THIRTEEN
GUYS NAMED ED

WE SOLVE TECHNOLOGY.

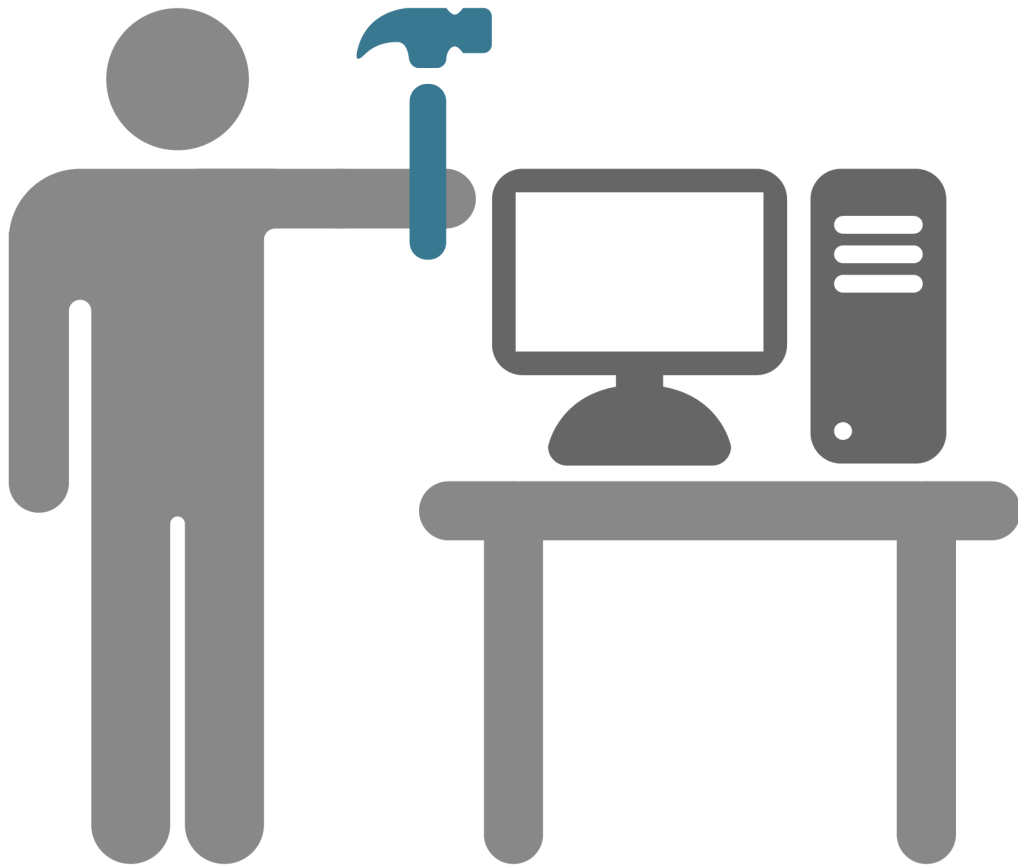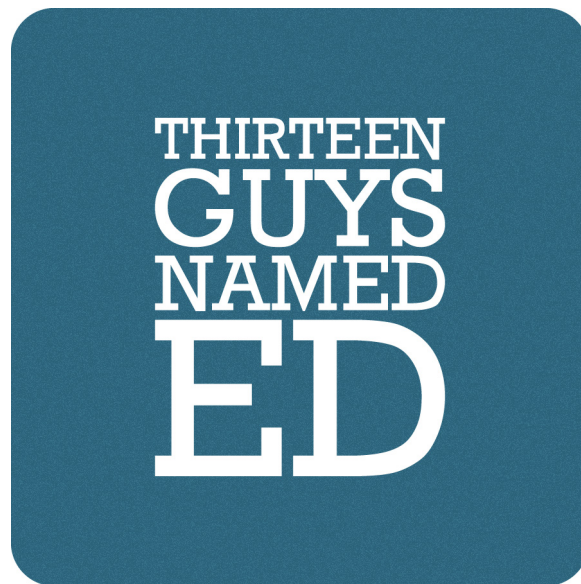# THIRTEEN
GUYS
NAMED
ED

303 Main Street #1086
Safety Harbor, Florida 34695

888.840.0573

info@13gne.com

www.13gne.com

@13gne.com

facebook.com/13gne

Before we even begin...

