



Representing the Technology Solutions of an Integrated World

Corporate Mailing Address: Po Box 320405, Tampa Florida 33679
www.theconnectivityfirm.com

Why do you need The Connectivity Firm?

Established in September of 2001, The Connectivity Firm currently serves the Florida market as professional a technical, sales, and marketing, resource for the Low Voltage Industry. Serving the Communications, Life Safety, Automation, among other synergistic market opportunities, *The Connectivity Firm is 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 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 and the datacomm or IT integrators needing a resource for support as they become more involved in the traditional security elements of existing legacy systems. We're here to help, representing manufacturers of structured cabling solutions, security and connectivity components 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 collective experience exceeds 75 years of hands on experience servicing both of these markets. This experience provides the foundation for our enhanced professional services and success across multiple markets and industries.

Our principle / partners are manufacturers recognized worldwide as industry leaders with product designs and enhancements that separate them from the competition. As convergence takes hold and firms upgrade and plan their future infrastructures, TCF is positioned to offer comprehensive solutions and product support to critical information users in many different market segments including financial, medical, educational, defense and aerospace, insurance, 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 convergence brings. 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 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.

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Mission Statement

To represent quality manufacturers of leading edge technologies by providing preeminent 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 Goals

- Exceptional attention to leads with prompt feedback
- Inroads to top revenue producing accounts
- Consistent name recognition
- Territory coverage – Florida
- 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!



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About Us

Steve Walsh

A founder of the firm, Steve is a true all around industry leader. An over eighteen-year history within the state of Florida provides seldom seen credentials to our principals and customers alike. Steve has hands-on experience in the Sound, Security, Video, Fiber Optic, Industrial, and Datacomm 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.

Bill Matich

Mr. Matich is a veteran in the business. Revered in the South Florida low voltage, voice, data, sound, and security markets, Bill has been actively engaged in this territory since 1990. Bill contributes the from the skill sets he acquired during his previous manufacturer and distribution backgrounds to the TCF team. The disciplines and knowledge gained from being on "both sides" of the industry have truly given Bill a great gift of insight on how best to deliver the value of a product offering to market. Bill's motivation, work ethic and knowledge keep us positioned several steps ahead of the markets and the competition. Bill is also one of the TCF founders and a 1984 graduate of the University of Michigan.

Rick Arnold, RCDD / NTS (LAN Specialist)

Rick Arnold, 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, 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 Clements represents the industries best. 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.

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