

Ready to take off?...

Let's do IT (Information Technology)!

Concerto Networks - IT Business in a Box™

The US Military is one of the most powerful and recognized conglomerates in the world. The orchestration of the Army, Navy, Marines, Air Force, National Guard and Coast Guard is a magnificent sight to see and experience. They have bases and personnel stationed throughout the world. The US Military has several programs and initiatives, such as the Army's Simulation, Training and Instrumentation Command (STRICOM), Joint Surveillance Target Attack Radar System (JOINT STARS) and the Navy's Fleet Battle Group Management System. In the past ten years, the evolution of directorates migrated from Command and Control (C2) to Command, Control and Communications (C3) and on to Command, Control, Communications, Computer and Intelligence (C4I).

To deliver and support these programs and initiatives requires highly intelligent, ethical individuals, working together as a well coordinated team. The "Program Director," often a General or Admiral, easily stands out in the organization. But looking beyond this primary figure one sees a special breed of IT Professionals. They are the US Military Engineers, Software Programmers and IT Specialist and Technicians, all serving their country and performing their duties with dedication and "Corporate-Style IT Service".

In today's environment, the US military is closing bases and reducing the size of its personnel. Unfortunately, large corporations are reducing their overall size as well. Current studies indicate that "as many as 35 percent to 45 percent of U.S. and Canadian IT workers will find themselves replaced by contractors, consultants, offshore technicians and part-time workers by 2005".¹ The end result is an available pool of intelligent and highly trained individuals with military and corporate IT experience.

Information Technology (IT) is a necessary service requirement for Home Offices and Small to Medium-Sized businesses. However, most such businesses can not afford full-time employees to provide what are often part-time functions. Just like the military's C4I initiative, these businesses have "mission critical" systems, providing a \$300 Billion business opportunity for IT service providers. Currently, this market is served by over three-hundred thousand "independents" in the US, providing inconsistent service and limited value to their customers. Most providers do not have a long term commitment, varying in their degrees of success, and have extremely limited value offering. They lack the ongoing support and training of a corporation. This leaves the IT service market both fragmented and dysfunctional.

Concerto Networks offers a business opportunity for IT Professionals. An alternative employment opportunity that is possibly a perfect fit for the Veteran or soon to be discharged military personnel with "corporate IT experience". This is an opportunity for a Veteran to continue with the utilization of their training and skill set, while realizing the benefits that come with managing their own business.

Concerto Networks is an emerging provider of professional, "Corporate-Style" Information Technology (IT) services for small and medium-sized businesses. The Company's nationwide franchise system provides businesses with outsourced computer, network, communications products and services and a broad suite of business solutions.

Concerto Networks' Executive Team, Board of Advisors and managers are unmatched in their combined IT, franchise, business management and military experience.

Concerto Networks developed a unique business model, including a proprietary web-based operations system that supports its franchise network (family) of IT service partners. Franchises are home-based, independently owned and operated by trained and experienced "IT Professionals", all of whom are committed to serving the needs of residential, small and medium-sized businesses with Consistent Quality Service™.

Concerto Networks supports our franchisees with a complete business management solution; proprietary business management tools, professional sales and marketing, training and on-going support. Concerto Networks' solution allows our franchisees to spend more time in the field, focusing on quality customer service and generating high profit revenue streams.

The initial out of pocket expense for a Concerto Networks franchise is surprisingly low and results in multiple high profit revenue streams. The initial franchise cost could be under \$25,000 which includes the franchise fee, equipment, vehicle lease and training. Franchises can be financed through local or national banks and may be supported by government-backed SBA loans. Veterans receive a discount of 10% off of the initial franchise fee. Multiple franchise purchases receive additional discounts off of the first franchise fee. Concerto Networks is a San Diego based company. Additional information is online at www.concertonetworks.com

Note 1: Report issued by New Canaan, Conn.- based Foote Partners (InfoWorld, January 2003)



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