FREQUENTLY
ASKED QUESTIONS

Are there really thirteen of you?
No. "13" does not accurately reflect the number of guys named Ed.

Are you really all guys?
No. "Guys" does not necessarily reflect the gender of our Eds.
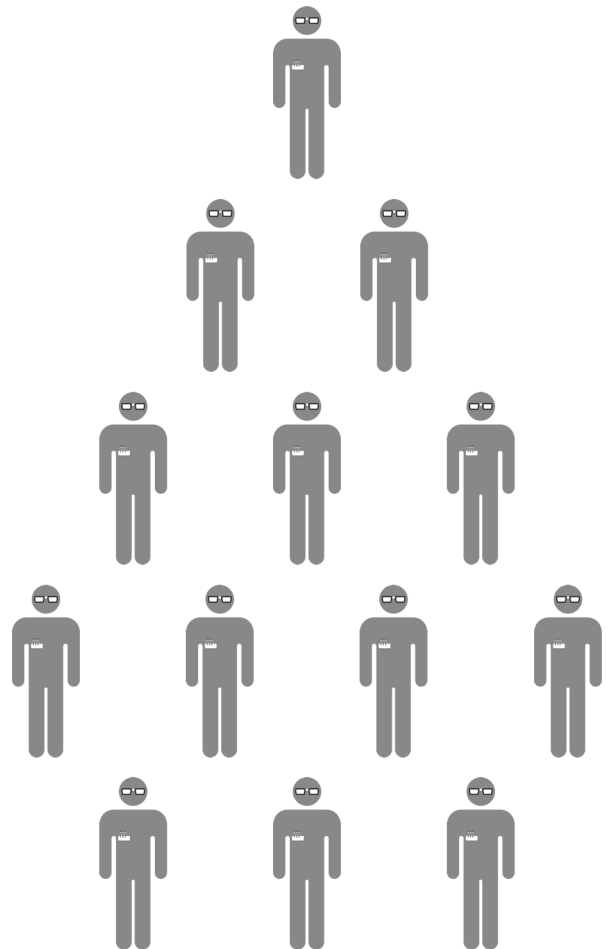
Are you really all named Ed?
No. "Ed" does not accurately reflect the names of our Eds.

What's the story with your name, then?
You don't even want to know. The true story behind "13 Guys Named Ed" is so boring that wild and unfounded speculation is far more satisfying than listening to the actual answer.

C'mon...
Fine. We'll tell you when you become a client. But you've been warned.

Google
Apps for Business

MOBEX
Mobile Business Exchange

Microsoft®
Office 365

WatchGuard™

Dropbox

vmware®

verizon FiOS

amazon
web services™

Adobe® Creative Cloud™

Parallels™
Optimized Computing

MailChimp®

CISCO™

WORDPRESS

rackspace.
the open cloud company

PODIO

CITRIX®

* See the back page for a full menu of services.

WE SOLVE
TECHNOLOGY

SO YOU DON'T HAVE TO.

