

Our Mission

Our mission is to provide ideas and methodologies for the management team of our clients to implement or enhance strategic thinking into their organization; thus providing their employees and customers a clear vision of the client's future, the products and services to be offered, and the means to deliver their products and services for a reasonable profit.

Our History

Taylor Business Group was started in 2001 in an effort to share the senior management expertise and knowledge our founders gained over three decades of running their own businesses. TBG has enjoyed constant growth since its inception and has provided management coaching to hundreds of IT Solution Providers through management coaching engagements, Business Improvement Groups (peer-to-peer groups), financial reporting and management workshops.

Our focus is to help you meet your goals of revenue growth and higher profitability. In support of that, TBG will bring years of management experience to your company. We can assist in areas of management coaching pertaining to your sales, service, or administrative departments. In addition to management coaching, TBG has a broad breath of solutions as described in the following pages.

Business Improvement Groups

Business Improvement Groups (or BIGs) consist of 10-12 non-competing members. The group will become a close network of advisors that you can call upon when you have any business issue facing you that you would like input from outside the company. Confidentiality is a cornerstone of our groups, requiring that discussions that happen between members be held in strict confidence. Without this high level of trust, open and honest sharing won't happen.

We offer groups for Owners, Service Managers, COOs, Project Managers and Marketing.

We also offer a group to help Owners understand how to grow, called Owner-Led Sales. This group will train the owner on how to create a sales engine. What does the owner need to do differently! How do you hire the right sales staff! And what metrics are important for sales growth! We all realize that most owners come from a technical background and this group will teach you the needed skills to think like sales manager.

Here are some significant facts about the Taylor Business Group's BIGs you should be aware of:

- BIGs are not management retreats. They are executive management focused reviews and conferences.
- They are facilitated by coaches trained in facilitating effective group meetings. All of our facilitators have owned their own IT service company.

- They focus on business discussions that help implement efficiencies and processes in your business to drive top line growth and more profits to your bottom line.
- The group meets twice per year in person for a two-day meeting. The other ten months, the group has a 90-minute conference call.

The agenda for the in-person meetings generally consist of the following:

- **Financial Analysis** - If you are participating in an owner (Profit Makers) BIG, you will be asked to upload your financials into our renown Roadmap to Profitability Financial Dashboard (see Page 14). Participants in the Service Managers BIGs will be asked to complete a spreadsheet for uploading. This information is then put onto 30 plus charts with the other members information and our targeted benchmarks to give you a view of how your period-over-period and year-over-year numerical performance of your business compares to others in the group and to the benchmarks.
- **Special Topics** - There will be one or two special topics that we as a group identify to cover in our meetings. Examples of special topics can be annuity revenues, compensation plans, business systems, specialty products, pricing, sales issues, service issues, disaster recovery, managed services, manufacturer/distributor issues, etc. The group decides what they are.
- **Objectives** - you will be asked to develop company/departmental fiscal year objectives and activities and present them to the group. These are reviewed during the calls and meetings. You will present your success in implementing those objectives and activities.
- **Board Presentation** – A minimum of two members at each conference will be asked to present their company’s performance to the rest of the group as though they were presenting to a board of directors. This is a very positive experience garnering ideas from other members on how to better improve your business.
- **Roundtable Discussion** - With the time remaining, we entertain a general roundtable discussion on any topic that a member would like to receive input from the rest of the group on a topic that may not have been covered in the course of the conference.

Process & Tool Set Optimization

It is fairly common for an MSP to provide top-tier technical solutions and service while struggling with the business of running its own business. This is a natural occurrence as most MSPs are founded by people who are great at solving technical problems but who may not have experience in managing all aspects of a company. TBG partners very closely with MSPs to help create an efficient and smooth business operation, with a particular focus on Process Optimization, Tool Set Optimization & Remediation, and Business Intelligence & Custom Dashboards.

Process Optimization

Our Process Optimization practice looks to streamline operations for an MSP. Just as a great MSP must first assess the business processes of a client to determine the best technical solutions and how to implement them, an MSP should apply this same approach to its own business.

We partner with you to ensure that that the various components of your business work together and communicate effectively with each other. We help you to manage all aspects of your business so that your efforts align with your desired business objectives.

An example helps to illustrate what this means. When you think about a customer ticket, it touches many parts of your organization, potentially including service, sales, purchasing, and accounting. The ticket may require escalation that involves higher levels of management within the organization. It is important that the different departments work in unison to provide high-quality, seamless support to the client and a profitable result to the business.

We help create this harmony by putting into place systems, tools, and processes that integrate the various functional areas of the business so that they share information and communicate more effectively, within and between departments. Our approach produces a streamlined operation in which sales, marketing, service, human resources, vendor management, finance, accounting, and business administration all work in unison toward the same shared goals. The end result is an organization that delivers high-quality service externally to clients and internally to colleagues.

