



Representing the Technology Solutions of an Integrated World

THE CONNECTIVITY FIRM, INC
CORPORATE PROFILE

www.TCFINC.COM

WHY DO YOU NEED THE CONNECTIVITY FIRM?

Established in September of 2001, The Connectivity Firm currently serves the Florida market as a professional, technical, sales, and marketing, resource for the Electrical, Datacom and Security Industry. Servicing the Communications, Life Safety, Security, A/V, Automation markets, among other synergistic opportunities, *The Connectivity Firm was the first to bridge the representation gap between the IT and security industries by recognizing a need in the market for a professional firm that has embraced industry convergence. We are differentiated by our unique ability to deliver on the promise of the long term relationships, experience, and disciplines to provide cross-market support, growth in market share, and added customer exposure that no other firm can offer.*

The Connectivity Firm understands the inherent needs of the traditional security companies, and channels needing resources to help embrace today's IP and web-enabled technologies, likewise our Datacom and IT integrators also need a resource for support as they have become more involved in the traditional security elements of existing legacy systems. We're here to help, representing manufacturers of structured cabling solutions, security, connectivity components and electronics utilizing copper cable, optical fiber, audio, video, and electronics, combined with all of the associated complementary and cable management products to provide comprehensive end-to-end solutions. Our company leadership experience exceeds 75 years of hands on experience servicing these markets. This experience provides the foundation for our enhanced professional services and success across multiple markets and industries.

Our principal or factory partners are typically manufacturers recognized worldwide as industry leaders with product designs and enhancements that separate them from the competition. As this market convergence continues to take hold and firms upgrade, plan their future infrastructures, or leverage existing investments TCF is positioned to offer our comprehensive solutions and product support to critical information users in many different market segments including Retail, Corporate, Healthcare, Education, Military, Federal, and Local Government, Distribution, Integration and installation companies.

TCF actively and regularly conducts technical training and product related seminars with design consultants, contractors, distributors, and end users on IT, security trends, technology updates, and available services, or products from numerous regulatory agencies, such as BICSI, ASIS, UL, and EIA/TIA. TCF is prepared to address the demands on the market that technology advances bring. Our collective experience allows us to assist with user strategies for local, metropolitan, wide area and security networks for clients such as Walt Disney World, University of South Florida, Motorola, Progress Energy and Orlando Airport just to name a few.

Our purpose is to be the best resource for knowledge of emerging standards, and technology improvements available to assist our customers with the selection of their next generation technologies. We accomplish this by specification of the proper infrastructures and products that provide cost effective solutions as this global business community implements the high-speed comprehensive systems of tomorrow.

MISSION STATEMENT

To represent quality manufacturers of leading edge technologies by providing excellence in customer service through people with superior product knowledge

VISION STATEMENT

To improve the value and contributions of the technology manufacturer's representative to the industry, manufacturers and resale channels.

TCF QUICK FACTS AND GOALS

- Consistent product offering and name recognition
- Territory coverage – State of Florida
 - Well known and respected 5 person team
- Inroads to top revenue producing accounts
- Exceptional attention to leads with prompt feedback
- Respected and professional sales team that:
 - Know their territory
 - Know their accounts
 - Are trained in overcoming objections and cultivating new customers
 - Have superior product knowledge enabling them to adapt customer applications and perform customer site product demonstrations and training
 - User seminars and trade show support
 - Proven Sales success!

MEET THE TCF TEAM

STEVE WALSH – FIRM PRINCIPAL

A principal of the firm, Steve is a true all around industry leader. Steve has an over eighteen-year history within the state of Florida and provides seldom seen credentials to our principals and customers alike. Steve has hands-on experience in the Sound, Security, Video, Fiber Optic, Industrial, and Datacom markets combined with the intimate knowledge gained from sales and management tenure with some of the world's premier manufactures of products within the low voltage industry. This high-level sales and technical experience enables Steve to deliver consistently accurate, valuable, and measurable success across multiple markets.

RICK ARNOLD, RCDD / NTS - FIRM PRINCIPAL

A principal of the firm, Rick is another veteran to the IT, Security, and Low Voltage industries with more than 22 years experience. Rick's background consists of a unique combination of senior level management, sales, and marketing responsibilities encapsulated with in-depth technical and hands-on experience. Rick is a BICSI Certified RCDD, and LAN Specialist bringing hands on experience in addition to formal training and success in Distribution, Telecom, and Networking, Residential and Commercial construction, Security, Audio, Video, CCTV, and Automation markets. Rick's leadership, energy, and experience enhance all areas of the business. Rick has been instrumental in the successful startup of several companies and has held responsibilities ranging from the original facility setup, to leading sales, marketing, business development, and product branding / development teams for commercial and federal markets both nationally and internationally. Rick is a business graduate of the University of South Florida.

JULIE CLEMENTS

Julie represents the industries best. Julie is another veteran and sales professional of the IT, Security, and Low Voltage industry. Julie draws on her more than 20 years experience in Florida's Datacom, electrical, IT, and security markets. Julie's background consists of experience ranging from distribution to manufacturer sales and marketing. Julie is extremely active and respected in the community. Julie's energy and experience provide a solid foundation for TCF's success in the North Florida Territory.

BRUCE ROBBIE

Bruce's addition to the TCF team was as a specific statewide resource for our security solution set. Bruce is by no means a recent entry into the business. Bruce has extended years experience in Distribution sales and Security markets. Bruce has tenacious sales skill sets and been successful in developing new market opportunities around the state. Bruce is tasked with focused team support throughout the state on TCF's security partners

FRANK MARTINCAK

Frank is another twenty year plus professional with significant experience and success in multiple capacities. Frank has first-hand and hands-on knowledge from being a contractor in the field, a direct factory sales representative and best known in South Florida as a multi-line representative even prior to joining the TCF team. Frank is a lifelong resident of the territory, has a tremendous following, and specific understanding to be a resource to our channel partners as well as end-users and integrators alike.