FOR RENT

Office Technology

We evaluate and implement all of the technology an office needs to operate effectively and efficiently. If existing software can't meet your specific needs, we'll develop an answer from scratch.
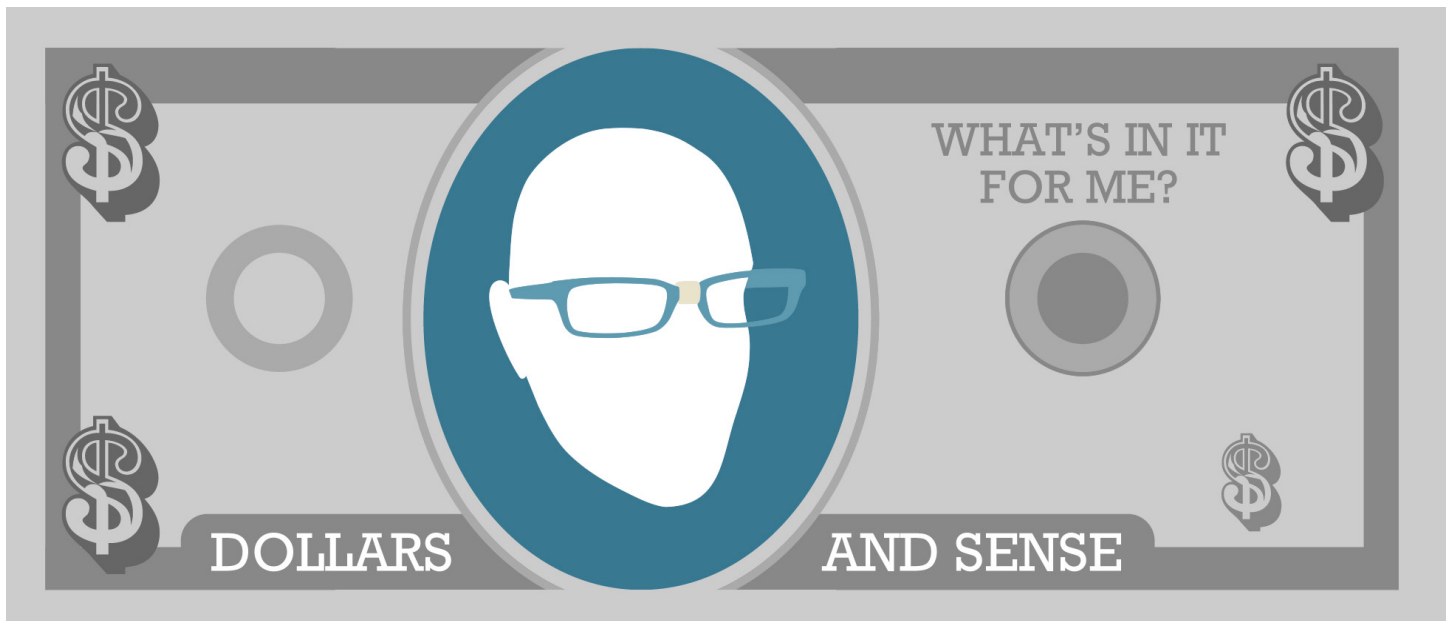
Web Design

We make the best websites. We do the design, development and hosting with the latest techniques and technologies.

"

Honesty is not only morally right, it's also highly efficient."

— Randy Pausch, *The Last Lecture*

WHY SHOULD YOU CARE?

WHAT'S IN IT FOR ME?

DOLLARS AND SENSE

WE KEEP COSTS DOWN

On average, we reduce our clients' IT costs by

49%

by evaluating their needs, determining if we can achieve equal or better productivity with modern technologies, and implementing a newer, simpler infrastructure.

WE KEEP REVENUE UP

Through effective and professional design, copywriting, social media, and search marketing we increase our client's sales conversions by as much as

28%

and we keep those numbers going up through research, testing and reiteration.

WHAT WE DO
IN PLAIN ENGLISH

SCENARIO #1: CLOUDIFICATION

A small business owner is frustrated with his slow, unreliable company server so he sends an email to **info@13gne.com** and requests assistance. 13 Guys Named Ed evaluates the company's needs and determines that a physical server on the premises is an outdated and unnecessary expense. 13 Guys Named Ed then transfers the company's email and files to the cloud for increased ease of use, accessibility, reliability and security; all while reducing the company's overhead by thousands of dollars.

