

CRM, New Players Fuel Momentum

Perspective from the Top



At Epittec, we strive to offer our clients and consultants exceptional service by positioning ourselves as a valuable resource and looking for ways to improve our relationships. To ensure this, we recently launched a Customer Relationship Management (CRM) system. Using this system, we are able to capture client and consultant information in an organized manner, allowing us to maximize our resources and offer the best service possible.

While most CRM systems focus on retaining new customers, Epittec's process is unique in that it focuses on maintaining current customers in order to provide more efficient and effective service. The system is directly connected to Epittec's Job Order Tracking System, allowing us to log each consultant's job experience and expertise and match the most qualified consultants to client requests.

The system accommodates approximately 1,500 contacts, tracks all customer interaction and provides one central place to house contact information for easy, quick access by The Epittec Group. Furthermore, since the system is connected to our Job Order Tracking System, it enables us to link job orders, submittals, placements and consultants to the individual customer. These new systems allow for limitless opportunities as we grow as a team.

In addition to our new CRM system, 2006 has been a busy year for Epittec with more than 350 opportunities already recorded. Due to the volume of positions we have to fill, we need more horsepower to continue providing clients top-notch consultants. To accomplish this, we recently hired six new recruiters.

Epittec's goal is to be one of the top three vendors for each of our clients. Reaching this goal will result in more job opportunities for our consultants and recognition as a valued resource by our clients. Our strategy for success is to have solid processes, comprehensive training, a deep understanding of customer needs and the appropriate number of recruiters able to deliver results. Placement accuracy is essential to provide our clients with the best consultants for their specific needs.

Between the new CRM system and our enhanced recruiting function, we are well prepared to surpass our goals in 2006. Our desire to meet client needs and expectations has positioned Epittec as a reliable and established firm. The IT professionals who work for Epittec, and call it home, have built the success of this company – for this we thank you.

Google Users = Higher Class?

A recent survey indicated that Google users tend to have more Internet experience and larger bank accounts than the average American. The survey, created by S.G. Cowen & Co., targeted 1,000 Internet users in the United States. Results revealed that the longer an individual has been using the Internet, the more likely they are to use Google as their search engine. Additionally, Google users tend to have an annual household income of \$60,000 or higher.

The survey also indicated that Google is the most popular search engine available today, with 52 percent of respondents selecting it as their primary search tool. The site is popular for advertising due to its reach to people with higher incomes. "The study crystallizes a view that's already out there: that Google is doing better because it is a more attractive site for advertisers," said Jim Friedland, director and senior research analyst, S.G. Cowen & Co. "On the demographic issue, advertisers will look to advertise to higher-income customers."

S.G. Cowen also projects that paid search, the type of online advertising offered by Google, will increasingly replace all other forms of online advertising in upcoming years. Investment banking and research firm Piper Jaffray & Co. estimated that global online advertising will exceed \$55 billion in 2010.

“Due to the volume of positions we have to fill, we need more horsepower to continue providing clients top-notch consultants.”

Content

Industry Expert – The Future of the IT Industry.....	pg 2
IT Association – GLIMA	pg 3
<i>Epitalk</i> Survey.....	pg 3
iSpots	pg 4
Project iSpot	pg 4
Milestones.....	pg 4

Technology is the Future of Southeast Michigan

The Anderson Economic Group recently conducted extensive research regarding the technology industry in Southeast Michigan. The group was hired by Automation Alley to research the region and learn where it's been, where it is currently and where it is going in the future. The study focused on data from a five-year period between 1998 and 2003. The results indicate the region's technology industry is one with above average wages, high-skilled and high-knowledge jobs, groundbreaking discoveries and investment by firms from around the world. Following is a condensed summary of the comprehensive report.

Technology industry employment grew by more than six percent from 2002 to 2003. The number of small technology establishments (employing under 100) also has increased in recent years, accounting for more than 7,500 of the approximate 8,100 technology organizations in Southeast Michigan. The technology employment research revealed that 38 percent of technology jobs are in the advanced automotive field and 19 percent fall in the information technology area (Figure 1).

