



Things you'd learn about us
if we had you over for a barbecue.



That's really where every new business relationship should start, isn't it? Everyone next to a grill, faces in the smoke, a staff at the ready for anyone who needs a refreshing beverage, all accompanied by music and the occasional cannonball "splash!" in the background.

As we have yet to invent a PDF with an embedded backyard, we'll have to have this particular cookout by way of imagination.

Here's the scene. Perfect lawn. Kids chasing the dog. Polo shirts and chinos all around. Mesquite and hickory flavors wafting through the crowd. And with that, we begin.

"Some introductions are easier to make than others. A name. A handshake. 'William and Mary. Class of '75.' In our case, being a technology company, this takes a bit more explanation. But not too much more. Here's where we fit in the cloud computing picture.

External IT is not on the same pie chart as Google Apps or Microsoft. Their business is applications. You won't find us in the circle sporting "HP" or "Apple." That's hardware and devices. And our name doesn't appear on the slide right there next to Amazon, who in the IT world is in the business of providing 'commodity-priced infrastructure.' A.K.A. highly affordable server space.

Who we are is the company that delivers the critical last piece that makes all of the above products and services (as well as hundreds of others) happily work as a unified IT solution living in the cloud.

We're the partner who can enable you to take full advantage of all that cloud-computing has to offer,

and we do it with the world's most advanced cloud computing platform for small to midsize business, OS33-- easily on a par with the most sophisticated, easy-to-use, easy-to-manage, custom cloud computing platforms employed in the Fortune 500.

(Lift grill cover. Flip steaks. "Tschhhhhh!" Close grill cover.)



“So when did External IT get started?”

“The company opened for business in late 2002, but the founders began working on the concept, and technology, back in 2000. They had met at NYU. They were the “out there” tech students. One of them had even been running an IT consulting business in the World Trade Center, since his days in High School.

At the time, modems were just starting to have some practical business applications and we realized that small to midsize companies couldn’t afford the millions it would take to build their own, comprehensive, cloud unifying platform like the more advanced global firms were beginning to do.

Just a few years later External IT was serving clients from coast-to-coast.”

(We now waive over an aid who stands beside grill and holds up a card showing a table with relevant company information.)

EXTERNAL IT, THE BASICS

We have hundreds of clients, with thousands of employees, working on four continents.

Our technology is used by 30 service providers supporting a user base of over 50,000 people.

We have been providing fully hosted IT since 2002.

Presently, our clients use over 800 custom line-of-business applications.

We are profitable and stable. In 2010 we completed three acquisitions.



Today, we take companies into the cloud with what we believe is one of the most experienced, if not the most experienced, and buttoned up, Migration departments in the business. The same can easily be said for our Help Desk engineers. They bring an average or five years Help Desk experience to solving whatever the issue might be.

“Who do you see as your competition?”

(Lift grill lid, take lobsters from tray, drop on grill, baste with drawn butter, close lid.)

“To be honest, we don’t really have any direct competitors. There are companies that license Hosted Desktop platforms, but a Hosted Desktop has zero built-in functionality. By comparison, OS33 has a long list of built-in administration features that save your IT department potentially hundreds of hours a year in labor.

It’s common for companies to get bids from us and a Hosted Desktop provider, but it’s kind of like comparing an empty room with one that has a beautiful, gourmet kitchen. If you want to eat, and you go with a Hosted Desktop, you’re going to have to build your kitchen first. Even then, it’s almost certain you’ll go without some great features that already come with OS33. If you really want to take full advantage of the cloud, and the far-ranging capabilities built-into the OS33 Portal Desktop, configuring and building such capabilities, within a Hosted Desktop, would require substantial capital and time.

Some companies dabble with adding Web applications patched into their traditional IT solutions. This doesn’t give them anything close to what cloud computing can do, and in fact adds even more complexity to their setup. But we don’t consider a half-in/half-out, ‘Hi-Ho’ approach our competition either. Companies that take this approach to cloud computing are simply not ready yet for a serious, top-drawer cloud solution. One day, hopefully their companies will do well enough that they will be ready.

(Lift hood, grab tongs, remove lobsters.)



“I would imagine that the company is filled with 20-something wiz kids, like so many tech companies these days.”

“Actually, that’s not the case. We have several young talents, and we definitely know how to screen for the best, but most of us are in our 30s and 40s. Even our youngest tech people have a number of years experience. And our department VP’s have major credentials. They were all senior management people with companies like Data Return, Ignite Technologies, Microsoft, CGS. Their clients were companies like BMW, Urban Outfitters, Texas Instruments, Intel, Proctor and Gamble. They know their way around infrastructure, applications, and of course how to seriously protect a company’s data.”

“Who are your clients?”

“Think of a business category and there’s a good chance that we serve clients within it. At last count were in about 20 industries. A high percentage of our clients are in the fields of law, healthcare, and the financial services, such as money managers or Venture Capital firms. No surprise. These are companies that need the highest possible levels of security, and that has always been one of our strong suits. When we talk about security, this goes beyond the quality of our Data Centers and extends all the way into how the OS33 Portal Desktop itself works.