WHAT WE DO
IN PLAIN ENGLISH

SCENARIO #2: WEB DESIGN

```html
<html>
    <head>
        <title>
            What We Do
        </title>
    </head>
    <body>
        <p>
            Scenario #2
        </p>
        <p>
            Webification
        </p>
    </body>
</html>
```
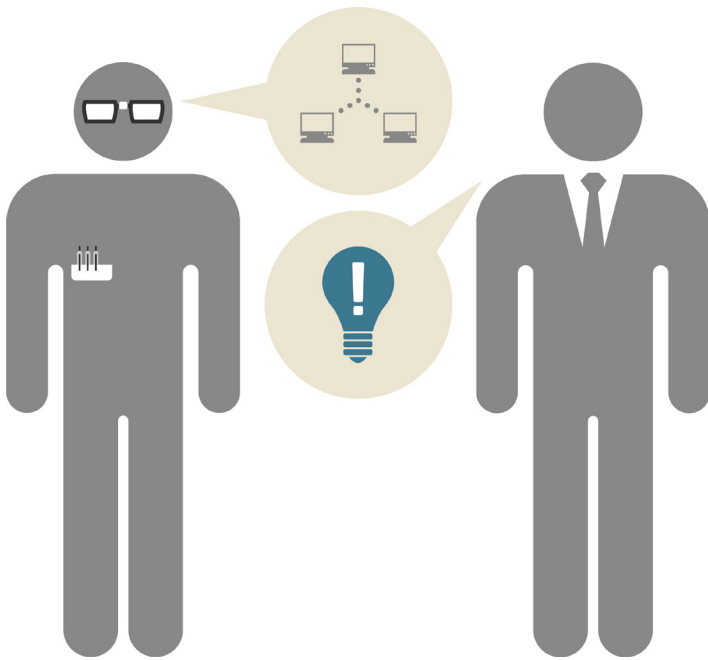
A local retailer knows that she can increase sales and expand her operation by selling her goods online, but she doesn't even know where to begin, so she dials **(888)840-0573** and speaks with 13 Guys Named Ed. 13 Guys Named Ed evaluates her needs, researches her market, and outlines a plan of action to get her product in front of as many relevant people as possible. 13 Guys Named Ed then designs and develops a fully-functional eCommerce site promoted by a social media push and a pay-per-click advertising campaign.

All she had to do was deliver merchandise to her new customers.

WHAT WE DO
IN PLAIN ENGLISH

SCENARIO #3: IT CONSULTATION

A small business has outgrown its smallness after several years of financial success and wants to open another office in a different geographic region. The lean (and somewhat slapdash) IT solutions that had been put in place when the business began just can't provide the needed services and will not be scalable to the new office. Productivity is suffering and the company will not be able to grow.
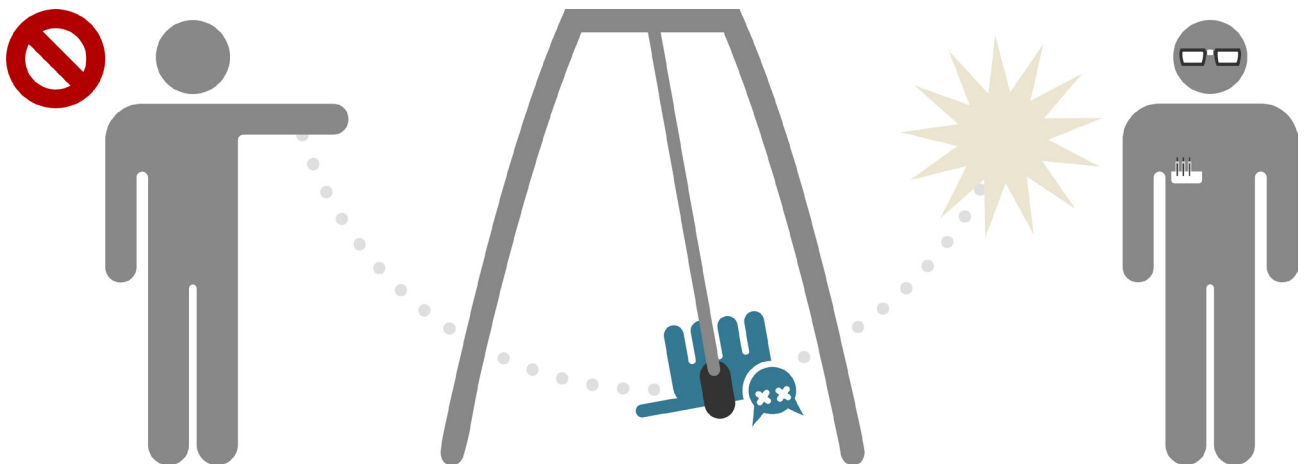
The company visits **www.13gne.com** and contacts 13 Guys Named Ed to evaluate the existing IT infrastructure and devise a plan to implement a secure networking solution for the new office. Along the way, 13 Guys Named Ed helps the company implement a project management process that allows the company to continue to grow without management headaches and still keep the overhead costs incredibly low.

