



## The Affinity Program - **PARTNER** Success



The word “**affinity**” is derived from the Latin word “**affinis**” which means “connected with”. Affinity can be defined as: “a natural attraction of feeling or kinship” or “a relationship by marriage or common bond.”

For years, The Utility Company (TUC) has made it clear that our goal is to become the **Trusted Business Technology Advisor** to small and medium-sized businesses across North America. We don’t (and aren’t) simply another service provider to your organization - instead we partner with you to build a better business (by making intelligent IT choices). Thanks to the kinship we share with our customers we’ve realized that we are in a position to further aid our partners who run Associations by helping them help their members, with an increasingly important, but often overlooked, part of their business.

Enter our **Affinity Program** ([www.theutilitycompany.com/affinity](http://www.theutilitycompany.com/affinity)) that provides both national and regional industry associations in the US and Canada with the tools to educate its members on managed services and virtual IT. A good affinity program should meet the following criteria in order to be worth considering:

- It should be mission-related – in other words it should help reflect the needs and values of the association and its members.
- The program should provide a true price advantage and value for the member.
- The supplier must be reputable.
- It should help strengthen the bond between members and the organization through education.

Utility’s Affinity Program contains unique and exclusive benefits to each association we partner with, but generally includes:

- **Exclusive Member Benefits** - a partnership with one of the leading national managed service providers with members receiving specialized programs and discounts.
- **Industry-specific Solutions** - for knowledge-based verticals that are reliant on technology and the security of data TUC has the expertise and reach to meet their specific needs.
- **Comprehensive Marketing** – integrated initial and top-of-mind awareness campaigns supported by digital, print and event marketing to help each association promote the benefits of proactive IT support and services to its members.
- **Education** – The Utility Company works with each Affinity partner to provide ongoing education to their members through Utility 360 webinars (technology bootcamps) and participation in various association online and live events.
- **Service Coverage** – Connected Office services are delivered **95% remote and 100% proactive**; supported by franchise network across North America. This gives national associations the peace of mind in knowing its members will have equal access to mission-critical technology services and support.

### **Our Affinity Partners**

Two early adopters of our Affinity Program include the Canadian Bar Association and the Texas Motor Transportation Association. Here they share their thoughts on the service and the program itself.

#### **The Canadian Bar Association**

The Canadian Bar Association (CBA) is dedicated to supporting the rule of law and improving the administration of justice, in Canada and around the world. Membership in the CBA is providing more than 37,500 legal professionals - from all practice settings and levels of expertise - access to the influence, leadership and protection which enables lawyers to excel.

With 37,500 members, the CBA is the voice of the legal profession in Canada. Over the past decade, the CBA has been developing long standing and mutually beneficial corporate partnerships as part of its Preferred Supplier Program. This program has been designed to bring relevant knowledge and innovative resources to the CBA members under advantageous terms that enhance their professional and personal competitiveness.

“We went through a competitive bid process and evaluation of several national providers over the past 6 months,” stated **John Hoyles, CEO of The Canadian Bar Association**. “The Utility Company is a very different type of technology services firm built from the ground-up to deliver and manage IT in a remote, proactive and virtual service model. This, coupled with the fact they had developed a Connected Office for Legal program specifically for our vertical market, put them in another category for CBA.”

#### **Texas Motor Transportation Association**

Texas Motor Transportation Association (TMTA) is located in Austin, TX. Founded in 1932, TMTA is an advocacy and lobbying firm representing the trucking industry. The Utility Company has been supporting the IT needs of the Texas Motor Transportation Association’s head office in Austin since early 2009. They have seen the many benefits of our proactive support model and were happy to begin offering discounted TUC services to their members while educating them on the value of technology to their day-to-day operations.

When asked what the biggest benefit gained by using The Utility Company (as their own service provider) the **CEO of TMTA, John D. Esparza**, is clear: “Peace of mind. To put that in terms that our customers understand, we are inspecting our vehicles daily now instead of waiting for a catastrophic breakdown. We now have the ability to keep track properly, maintain our equipment and it saves us from buying new trucks every time something like this happens. I would also say that The Utility Company is not just a computer repair company - they are more like having our very own Chief Information Officer. We get advice on how to make our business better through technology. The best practices information that is passed on is a tremendous benefit.”

Now, as a satisfied TUC customer, Mr. Esparza and the TMTA can pass along that “peace of mind” to their membership with full confidence that their members will see both fiscal and organizational benefits.

### **Utility’s View**

“We are obviously pleased to be selected by both the Canadian Bar Association and the Texas Motor Transportation Association as their Exclusive Preferred Supplier for Managed IT Services,” stated Mark Scott, president of The Utility Company. “We look forward to working with them both to educate their members on the importance of technology and its strategic value, along with 21st century IT service and support models.

“Few professionals rely more on technology than lawyers do. The CBA is a thought-leader delivering true value to its members by introducing them to managed IT services. And the Transportation Industry, especially in Texas where it employs one out of every 14 workers, is now critically reliant on IT as well. We look forward to long and prosperous partnerships in the years ahead.”

### **About The Utility Company**

The Utility Company® is a leading provider of virtual IT service and support 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 [theutilitycompany.com](http://theutilitycompany.com)