

The Utility Company® Delivers Industry-specific Virtual IT Service and Support to Professional Services Firms

Insurance, Accounting, Legal and Financial Services Key Verticals

May 1, 2009 at MSPWorld Orlando, Florida – The Utility Company®, a leading provider of remote managed services and virtual IT for small and medium-sized businesses (SMBs), today announced the availability of industry-specific programs for professional services firms including insurance, accounting, legal and financial services.

“We have spent the past year developing Connected Office® service bundles for knowledge-based market verticals that are increasingly more reliant on technology, ranging from infrastructure to communications to industry-specific line of business applications,” stated Mark Scott, President and Founder of The Utility Company. “Today’s economy requires professional services firms to become more efficient and look at areas, like technology, where they can save costs. Our virtual IT approach results in 95% of our service being delivered remotely and 100% proactively.”

The program combines the power of Utility’s virtual IT service portfolio with its certified vendor program for vertical line of business applications. Based on real-world experience from thousands of end-users, the Connected Office (CO) for Professional Services vertical programs are available as follows:

- CO Insurance – May 1 – www.theutilitycompany.com/insurance
- CO Accounting – June 23
- CO Legal – June 30
- CO Financial Services – June 30

Connected Office for Insurance Overview

The CO Insurance service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive.**

- No more calling your software vendor to be told that it is a network problem;
- 1-866-My-Utility is the one number to call vs. navigating 4-5 different technology suppliers.
- Save 40-50% from your current technology spend while getting a better, faster and greener service!

“From an end-user perspective, we prefer having a single point of contact for our technology, including our primary line of business application, Power Broker,” stated Ray Shannon, Partner, Bradley’s Insurance Ltd., a 150-employee insurance firm in Ottawa, Ontario. “The Utility Certified Vendor Program provides us the peace of mind that Utility has taken the necessary steps to support our specific industry (insurance) and technology challenges.”

Accredited Technology Professionals to Guarantee Service Quality and Safeguard Confidential Data

The Utility Company is one of the first Accredited Master Managed Service Provider by the MSPAlliance™ (www.mspalliance.com), the international association and certification body for remotely



Green IT - FINALLY.

The Green IT logo represents our commitment to reducing the environmental impact of information technology in the business world. The Utility Company, along with our Utility Service Providers, partners and suppliers all share a common goal of reducing energy consumption, reducing pollution, recycling and eliminating waste. *Because your carbon footprint matters.*

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managed IT services. Similar to other professions, the MSPAlliance is driving toward industry self-regulation to ensure service quality and protection of confidential corporate, financial and personal data.

“The Utility Company is one of the leading advocates for evolving our industry toward a profession, which has been the key mandate for the MSPAlliance since our inception in 1999,” stated Charles Weaver, president of the MSPAlliance. “The fact that technology firms have 100% access to their clients’ confidential data, requires that our accreditation program set high standards and raise the bar.”

To learn more about The Utility Company’s customer success stories by vertical market please visit www.theutilitycompany.com/success.

About The Utility Company®

The Utility Company® is a leading provider of remote managed services and virtual IT for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user. Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive**. Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only. Learn how to make technology work for your business today at www.theutilitycompany.com.

About The MSPAlliance™

The MSPAlliance is the world’s largest professional association and accrediting body for the Managed Services Industry. Comprised of more than 8,000 managed service providers (MSPs) and service enabling technology vendors, the MSPAlliance works in a collaborative effort to define, promote and educate the Managed Services Industry and the end-user consumer on the adoption and successful use of technology through Managed Services. The MSPAlliance is committed to increasing reliability and dependability in the industry surrounding the value and benefit of using Managed Service Providers to provide a wide range of mission-critical services. In addition, the MSPAlliance collects data on the practice of managed services on behalf of its members, to help them increase the value delivery of IT to the organizations they serve. For more information about the MSPAlliance please visit www.mspalliance.com

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