WHAT MAKES
US DIFFERENT?

We know...

YOU CAN'T SWING A DEAD CAT WITHOUT HITTING AN IT CONSULTANT.

Today's businesses suffer no shortage of people trying to sell their advice, especially in the realm of technology. So what separates 13 Guys Named Ed from the chaff? The ideals outlined on the following pages, that's what.
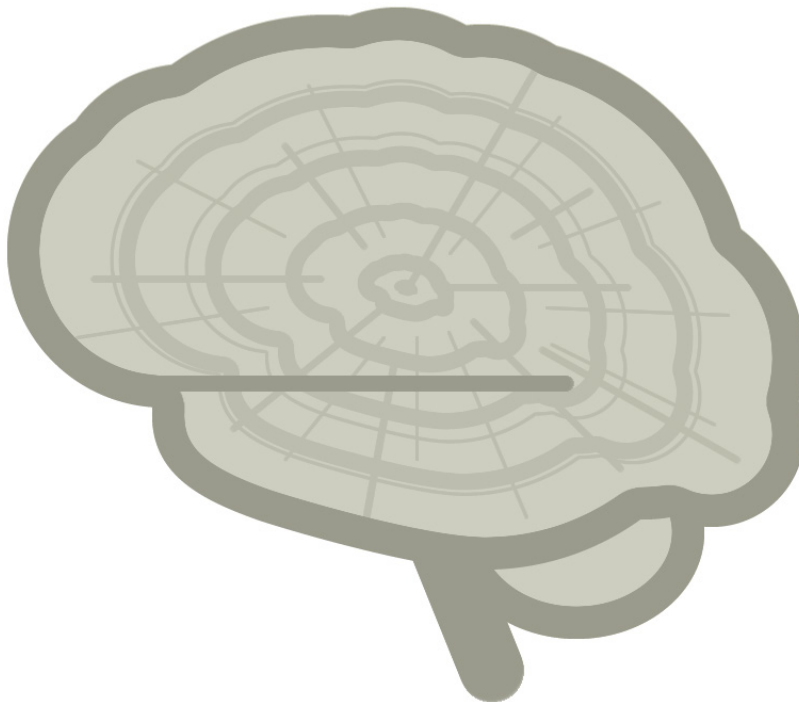
WE HAVE
THE EXPERIENCE

13 Guys Named Ed is a young company with decades of experience backing it up. The founders of 13 Guys Named Ed were born right before the Atari 2600 and they didn't date much in high school. That's the perfect recipe for high-octane tech geeks. They persevered when friends and family rolled their eyes through endless technobabble, and they came out the other side as experts in their fields.

Over the years, they've turned their jobs into their passions and their passions into their professions.

13 Guys Named Ed lives for this stuff.

WE EVALUATE
CONSULT and IMPLEMENT

We don't simply offer advice and leave you to your own devices. We don't robotically implement solutions you may or may not need. We evaluate your existing situation, discuss the best options for your company, and put those solutions into place.
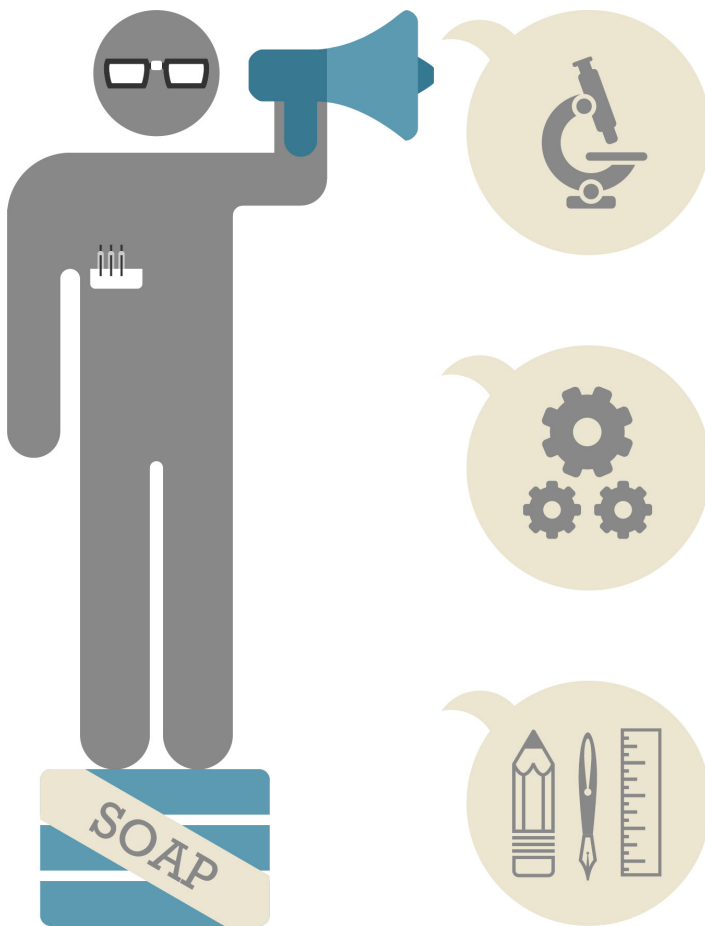
YOU'RE FREE TO CARE ABOUT THE DETAILS AS MUCH OR AS LITTLE AS YOU LIKE.