The study also reviewed the economy in Southeast Michigan and concluded that while the region has experienced difficulties, a wealth of "new economy" activities are taking place and positioning the area as an economic stronghold with tremendous technological vitality. While it is a fact that Southeast Michigan has experienced a loss of manufacturing jobs and increased unemployment, it is also true that it leads the

way in the development of our economy. This new economy relies on technology to remain competitive on a global scale.

"A main indicator of growth potential for a region's technology industry is the amount of research and development taking place," said Patrick Anderson, principal, Anderson Economic Group.

Additionally, technology companies and the educational community are investing significant financial resources into research and development (R&D) throughout Southeast Michigan, helping make the State of Michigan a leader in R&D density, diversity and depth. Between 1999 and 2003, companies in Southeast Michigan received 71 percent of all the patents awarded in the state. Additionally, from 1997 to 2002, universities in the same area increased R&D spending by approximately 44 percent, resulting in expenditures exceeding \$885 million in 2002 (Figure 2).

One of the main indicators of a region's growth potential is the amount of R&D completed at local universities, because higher education brings talented individuals and investment capital to a region. The study found that Southeast Michigan has experienced steady growth in university R&D expenditures over the past five years.

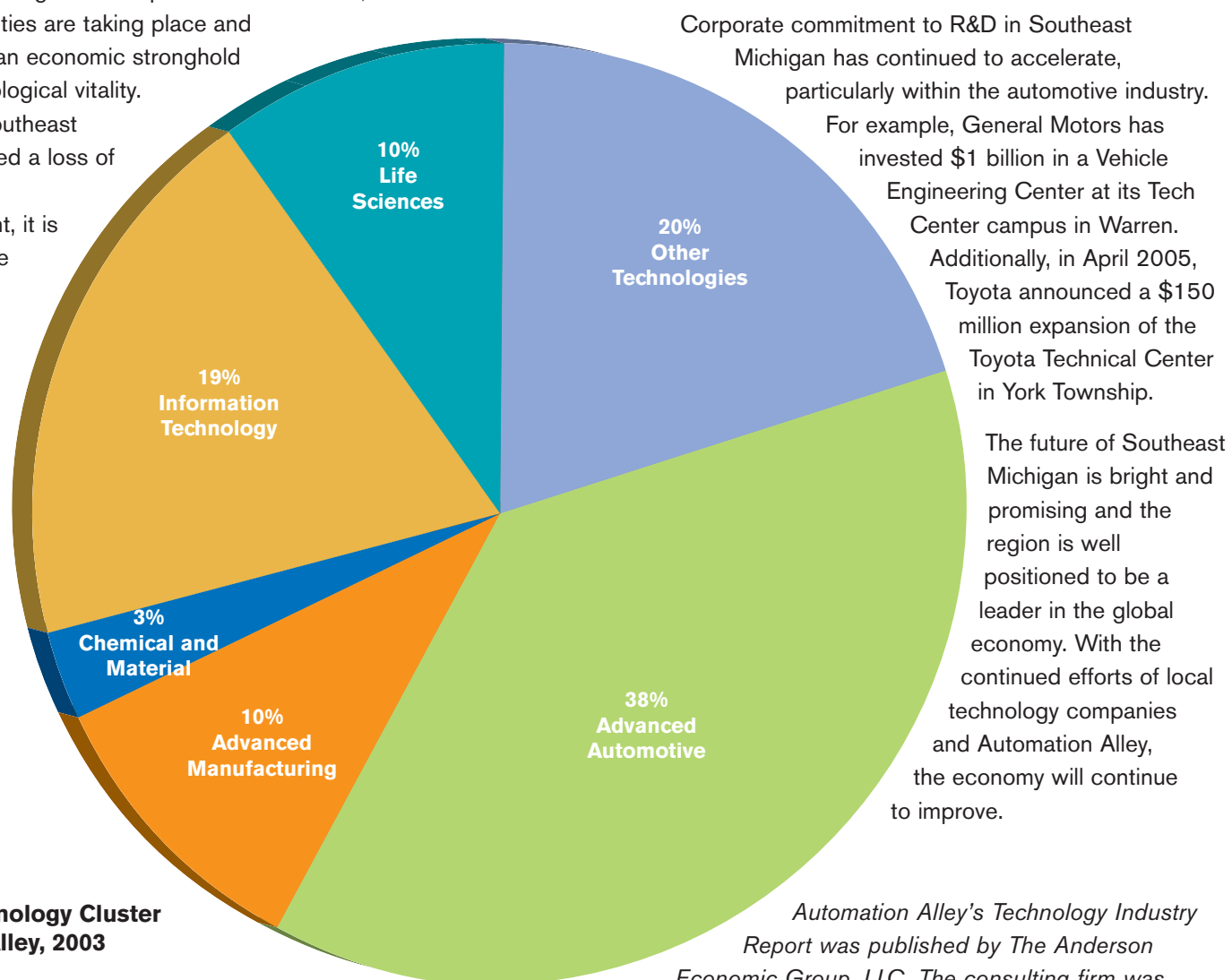


Figure 1
Employment by Technology Cluster in Automation Alley, 2003

Corporate commitment to R&D in Southeast Michigan has continued to accelerate, particularly within the automotive industry. For example, General Motors has invested \$1 billion in a Vehicle Engineering Center at its Tech Center campus in Warren. Additionally, in April 2005, Toyota announced a \$150 million expansion of the Toyota Technical Center in York Township.

The future of Southeast Michigan is bright and promising and the region is well positioned to be a leader in the global economy. With the continued efforts of local technology companies and Automation Alley, the economy will continue to improve.

