

The founders of The Utility Company have long felt that the owners of small and medium-sized businesses (SMBs) deserve to have access to the same type of technology services that enterprises can afford – namely proactive managed services. In fact, our very business model was predicated on creating a way to scale down enterprise-level managed services with a unique approach to serving our customers. Our other long-standing belief was that today's technology service providers are not held in the same light that other professionals are – despite the level of access they are granted to your organization. As of late 2008, we've taken one giant step towards rectifying that perception...

### **The Situation**

**The MSPAlliance (MSPA)** is a global organization made up of service providers and technology enablers, who work 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. On December 10th, The Utility Company successfully completed the **MSPAlliance's Managed Services Accreditation for Network Operations Centers**. This accreditation under the **MSPAlliance's Managed Services Accreditation Program (MSAP)** also included advanced certification of its Network Operations Center – becoming one of only three MSPAlliance-Accredited NOCs in North America.

### **What Does This Mean To You, as a Business Owner?**

Charles Weaver, the MSP Alliance's President, explains that "The Managed Services Accreditation Program is a rigorous program that benchmarks and verifies the quality of the company providing managed services. The NOC Accreditation is a more advanced certification that includes a detailed onsite audit of the company's facilities, personnel and policies to ensure they are adhering to industry best practices." The significance of the NOC Accreditation is therefore two-fold:

- Customers will have the added peace of mind knowing that their IT infrastructure and applications are being monitored and managed from a safe and secure network operations center.
- Our Utility Service Providers across North America leverage our network operations center to be able to offer the same cost-effective, proactive & accredited services to you locally.

Put another way, upon our accreditation, Mr. Weaver said "As a member of this elite program, The Utility Company can count itself among some of the top managed services providers in the world. Most importantly, your existing and prospective customers can rest assured that their IT needs are in the hands of a vetted, stable, and professional managed services organization."

Besides the Accreditation process (which also features adherence to their **Code of Ethics & Conduct** ([www.mspalliance.com/why-mspa/mspalliances-code-ethics-conduct](http://www.mspalliance.com/why-mspa/mspalliances-code-ethics-conduct)) and **Consumer Bill of Rights** ([www.mspalliance.com/why-mspa/mspalliance-consumer-bill-rights](http://www.mspalliance.com/why-mspa/mspalliance-consumer-bill-rights)), The Utility Company has other consumer safeguards built right into our processes that reassure businesses that they are dealing with a professional and ethical organization. For instance, our internal guidelines include:

- **Service Level Agreement** - This outlines the service you will receive, how these services will be delivered and the guarantees around the service delivery. As well it outlines how you can cancel service if you are not completely satisfied.
- **Privacy Policy** - Your privacy is important. We publish our Privacy Policy on our website for the world to see. You can view our policy at [www.theutilitycompany.com/corporate/legal.html](http://www.theutilitycompany.com/corporate/legal.html)
- **Franchise Regulation** - The Utility Company, as a franchise system, is subject to various regulatory requirements which safeguard our customers and Utility Service Providers across North America.

### Utility's View

"The MSPAlliance NOC Accreditation is a significant milestone for our company that will directly benefit our customers across North America. It ensures a higher degree of trust; they know that we operate at the highest level of dependency and capability," said Mark Scott President and Founder of The Utility Company. "Marrying this accreditation with our existing (built-in) consumer safeguards and our customers are assured of a secure, safe and professional service experience"



## MSPAlliance™

Managed Services Accreditation Program  
Accredited Master MSP

### **There is a NEW WAY – join The Utility Revolution!**

The Utility Company is a single-source provider of technology, communications and business management solutions for small and medium-sized businesses across North America. Our Connected Office Technology-as-a-Service program provides a single point of contact for ALL things technology delivering the required hardware, software and service for a monthly fixed fee per user. Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to address the two major problems plaguing businesses today:

**Over-Spending** - the average business spends **\$360 per user per month** on technology

**Under-Utilization** – unfortunately **only 15%** of this investment is actually utilized

**Our mission** is to ensure our customers only invest in the technology they require to **operate, communicate and manage** their business effectively. **Our vision** is to transform information technology into what it should be – **a utility.**