"

We need to keep everything on the rails,
or **nobody** is going to be happy"
— 13 Guys Named Ed

WE PREACH
RESEARCH, PROCESS
and DESIGN

Lots of products are made;

GREAT PRODUCTS
ARE ENGINEERED.

In order to deliver effective results, we must understand what we're delivering. We cannot affect the market if we don't understand its effect on us.

Research allows us to understand the causes, effects and ramifications of our work.

Process allows us to use that research and streamline a path to effective results.

Design allows us to implement the process in an effective, efficient and comprehenseive manner.

SOAP

WE MANAGE
EXPECTATIONS

ABANDON HOPE ALL YE WHO ENTER HERE...

This section represents a shift in tone.

This is where we tell you to brace yourself for the word, "No."

Are you ready? This is where we keep the harsh truths.

"

Any sufficiently advanced technology is indistinguishable from magic."

— Arthur C. Clarke

"

Computers are not magic. Forget all of that nonsense that you've seen on TV and in Hollywood movies. Forget Hal in "2001, A Space Odyssey." Forget Commander Data on *Star Trek*. Tell a computer to do something stupid, and it will comply."
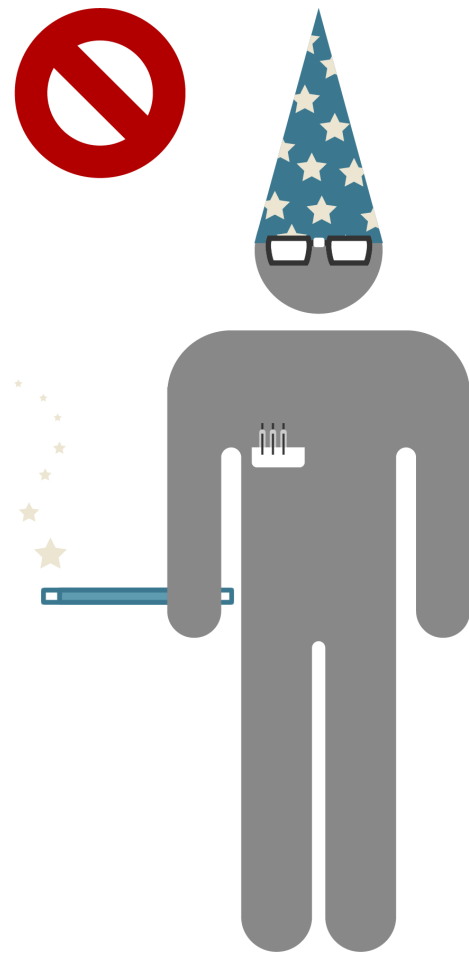
— Dave Moore

WE ARE
NOT MAGICAL

Often times, our work is seen as digital alchemy; it might seem as though we simply wiggle our fingers near a computer and wishes are fulfilled because computers are modern miracles that can **do anything**. An inconvenient truth is that computers are not genie bottles.

