

## **Why Choose Pinnacle?**

A sleek package can conceal astonishing verve. Think habañero chiles. The first four notes of Beethoven's Ninth. Bono.

At Pinnacle, we mean to compete for your consulting business, and we know we're up against the heavyweights. Let's just say we have a chiseled physique. We haven't hired a sports legend to flash our logo during televised golf tournaments, and we haven't commissioned a swanky ad agency to handle our creative. We don't retain a raft of attorneys to review our contracts or a PR department to finesse our image.

Truth is, we can't afford to carry a paunch. Like well-conditioned athletes, we're trim and agile. This dexterity allows us to offer intangibles that we think are more persuasive than celebrity endorsements and slick ad campaigns.

Our mission is simple: We help clients select, integrate, and deploy business and technology solutions that support communication, innovation, and strategic growth. As Oracle and Microsoft partners, we have the rigorous technical training and broad industry experience you

expect (see our Services insert for details). But our real edge is a level of service you thought had disappeared with dial telephones and Corona typewriters.

Now, we could rattle off a few predictable buzzwords in the hope of triggering some kind of reflexive response, but we suspect you didn't get ahead by being impressed with talk of "landscape harmonization" and "leveraged efficiencies." We'd rather tell you about the fundamentals on which we've built our business:

- Unyielding standards of performance
- Depth of knowledge
- Adaptability
- Versatility
- Value

### **Peak Performance**

Of course, without a relentless pursuit of performance excellence, none of our other core qualities would matter. Pinnacle consultants are trained and certified in a broad range of state-of-the-art software systems, and they have the experience to implement complex

business applications in virtually any environment (see our Services insert for a list of industries with which we're well acquainted).

It's a truism that every business is different. Our consultants will identify *how* your business is different and then fine-tune the goals, strategies, and metrics for your project with those features in mind. Rather than regarding your organization's unique characteristics as a set of hurdles, we see them as a series of opportunities to create novel, cost-effective solutions that dovetail with your industry- and company-specific objectives.

Our consultants possess not only proficiency, but a more nuanced kind of expertise as well. We can often anticipate how a system will respond to evolving conditions—heavier traffic, increased storage requirements, unexpected connectivity challenges, and the like—and design a system poised to meet any demand made of it.

In addition to looking ahead, we also have the sophistication to detect subtle distress signals when a new system is already in peril—say, a framework that's become overloaded or an infrastructure that appears vulnerable to security threats. Because of Pinnacle's taut organization,

we can identify and contain such problems before their ill effects begin to ripple through your company.

### **Elite Service**

At the big-name consulting firms, clients come and go. You're courted, the deal is consummated, and then, oftentimes, your account is fobbed off on some junior-level associate who's still sleeping on a futon in his folks' basement. If this novice bungles your installation, several links in the chain of command may separate you from the executive with the experience and authority to untangle the snafu.

If the solution requires the software partner's involvement, your apprentice may not be savvy enough to navigate the vendor's channels swiftly and bring your concern to the immediate attention of the proper technical administrator. The rookie's manager will apologize and try to make amends, of course, but the plain fact is that a large firm can afford to lose your business.

Pinnacle is a Midwestern partnership, not an international conglomerate. We've grown by valuing every client as much as we prized that first account. We don't believe service can be bundled, commodified, or aggregated. We think it should be personalized,

customized—the way a splendid tailor or seamstress fusses over every puckered seam, or the way a superb boutique hotel concierge divines your needs before you're even aware of them. That kind of service may seem as quaint as a handwritten letter, but it's how we aim to run our business.

### **Uncommon Value**

It's no surprise that blue-chip firms charge stiff rates. But do those fees translate into high-end service for every client, or are you merely picking up the tab for sumptuous sales retreats in tropical locales, lavish incentive trips for top consultants, posh awards presentations, and other top-heavy extravagances?

At Pinnacle, we don't carry all that extra weight, so we don't need to pad our rates. You won't find a stopwatch next to the phone, and we refuse to tally up a client's importance on an accounting ledger.

Instead, we give *every* customer the formidable service that only a streamlined organization can offer. At Pinnacle, there's strength in leaner numbers.