't place traditional boundaries on you like other competing but limited service companies.

Our concern is doing what's best for your company and your bottom line, earning the trust and establishing the relationships required that allow you to confidently hand-off your technology needs to a trusted partner, and freeing up your time to spend on your core business.

Do you think you're one of the selected customers NouveauTek would like to partner with? It never hurts to ask. Let's chat! Give us a buzz!