Even if computers could **do anything,** they are nonetheless operated by squishy, fallible humans who are bound by industry standards, budgets, time constraints, programming languages, the limits of technology, common sense and the immutable laws of the space-time continuum.

Please temper your expectations with this knowledge. 13 Guys Named Ed cannot grant your every wish; but we'll use every available tool to fulfill your needs.

"

Unless we learn to share our ideas
with others, we will be stuck with a world
of seemingly impossible problems. We can
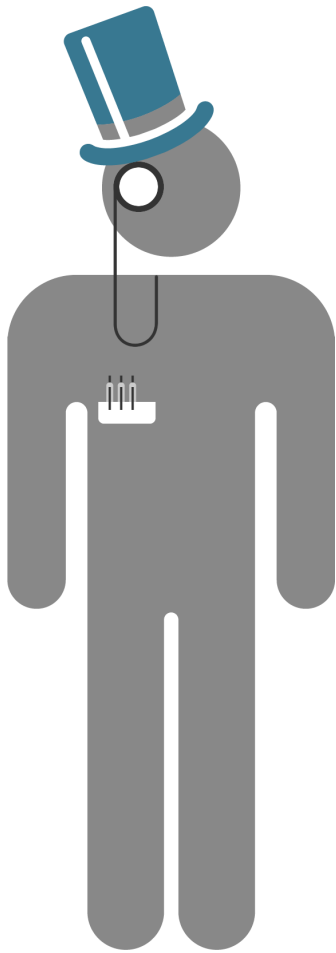either all work together or fail alone."

— Johan Lehrer, *Imagine*

"

I need to hire an experienced, educated, savvy and talented professional

so I can tell them *exactly* how to do

***exactly* what I want them to do."**

— Nightmare Client and Master of Irony

WE ARE
THE EXPERTS

It is difficult to broach this topic without coming off as a bunch of snooty prima donnas.

"Step aside, mortals. Your puny and frail minds hold no sway in **this** domain. I— and I alone—possess the technical acumen necessary to reconfigure your router. Are you not impressed by the specimen before you?"

Of course, nobody wants to be around that guy. But here's the long and the short: If you hire experts, don't waste your money by ignoring them or by clininging to preconceived notions. Allow them to put their experience to work for you.

HARSH TRUTHS:

Your favorite color is irrelevant.

Your choice of fonts is uninformed.

No, your logo should **not** be a little bigger.

Pleasing your personal sense of taste is not a success metric.

Design

does *not* mean

decoration.

Design does not mean style.
Design does not mean fashion.
Design does not mean feeling.
Design does not mean taste.

Design means simplicity.
Design means usability.
Design means comprehension.