Automation Alley's Technology Industry Report was published by The Anderson Economic Group, LLC. The consulting firm was founded in 1996 and specializes in economics, finance, market research and public policy. Data from the Anderson Economic Group's study takes a variety of factors into account, including employment, number of private businesses, payroll, demographics, socio-economics and quality of life. A copy of the report can be secured at www.automationalley.com.

Figure 2

	1997	1998	1999	2000	2001	2002
Eastern Michigan University	N/A	N/A	\$1,512	\$4,118	\$2,992	\$3,164
Kettering University	N/A	\$433	\$647	\$625	\$1,161	\$1,311
Lawrence Technological University	NA	\$104	\$344	\$821	\$681	\$539
Oakland University	\$6,598	\$7,272	\$6,422	\$6,422	\$7,397	\$6,869
University of Detroit Mercy	\$2,260	\$1,853	\$1,177	\$1,767	\$1,236	\$746
University of Michigan	\$483,485	\$496,761	\$508,619	\$551,556	\$600,523	\$673,724
Wayne State University	\$124,383	\$138,456	\$146,832	\$156,814	\$175,984	\$199,007
Total:	\$616,726	\$644,879	\$665,553	\$722,123	\$789,974	\$885,360

Source: National Science Foundation

IT Association



Professionals Promote Technology Industry

The Great Lakes Interactive Marketing Association (GLIMA) Network is a professional association for individuals that support and promote the growth of the technology industry throughout Michigan and the Great Lakes region. It is one of the country's largest associations for technology professionals, provides life-long learning opportunities to its members and supports the region's technology economy.

To support and promote the growth of the technology industry throughout Michigan and the Great Lakes region, there are eight GLIMA chapters in the State of Michigan. Membership is open to any individual involved in the technology industry for an annual fee of \$75. Chapters hold events to provide networking, professional growth and business development opportunities for members, and the overall network hosts events for all members to meet business contacts, mentors and role models. Members interested in starting or maintaining a small business benefit from the organization's targeted educational seminars and other forms of assistance.

