

October, 2012

To Our Current and Future Customers,

At Infiniit Technology Solutions, we pride ourselves on doing the right thing every day. We practice this approach with our customers and with our suppliers, and we have invested in the right people to uphold these values. Although we know it is important to do more with less, we also know it is dangerous to not keep up with today's technology. We look for the best outcome for our customers and help them get the products and technology solutions they require.

Today we hear that the price someone pays is important when making a buying decision. I ask you to think about the total cost of ownership and where you consider yourself in the future from a competitive standpoint as to the reason for your purchase. I caution everyone who thinks that buying from the lowest price reseller is the best approach, mainly because a low price product could cost more in the end. You see, the lower a company has to sell their product for, the less service they can or will offer. Example: How many times have you or your purchasing people had to call your supplier to find out where your order was? (This costs your company money). Their low price forces them to find more deals rather than providing the necessary service for the ones they have.

Infiniit is not always going to be the lowest priced supplier, but we will be the best and our fair and competitive pricing model allows us the opportunity to always "do the right thing". More often we find customers coming to us stating that their current supplier couldn't or wouldn't go the extra mile for them. The reason; they cannot afford to with their current "sell low, quantity vs. quality" business model.

The cost of the gear you buy goes way beyond the initial price you pay. Pick a proven and trusted supplier, share your purchasing goals with them and allow them to prove to you that they will do the right thing.

Know the source, trust the vendor.

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"I invest my life in my customers because they invest their trust in me."