Design strengthens communication.
Design exists to support content and deliver ideas with greater effect, clarity, and insight.
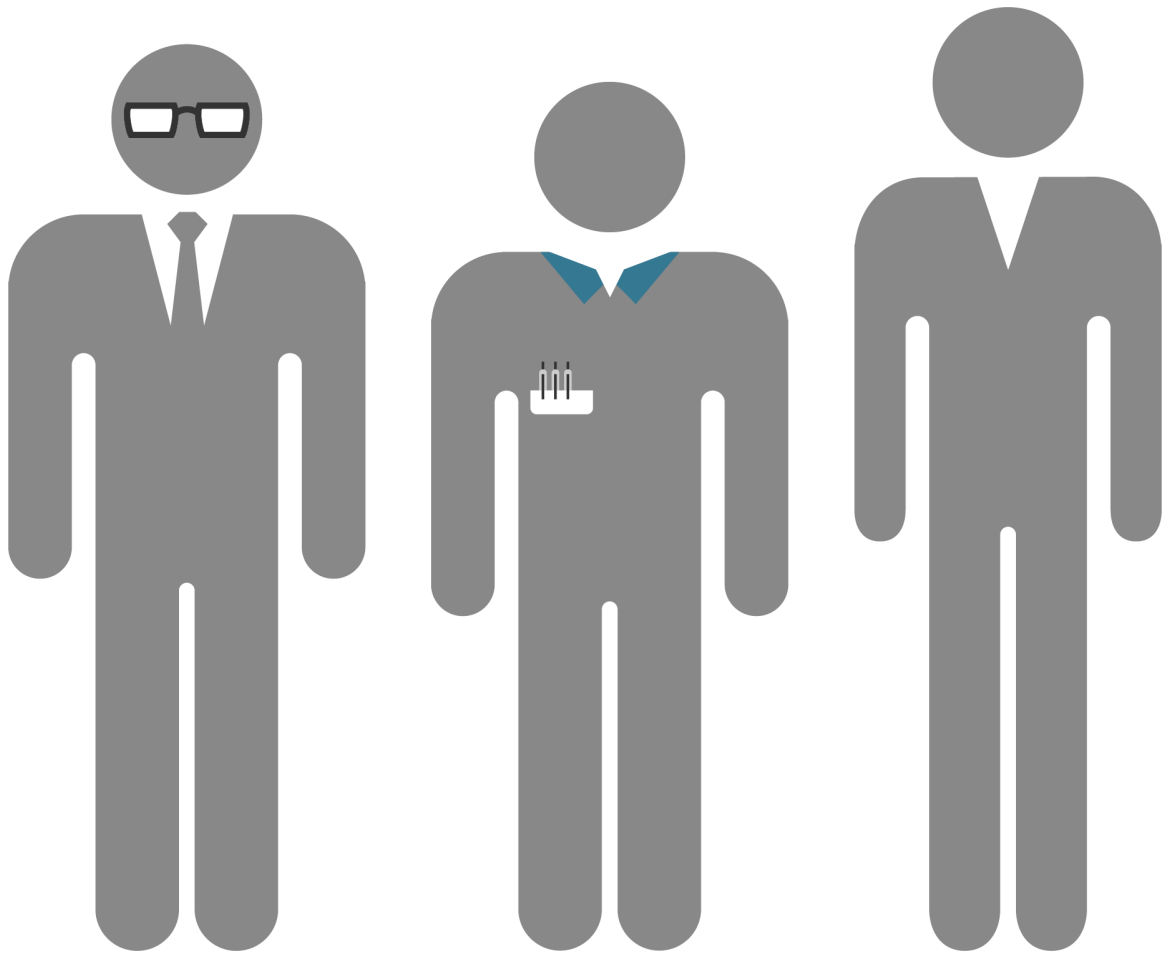
"

People don't care how much you know
until they know how much you care."
— Modern Proverb

WE LOVE YOU

AT LEAST... WE HOPE TO

13 Guys Named Ed strives to develop long-term relationships with its clients by fostering an environment of integrity and trust. We want our clients to know that we'll do our best to make their lives easier in any of the ways we know how.

One time, Jeff arbitrated a live auction just because a client asked him to. Jason fixed a client's air conditioning unit. And Sven? Sven fought a shark. True story.

WE'RE 13 GUYS NAMED ED AND WE'RE HERE TO HELP.
IF YOU HAVE A PROBLEM, WE HAVE AN ED FOR THAT.

SERVICES

IT CONSULTATION
We examine the needs of a company and determine which tools will optimize productivity and efficiency.

CLOUDIFICATION
Email, scheduling, file sharing, customer resource mamangement, and collaboration all in the cloud. We are official resellers of Google Apps, Microsoft Office 365 and Dropbox.

INFRASTRUCTURE
We run the wires, hook up the routers and setup servers and consult on purchases for enterprise-grade technology setups.

TELEPHONY (VoIP)
We set up professional-grade automated office telephone systems.

APPLICATION DEVELOPMENT
We program, from the ground up, your custom applications.

DATA SECURITY
We make sure that all of your critical data is secure and recoverable.

WEB DESIGN
We learn about your company, your competitors and where they sit on the landscape of the market. We then optimize the balance between aesthetic sensibilities and effective operation. Then we put on our bib overalls and get down into the mechanics of building modern, mobile-optimized, SEO-friendly websites.

eCOMMERCE
We know everything it takes to effectively sell goods online.

HOSTING
We provide space online.

GRAPHIC DESIGN
We design and produce business cards, flyers, banners, brochures, booklets, advertisements, holiday cards, presentations, and a whole slew of other stuff. If it can be seen, we can create it.

LIFE COUNSELLING
Let's chat. Maybe it'll help you feel better.