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SUCCESS
in Business

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A man with a mustache, wearing a dark pinstriped suit, a light-colored shirt, and a striped tie, is sitting on a black leather couch. He is smiling slightly and looking towards the camera. His hands are clasped in his lap. The background shows a window with a view of a building.

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

YOUR ONE-STOP SHOPPING PORTAL FOR COMPUTING NEEDS

By Heather Navarra, *The Write Type*



Ederick Associates Inc. is experiencing unprecedented success in the competitive industry of computers. Established in 1995, Ederick is a multidimensional information technology company dedicated to providing clients with superior hardware, software, network solutions, Internet services, technical support, technical training, telecommunication and data entry services, as well as onsite support. Through their Atlas Micronet division, this innovative company is fully equipped to provide creative, customer-oriented solutions that are tailored to each client's specific needs. And clients are thrilled with the

results!

Indeed, over 70 percent of business now comes from repeat and referred clients. President Stanley Sam attributes these impressive results solely to his focus on providing exceptional customer service. "Ederick Associates is a vendor of recognition for a variety of organizations," says Stanley, "including federal and provincial governments, municipalities, cities, townships, school boards and even the United Nations. These organizations demand superior customer service, tight deadlines and quality assurance. We consistently serve them in a manner that meets or

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

The company's business approach has changed from its inception. Originally focused on obtaining corporate contracts, Ederick has found great success in moving towards supporting government needs, both in Canada and around the world. Each week, as many as 50 bids are sent out, three-quarters to organizations located in the U.S. Competing on a level with the Dells and IBMs of the world, Ederick has consistently been successful in winning bids. With a commitment to quality

products, professional expertise and exceptional customer service, Ederick Associates has now become a leading IT solution provider in Canada and 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 in-depth 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 meet today's as well as tomorrow's anticipated business needs. From proof-of-concept to design to development to implementation to support, our services help clients dramatically reduce the costs of providing IT services to their customers and employees, while increasing productivity and improving their customer's overall experience. Together, we can help our clients accomplish their goals and achieve 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 capabilities, providing groundbreaking software solutions spanning a range of technology platforms. "The skill sets that we have include a wide range of technologies, providing us with the expertise to develop sound technical solutions," says Stanley. "We execute each and every project with a high degree of time and cost predictability,

thereby achieving measurable business advantages for our clients."

With their head office located in



Mississauga, Ontario, Ederick has service locations in Victoria, BC, and Saint John, New Brunswick, with a total of 15 employees. Ederick empowers staff to constantly innovate to find new and better ways of providing value to customers in this fast-paced industry. "We are always critically examining ourselves to determine ways of improving our offerings and competencies, so as to differentiate our company to provide the edge that makes the difference between success and failure."

"The success of any business depends on the people who run it," shares Stanley. "I founded the corporation but I run it in conjunction with my staff. We are more like a family than employer-employees. We put our minds together to solve problems; we decide together where we're going. I constantly encourage the team to bring ideas forward. We keep the team efficient through seamless

communication. The key element of our service delivery is an integrated approach towards providing increasing value over the entire course of our client relationships." Stanley's inclusive 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 company's services. For 2007, Ederick has been awarded the City of Toronto's 'Kids@computer' program, providing less fortunate children in the Greater Toronto

area with brand new computers that include games and access to the Internet. Ederick also has ongoing contracts with the Governments of Nova Scotia, New Brunswick, Alberta, and Newfoundland and Labrador, as well as U.S. government agencies. Indeed, becoming a 'vendor of record' in the U.S. was a significant accomplishment for the company, requiring a number of financial and background checks and culminating in providing services to the United Nations. The company is now recognized as one of the biggest exporters of computers abroad.

Stanley credits their achievement at winning these clients to Ederick's bids containing the most competitive pricing and turnaround times, combined with their reputation for exceptional customer service. "Our clients' testimonials and our growing list of competencies are helping to enlarge our list of clients every day. We are proud of our long-standing

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 long-term vision, there’s no doubt they will reach those goals through continuing to help customers succeed in this ever-changing technical world.

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