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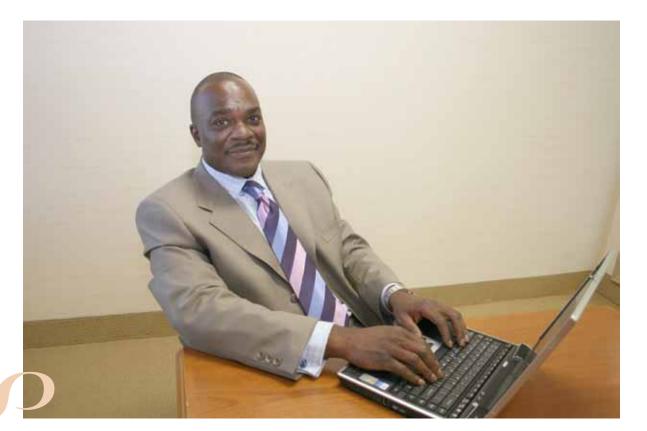
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## YOUR ONE-STOP **SHOPPING PORTAL FOR COMPUTING NEEDS**

By Heather Navarra, The Write Type



Ederick Associates Inc. is experiencing results! unprecedented success in the competitive industry of computers. Indeed, over 70 percent of business now Established in 1995, Ederick is a multidimensional information technology company dedicated to providing clients with superior on providing exceptional customer focused on obtaining corporate hardware, software, network solutions, technical training, telecommunication organizations," says Stanley, "including government needs, both in Canada and and data entry services, as well as federal and provincial governments, around the world. Each week, as many onsite support. Through their Atlas municipalities, cities, townships, school as 50 bids are sent out, three-quarters Micronet division, this innovative boards and even the United Nations. to organizations located in the U.S. company is fully equipped to provide These organizations demand superior Competing on a level with the Dells creative, customer-oriented solutions customer service, tight deadlines and and IBMs of the world, Ederick has that are tailored to each client's specific quality assurance. We consistently consistently been successful in winning needs. And clients are thrilled with the serve them in a manner that meets or bids. With a commitment to quality

comes from repeat and referred clients. President Stanley Sam attributes these The company's business approach has impressive results solely to his focus changed from its inception. Originally service. "Ederick Associates is a contracts, Ederick has found great

exceeds their requirements. Our goal is to ensure our clients are happy with the results we help them achieve."

Internet services, technical support, vendor of recognition for a variety of success in moving towards supporting

exceptional customer service, Ederick advantages for our clients." Associates has now become a leading also globally, with

dedicated clients from the U.S., Asia, Europe and Africa.

The company's forté is building solutions that respond to each customer's exact needs. "It's important for us to have an indepth understanding of the customer and supplier, in order to build flexible, scalable solutions that offer the highest possible returns on IT investments. We consult on strategy, factoring in the client's current and future situations, and then tailor IT solutions and services to meets today's

great results."

With ten years of experience and a vast repertoire of competencies, Ederick helps businesses bring it all together with comprehensive IT skills and

IT solution provider in Canada and With their head office located in value over the entire course of our



as well as tomorrow's anticipated Mississauga, Ontario, Ederick has area with brand new computers that business needs. From proof-of- service locations in Victoria, BC, include games and access to the Internet. concept to design to development and Saint John, New Brunswick, Ederick also has ongoing contracts to implementation to support, our with a total of 15 employees. Ederick with the Governments of Nova services help clients dramatically reduce empowers staff to constantly innovate Scotia, New Brunswick, Alberta, and the costs of providing IT services to to find new and better ways of Newfoundland and Labrador, as well their customers and employees, while providing value to customers in this as U.S. government agencies. Indeed, increasing productivity and improving fast-paced industry. "We are always becoming a 'vendor of record' in the their customer's overall experience. critically examining ourselves to U.S. was a significant accomplishment Together, we can help our clients determine ways of improving our for the company, requiring a number accomplish their goals and achieve offerings and competencies, so as to of financial and background checks differentiate our company to provide and culminating in providing services the edge that makes the difference to the United Nations. The company between success and failure." is now recognized as one of the biggest exporters of computers abroad.

"The success of any business depends on the people who run it," shares Stanley credits their achievement at capabilities, providing groundbreaking Stanley. "I founded the corporation winning these clients to Ederick's software solutions spanning a range of but I run it in conjunction with my bids containing the most competitive technology platforms. "The skill sets staff. We are more like a family than pricing and turnaround times, that we have include a wide range of employer-employees. We put our combined with their reputation for technologies, providing us with the minds together to solve problems; we exceptional customer service. "Our expertise to develop sound technical decide together where we're going. clients' testimonials and our growing solutions," says Stanley. "We execute I constantly encourage the team to list of competencies are helping to each and every project with a high bring ideas forward. We keep the enlarge our list of clients every day. degree of time and cost predictability, team efficient through seamless We are proud of our long-standing

products, professional expertise and thereby achieving measurable business communication. The key element of our service delivery is an integrated approach towards providing increasing

> client relationships." inclusive Stanley's management style is efficient and has resulted in a team of supportive and dedicated employees. Working with people is the most rewarding part of his job.

> Ederick's wide range of clientele includes an enviable list of loyal customers who have regularly sought the services. company's For 2007, Ederick been awarded has the City of Toronto's 'Kids@computer' program, providing less fortunate children in the Greater Toronto

relationships with our clients."

The company's technically advanced website (www.atlasms.com) provides complete details on Ederick, its wide array of products and services. It includes comprehensive information on product engineering, system integration, application development, infrastructure services and more.

Hard work, strong management and communication skills, and goal setting have contributed to Stanley's success in the industry. Achievements relative to goals are reviewed quarterly, and emphasis is placed on marketing when required to increase sales, through cold calls to search for business. The company also develops unsolicited proposals that include buying or leasing incentives or suggestions to develop an employee purchase plan to entice new business. With a Bachelor of Engineering Degree from Ryerson and Microsoft Certified System Engineer certification, Stanley continually upgrades his technical skills to ensure he keeps abreast of changing technology.

In giving back to the community, Ederick hosts students from school board co-op programs at both the highschool and college levels, providing practical training on assembling and repairing computers. Students earn a credit upon completion. The company received an award of appreciation from Dufferin Peel Catholic District School Board in 1998-1999 as a result of their involvement, and an award of achievement for continuous growth and customer satisfaction in 2004. Ederick is a regular sponsor of the Mississauga Firefighters Association.

Based upon Ederick's reputation as an experienced, stable and trustworthy

company, Stanley's goal is to take the company public and, within the next ten years, reach the position of one of Canada's biggest leading computer suppliers. With the company's longterm vision, there's no doubt they will reach those goals through continuing to help customers succeed in this everchanging technical world.

STANLEY SAM, President Atlas Micronet Inc., A division of Ederick Associates Inc.

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