Tool Set Optimization & Remediation

One of the biggest challenges faced by MSPs is staying on top of the latest innovations to ensure that they have the best tools to manage their own businesses. In the rapidly moving technology world, it is not always easy to know which are the right business systems and platforms and how best to integrate them.

We partner with you to choose and implement solutions that optimize your toolsets and investments. To make this process work, we don't focus on technology but on your business processes. We start with your business operations and needs and bring in the best applications to streamline and enhance your workflows, the reverse of most deployments. We factor in your specific requirements, ease of implementation, required reporting, and customization needs. We then incorporate the application into your overall business. This results in **well-integrated applications and business systems that solve real**

business problems and allow you to mine your data for maximum value, delivering tangible business intelligence and optimizing your business performance.

Executive Coaching

There are times when the answers or solutions cannot be found internally. There are times when fresh, new ideas to existing business issues are the best solution. There are times when a review of your business is essential to ensure your growth objectives. At these times, Taylor Business Group has executive level coaches that can work with you on a one-on-one basis.

Our coaches are experienced owners themselves. We have been working with and assisting IT Service Providers from across North America since 2001. Our consultants work with the management team and staff of your company in order to enhance your company's processes and procedures within the Sales, Service and Administration functions of your company.

Our objective is to drive more profits to the bottom line, increase productivity, enhance customer satisfaction and increase overall company efficiencies. We also believe it is instrumental to build a team environment within your business.

In addition, we will ask you to put together a list of priorities you feel need to be addressed immediately. We then employ a process to establish action plans for you to implement these plans followed by a constant review by both of us to ensure those action plans are being implemented.

Finally, we would provide you with processes, activities and procedures to improve your financials based on our financial reporting tool, the Roadmap To Profitability.

Success by Selection

Success by Selection is a superset of what most people may know as DISC. It is clear that candidates have unique behaviors and motivators that can be matched to specific jobs... but seldom are!! The challenge is to discover the talents required by a job and then match them to the talents of your candidates. The bottom line is that the right talent in the right job equals top performance, greater employee satisfaction and high retention levels.

To assist you in this job/candidate talent matching process, Taylor Business Group introduced our "Success by Selection Assessment" program. The patented process uncovers job-related behaviors and motivators and provides feedback to help you to understand why they are necessary for superior performance. The Job/Talent comparison process will produce questions that can be used as a guide in crafting applicable job-specific questions for an interview and generate a personalized assessment that will measure the behavioral style and workplace motivators of candidates. As a result, comparing candidate talents to job talent requirements is straight-forward. This program is powered by the DISC Personality Assessment Report.

The SBS Assessment service utilizes the validated, reliable TTI Success Insights™ Report provided by TTI, Ltd. --- an international organization with a proven track record along with the highly acclaimed DISC Personality Assessment Report. This report is used in the job matching process but also has application once the hiring process is complete since the behavioral and motivational insights in the report can be used with new employees for coaching, talent development and performance appraisals.

We also include the benchmarks for Sales Executives and Service Managers that were designed specifically for Taylor Business Group. We can use these benchmarks to compare your existing and potential employees.

Finance and Accounting

Finance and Accounting Consulting from the Taylor Business Group can help you gain more control over the financial aspects of your business. Using proven Accounting Principles to help resolve financial challenges, we can help you plan and create a positive financial position.

We have finance and accounting consultants on our team who can work with you to resolve these issues by first providing an assessment of your financials and accounting processes and then determine a course of action to resolve the problems being encountered.

We offer three specific services:

1. Outsourcing of your bookkeeping to people who understand the industry
2. Migrating your Chart of Accounts to a COA that is designed for MSPs
3. Ensuring your PSA and accounting package are in alignment is required with a Chart of Accounts migration. This can be done by you or by our staff

If you can't:

- Get your financials completed in a timely manner each month
- Don't know if your financial statements are correct
- Are questioning if your Chart of Accounts really reflects your business today
- Don't know what your Income Statement and Balance Sheet are reporting

...then we can help!

Mergers and Acquisitions

It is no secret that acquisitions within the MSP industry are occurring at a record pace and higher multiples are being paid out. This consolidation will accelerate.

Why? Many MSPs have hit a sales plateau that they aren't able to surmount. Other owners are aging out and looking to move on to the next opportunity. A substantial number have not been able to drive the ROI they need on a consistent and sustainable basis. And the day to day risk-to-reward realities often become overwhelming in time.

Within the Taylor Business Group client base, acquisitions are a proven way to achieve rapid and profitable growth – if done in a professional and disciplined manner.