GLIMA is interested in the future of our technology as well, and demonstrates this through student membership programs. GLIMA offers students low cost memberships and an entry point to local and statewide career opportunities.

Members are also encouraged to participate in the GLIMA ICE Awards, an annual event held to honor excellence in Web site development. All GLIMA members are eligible for recognition in five categories: best commerce site, best interactive site, best user-friendly site, most innovative site and special recognition.

For more information on the GLIMA network, or to join, please visit www.automationalley.com/autoalley/GLIMA+network/.

Chapter Locations:

GLIMABluewater St. Clair County	GLIMAEast Genesee and Lapeer Counties	GLIMAMid-Michigan Lansing	GLIMANorthwest Traverse City	GLIMASoutheast Macomb, Oakland and Northern Wayne Counties	GLIMASouthwest Kalamazoo and Battle Creek area	GLIMAWALA Western Wayne, Washtenaw and Livingston Counties	GLIMAWest Grand Rapids
---	---	-------------------------------------	--	--	--	--	----------------------------------

Survey Says

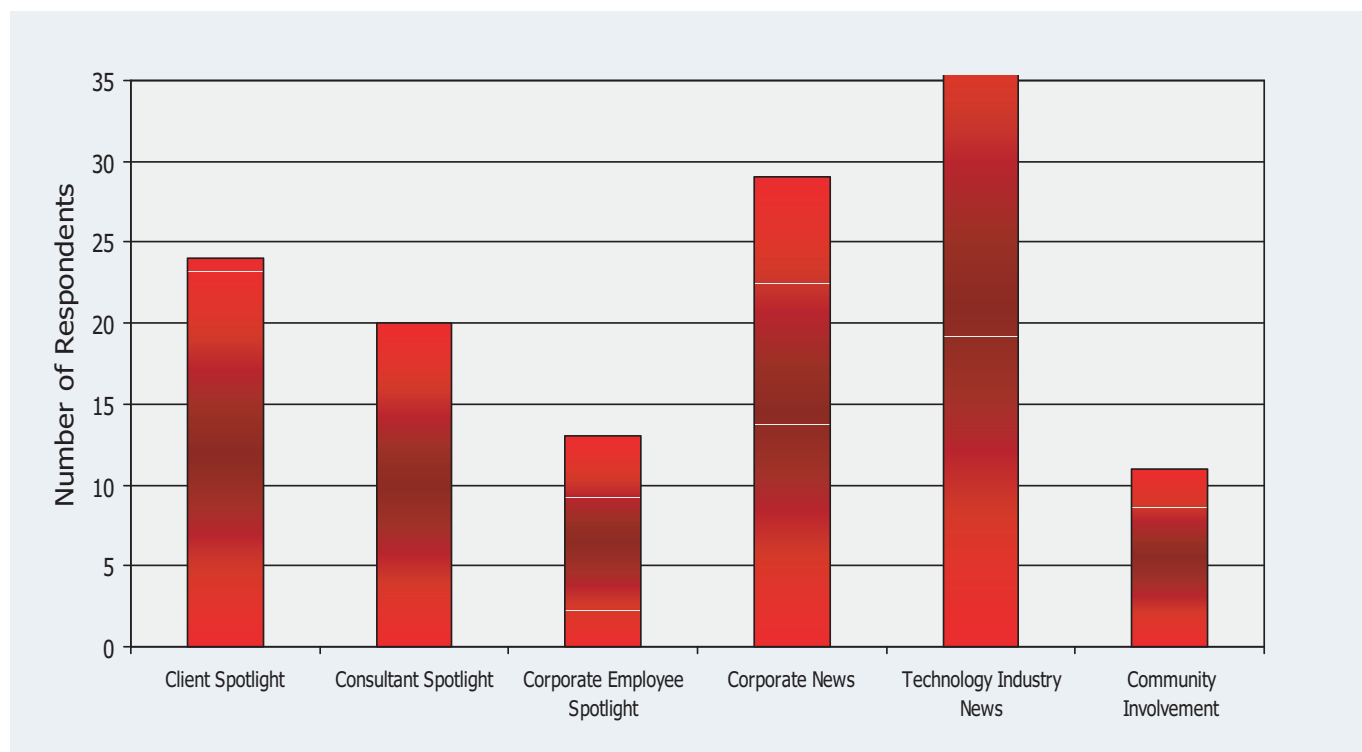
Epitalk Survey Results

Thanks to all of you that took the time to complete our newsletter survey. The input was extremely helpful as we move forward in the development of *Epitalk*. Seventy-three people responded and revealed that 95 percent of you have read the newsletter, with overall satisfaction ranging from average to very satisfied for 82 percent. That's good news, but we want to work toward creating a more effective communication device that keeps you informed and provides value-added content.

We're making some changes as a result of the survey findings. *Epitalk* will now be sent to your home every quarter in addition to the distribution of an e-mail version. Content will have a higher emphasis on the IT industry and corporate news. We want to offer the most productive newsletter possible, and to ensure this, every issue will include an interactive comment section. We encourage you to submit comments or questions that are corporate-related, industry-related or simply satisfy curiosity. Please send any questions or comments to support@epitecgroup.com* Your input will become topics for future newsletters and we will use this column to answer many of the questions submitted.

*Epitec will do its best to answer as many questions as possible.

Content Preference Chart



As illustrated in this graph, the newsletter is used as a career tool. This information will assist us in developing articles to support your interests.

Consultant



Gary Mercatante

STATS

