

FOCUSing on Your Business



FOCUSing on Your Business is published monthly by Bear Lair Communications. Suggestions? Comments? Email the editor at johngeary@bearlair.ca

UPCOMING EVENTS

Through special events, seminars and "Lunch and Learn" sessions, FOCUS shows you how world-class business solutions can help you achieve your business goals. Check out the schedule and join us for an event in your area.

Business Intelligence - Analysis Tools
Jan. 21, 2003 - Edmonton
Jan. 22, 2003 - Calgary
Jan. 23, 2003 - Vancouver

Microsoft Professional Services Automation (PSA)
Feb. 19, 2003 - Calgary
Feb. 20, 2003 - Vancouver
Feb. 21, 2003 - Edmonton

Microsoft Business Solutions - CRM
March 18, 2003 - Vancouver
March 19, 2003 - Calgary
March 20, 2003 - Edmonton

We're on the web! Visit us at:



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FOCUS: continued steady growth in 2003

In a time of relatively flat growth in the Information Technology industry, FOCUS Business Solutions continues to find ways to expand. The year 2003 will be no exception, as the company takes steps to become a larger player in the IT field. "We're looking to aggressively expand our markets, our sales, our product mix – all aspects of our business," says Murray Quibell, FOCUS vice-president. One way the company plans to achieve this is through a re-emphasis on marketing. "Traditionally, we haven't done much of that, and we want to get the word out. We think we're one of the industry's best-kept secrets, and we want to let people know more about what we do, what products we offer, our breadth of experience." FOCUS approaches expansion in a sure, steady fashion that has resulted in a very successful operation, not subject to the ups and downs experienced by other IT companies. The Calgary-based company solidly entrenched itself in Alberta and B.C. with Edmonton and Vancouver

"We're looking to aggressively expand all aspects of our business."

- Murray Quibell, V-P, FOCUS

offices during the past two years, and while there are no immediate plans to add more markets, FOCUS is always evaluating expansion plans. FOCUS plans to expand its technical services in 2003 with more bundled service packages and other specialized services such as security audits and disaster recovery plans. The company also plans to begin offering technical services in markets outside the Calgary region, something it has not done previously. That fits in with the FOCUS approach of offering more services than its competitors, an approach that has allowed the company to continue expansion in a time of flat growth in the industry. It also means FOCUS customers can earn a better return on their technology investment, an aspect that Quibell sees as a growing trend in

the industry, as businesses start using some of the technology – tablet PC's, wireless devices – that is now becoming available in a business environment. Exciting product developments for 2003 include enhancements of the company's exclusive RPM (Resource Project Manager) product and Microsoft PSA (Professional Services Automation) and CRM (Customer Relationship Management). Future newsletters will detail these developments. Through all these exciting changes, FOCUS will continue to provide a real ROI for its clients in 2003. "We don't just throw technology at people for technology's sake. We look at every project from a business perspective – we're not just technology people, we also have a keen eye for what works in business."

Games liven up 2002 Christmas social; Santa gets help with gifts

It would be difficult to say who had more fun at the 2002 Focus Christmas celebrations—the employees or their youngsters. For the second year in a row, the staff party took place at the Country Inn & Conference Centre. Before getting down to some serious eating, the staff and spouses formed teams to compete in a scavenger hunt



Santa with his youngest fan.

of sorts. The "hunt" included such activities as writing and

performing company jingles, solving word puzzles and drinking unknown concoctions (non-alcoholic). Earlier that day, the annual Focus children's party took place in the Atrium. Once again, Santa visited with gifts for everyone, this year accompanied by an elf helper for the first time, to act as his PDA (present distribution assistant.)