

# **Software as a Service**

Eastern Systems Management, Inc.

The image features two hands, one on the left and one on the right, holding two interlocking puzzle pieces. The puzzle pieces are dark blue and have a glossy finish. In the background, a globe is visible, partially obscured by the puzzle pieces. The background is a warm, yellowish-orange gradient. The overall composition suggests a focus on business solutions and global connectivity.

**Smart Solutions for Smart Business**

**Software as a Service**

**Keeps the focus on the Business, not Business Systems**

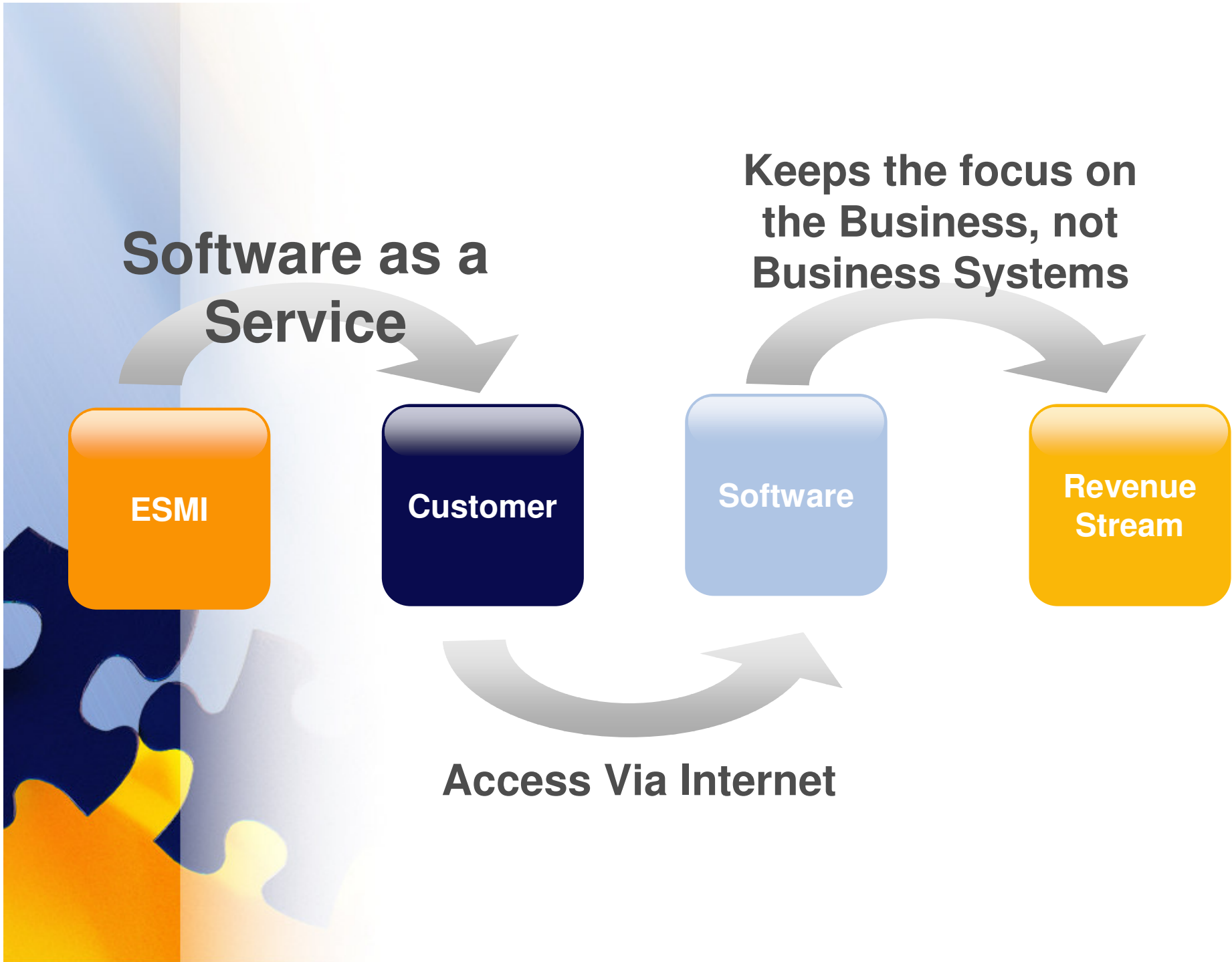
**ESMI**

**Customer**

**Software**

**Revenue Stream**

**Access Via Internet**





# How It Works

- **What the Customer Needs:**

- **Computing resources functionally equivalent to large corporations – in order to compete.**
- **Low cost of IT operations.**
- **Reliable and current technologies to prevent any loss of business.**
- **Security of proprietary data, secure IT communications, and redundancy in critical IT components.**

- **What the Customer Gets:**

- **Continuous support and maintenance.**
- **Control of their computing expense from a predictable, fixed cost.**
- **24/7/365 Support – for their hardware and for their software.**
- **Systems Engineering, not simply an “IT Fix”.**

# How It Works - 2

- **What the Customer Needs:**

- IT staff to run a system, to enhance a system, and to implement a system – but usually can't afford the staff that he knows he needs to advance to a new level of business.
- Knowledge of new technologies that can improve his position, without adding overhead expenses.

- **What the Customer Gets:**

- A “virtual IT staff” that will run the IT projects for him - from discovery to solution to implementation to training to maintenance to new project.



# How It Works - 3

- **What the Customer Needs:**

- Documented procedures and consistent training.
- An indispensable IT professional who swears to be on board forever or.... A way of passing on the legacy of that job without business interruption.
- A way out of the jungle of cumbersome spreadsheets.

- **What the Customer Gets:**

- Even with continual staff changes, the customer gets whatever training he needs, for whatever procedure is in process.



## How It Works - 4

- **What the Customer Needs:**

- An ERP opportunity that supports all functions within his business, not just the usual 20%.
- Automatic backups and restore points.
- A very good Return on Investment.

- **What the Customer Gets:**

- The bigger piece of Pareto's Principle – 80% of the software can be applicable and utilized. He doesn't have to buy what he doesn't need.

# Strategy

- Why Now
  - ESMI has powerful partnerships with Intuit, Fishbowl Inventory, IBM, Microsoft, TrueCommerce EDI, and ViloX - giants easily recognized.
  - Today's technology enables us to provide a seamless integration of these system opportunities to customers – all over the world if we choose – who need to compete globally.
  - Research indicates that competition is minimal right now; most of today's offerings are of a subscription nature designed to complement existing systems. We offer the extended functionality of ERP class systems.



# More Strategy

- **D & E Communications is our telecommunications partner – their secure location houses our servers and they ensure 24/7/365 access.**
- **Our product offering can expand beyond Manufacturing and Distribution. Thanks to QuickBooks 7 industry variations, our suite can apply to anyone using a QuickBooks product – and that numbers in the millions.**



# Thank You!

Eastern Systems Management, Inc.