Title: Senior Programmer/Systems Analyst at DaimlerChrysler

Hire Date: September 1993

Responsibilities: Maintaining the sales and marketing system for Chrysler service contracts, subject matter expert for the system re-design

"With 37 years of experience, I attribute my success to my ability to function as a self-starter. My greatest successes have all been of the 'fire-fighting' variety. Virtually every client site that I have visited has had systems that needed to be reined in and given some tender, loving care – this is what I do best."

iSpot Exclusive: Gary is currently pursuing a degree in business administration from Wayne State University.

Corporate Employee



Maria Siles

STATS

Title: Support Specialist

Hire Date: March 2005

Responsibilities: Immigration processing, hiring and terminations, support mailbox, Epilink approvals, Epitec service awards, monitor employee contract ends

Education: Michigan State University, bachelor degree in telecommunications/business

"At Epitec, I was welcomed into an environment of hard-working professionals who are highly dedicated to their careers. This is solid motivation for me to do the best job possible."

iSpot Exclusive: Maria is fluent in Spanish, her first language.



Pictured above: Vikram, Deepti, Chaitanya, Sheetal, Jeyesh, Brett, Vivek, Ram, Kevin, Sal, Srinu, Mohan, Bill

Epitec consultants at DaimlerChrysler have been busy working on a project with a team of nearly 20. The team is focused on Chrysler's electronic-Corporate Issue Management System (e-CIMS), a corrective action process application, which tracks all issues that occur in the building of a car.

e-CIMS provides a single standard issue management system to identify and manage the permanent resolution of product quality-related issues within the Chrysler group. Basically, the system works as a method to receive information regarding product issues, send these issues electronically to the appropriate person who can address the problem, and then offer a solution. The solution is then sent back to the originator.

e-CIMS provides a single standard methodology to achieve corrective action and is available 24/7.

Sidd Nakade, senior developer responsible for design and architecture of the system explains, "The system improves issue accountability, provides improved issue status reporting, and reduces issue cycle time."

Milestones

April

Jeff Hunt (3 years)
Sharon Swope (3 years)

May

Brenda Johnson (5 years)

June

John Mikkola (3 years)
James Moran (5 years)
Chris Sulfridge (3 years)



From Start To Finish, We're There For You.

535 Griswold Street
Suite 2500
Detroit, MI 48226

