

Pronunciation: \ 'ak-sē-um \

Function: *noun***Definition: A self-evident or universally recognized truth**

## An Industry with the Wrong Approach

It's quite simply really. The industry of technology outsourcing has for years struggled to successfully satisfy clients in the small to mid-size businesses sector. Technology outsourcing companies ranging from the local IT guy to IBM and HP have all tried to and failed in one way or another at servicing this unique market. The reason for this is simple. The vast majority of technology outsourcing companies are run solely by technologists. Axiom research has shown us the majority of technologists simply do not share the same priorities as successful business managers. A technologist's priority and passion is technology, not communication or company growth. A technologist would rather spend his day talking to a computer, rather than strategizing with his clients on how to improve operations and the bottom line. The industry has missed this fundamental fact, overcomplicating a simple communication problem solved easily by reorganizing staff into the correct positions. The purpose of this document is to explain how Axiom Technology Group took this revelation to market with a groundbreaking approach on servicing Information Technology.

## Solving the Equation

Axiom Technology Group was founded by three successful business owners who not only recognized the challenges with obtaining excellent technology support, but faced it personally while building their respective businesses. After working together for nearly 10 years, the group partnered together in 2009 to form Axiom Technology Group. Axiom's purpose was simple; to bridge the gap between business and technology forming a completely unique and unmatched service experience. Axiom currently provides end-to-end technology solutions to a wide variety of clients with a primary focus on the small to midsize business-to-business market.

## Our Mission..... The AXIOM Truth is Born

We at Axiom define ourselves as a technology partner to our clients, with a primary objective of bridging the communication gap between business and technology. The goal of this objective is to eliminate inefficiencies, downtime and poor communication commonly found in our industry, thereby maximizing the return-on-investment of solutions we design, implement and support for our clients. The Axiom Truth was born utilizing 5 basic principal outlined below, they are engrained in each member of the Axiom team, they are the truths to which each Axiom member lives by.

1. **Leading With Integrity:** A simple truth... Do what you say you are going to do, when you said you are going to do it. Deliver on promises to your clients... on-time, on-budget, every time.
2. **Communication at the Core:** Working with an IT provider is similar to working with a physician. So much trust is placed in the relationship when dealing with the health of your body. Axiom builds trust through constant communication with our clients advising them on progress each step of the way insuring they have all of the information to make informed decisions.
3. **A True Customer Advocate:** We are not just an IT company; we are a partner to our clients acting as an extension of their business. Our staff is passionately committed to each client's success. We leverage our size, expertise and buying power to fight for our clients ensuring they get what they need each time every time.
4. **A Tireless Team:** Axiom Technology Group is always available to assist clients with any technology needs. We provide 24/7 support to our clients, 365 days a year.
5. **Simplicity & Consistency:** Proper design, training and subsequent documentation of our solutions mean our networks perform faster and more reliability than the competition. Simple price plans and a customer is always right attitude mean a smoother working relationship for years to come.
6. **A Complete Solution:** We have handpicked each solution we offer to make up the Axiom Toolbox of Managed Services. From Infrastructure design, 24/7 Helpdesk Support, Escalation Support, VOIP, Project Management to Printer Repair Services, we have you covered at all times.