However, here is what we see in our industry:

- MSP owners lack a formal and intentional process for finding companies to acquire, pursue and integrate into their business
- This lack of an explicit and aggressive acquisition process means that many MSPs miss the opportunities to dramatically grow their business
- This lack of readiness can lead to wasting time, making bad deals or failing to achieve the expected ROI and anticipated synergies

At TBG, we help you → Target the Right Acquisition. Get It Done. Reap the Benefits!



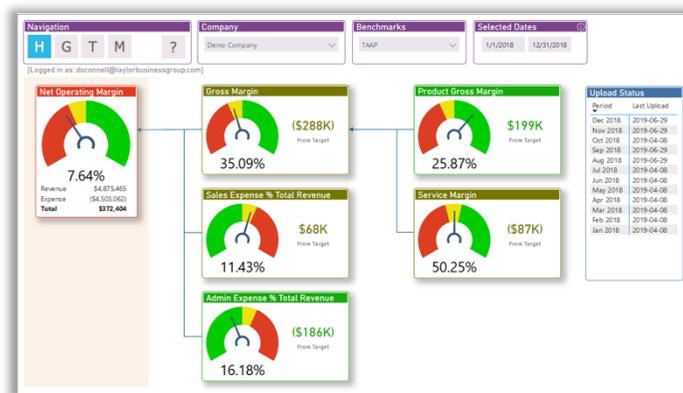
Roadmap to Profitability - Financial Dashboard and Modeling Tool

The Roadmap to Profitability Financial Dashboard will display in graphical terms how each segment of your company is performing by comparing your results to the Taylor Business Group's industry leading performance benchmarks.

You simply upload your chart of accounts, income statement and balance sheet in a CSV format to a secure location on our website and these reports are automatically generated for you. You choose the time period(s) for the reports.

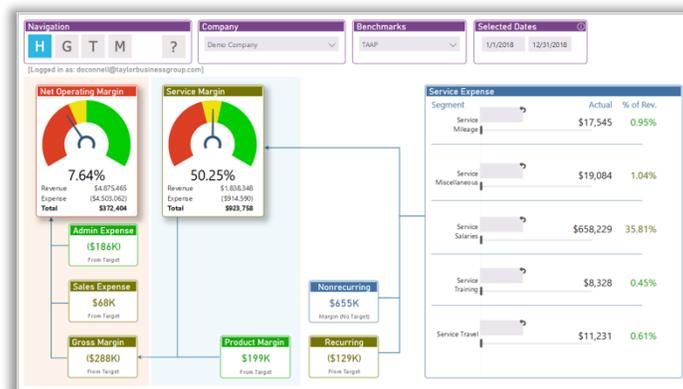
Income Statement

Through the use of gauges, you will be able to determine if you are not meeting the benchmarks (in the red), close but not at the benchmarks (in the yellow) or exceeding the benchmarks (in the green) as shown below:



This first page, as seen above, is an overall snapshot of your income statement for the period you have selected. You can drill down into the details of each segment of your business by clicking any of the other tabs (Products, Services, Recurring, Non-recurring, Sales or Admin).

When you click one of those tabs, details of that part of your business appears:



On any of those tabs (Services was chosen as seen above), you can view your financial performance in detail for that part of your business. Note that on some of the displays there is a blue square (as seen under "Salaries & Bonuses"). This is a slider that will allow you to adjust the values of an item.

For example, on the page above you see that Service Salaries is in the yellow. You can move the slider to the left to see the overall effect of reducing the salaries (until it turns green) for your service department's profitability and the effect on the overall company's profitability (see the gauge in the far upper right-hand corner). This modeling feature allows you to play the 'what if' game with any of your numbers.

Balance Sheet

Many of us pay too little attention to our Balance Sheet. Our creditors, however, pay a lot of attention to our Balance Sheet. The Roadmap to Profitability Financial Dashboard produces gauges that show the results of:

- Current Ratio
- Quick Ratio
- Debt Ratio
- Sales Days Outstanding
- Return on Assets Ratio

Note that there is an explanation of how each ratio is calculated and why it is important to you. Now you have the opportunity to view the financial wellbeing of your business in a way that makes sense and in a manner that will allow you to take action on any ratio that is not meeting expectations.

Trending

The final aspect of the Roadmap to Profitability Financial Dashboard is trending. In essence, how are the components of your business performing over time. Up to 24 months of data can be accumulated for the trends. An example of a trend page is found below:

There are 6 basic areas of trending:

- Product
- Service Revenues
- Service Gross Profit
- Sales Expense
- Administration
- Net Operating Income

This allows you to look over multiple time periods at how you are improving your business, and, at the pace you are going, project what your business will produce in the future.