These same companies also have to pay close attention to compliance issues. OS33 is particularly good at helping them here as well.

We’re going to have to start again on your steak. I wasn’t paying close enough attention. It’s a little on the charcoal side. Grab another drink. It won’t take me more than a few minutes and it’ll be done. If you ‘d like we can set you up with a demo account on Monday and you can play with the Portal and see what it’s all about.

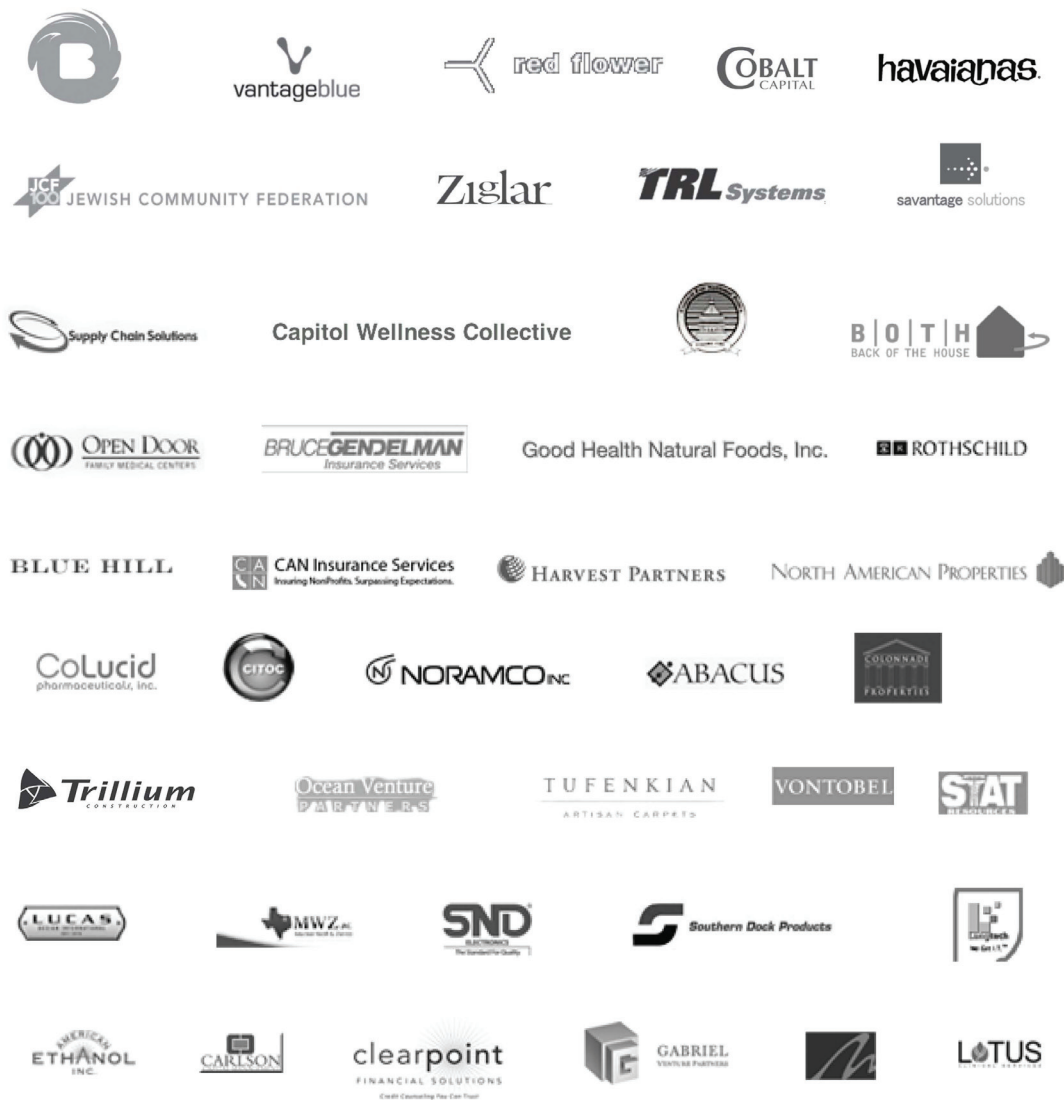
That smoke isn’t bothering you, is it? Here. Stand over here.”

And so our afternoon goes--along with a swim, and a round or two of Wiffle Ball golf. If you have time to meet in person, with or without the kids, pool, barbecue, we’ll be



pleased to get together. We can also give you a 30 minute demonstration of the Portal Desktop, in your office or via the Internet, right there on your screen. You'll also find a wealth of information on the company, our technology, pricing and services, at External IT.com.

These are but a small sampling of our many clients. As you can see, they span a wide range of industries and include well respected names in their respective fields.





External IT

THE POWER OF THE PORTAL