

SANTA'S SONOS MADNESS MONTH

'Tis the season for giving, and we're really getting into the Christmas Spirit early this year and we couldn't wait to share some special news for you with this invitation. We know you'll be just as excited as we are!

FOR NEW CUSTOMERS

Schedule a Technology Assessment before the end of the year and we'll give you a FREE SONOS PLAY:1



FOR CURRENT CUSTOMERS

Where's your free PLAY:1? We've got you covered. Refer a friend by the end of the year and earn a SONOS of your very own for each business referral who becomes a CTSi customer.

*See details and referral form in the link below

FOR EVERYONE

YOU'RE INVITED
Join us for a special SONOS listening party. Everyone who attends is automatically entered to win a FREE SONOS PLAYBAR



Join us for holiday treats, wine, and cheese

Monday, December 12th

Open house style with regular demos

6-8 pm

700 Park Avenue

Winona Lake, IN 46590

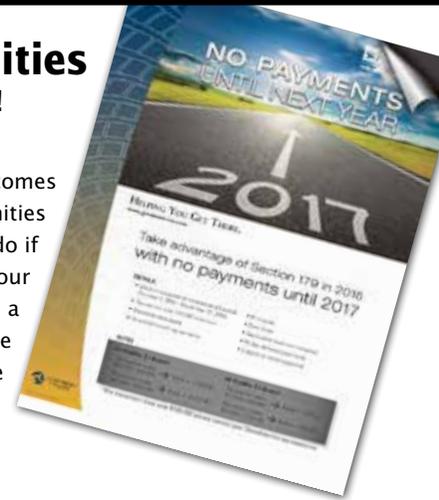
Above The Boathouse Restaurant
in the conference room

FIND OUT MORE:
creativetechnologies.biz/sonosmadness

Technology Financial Opportunities Don't miss out on these — NOW is the time!

Special Opportunities

Sometimes we don't even know what we're missing! When it comes to your technology, we're here to help you see the opportunities around you, taking advantage of what your business could do if you only knew how technology could enable you to reach your true potential. This is an example of the kind of resource a valuable technology partner like CTSi can be. We always have our eyes open — looking out for your best interest to make the best recommendations for you. Here are a few ideas as we come to the end of the 2016 calendar year.



IRS Section 179 Deduction

We've found many business owners are unaware of a major opportunity to invest in your business at the end of each year. We want to make sure you are aware of the Section 179 Deduction and give you an opportunity to make an impact on your business effectivity in the new year with updated technology and a manageable budget.

In order to encourage small businesses to invest in themselves, the Section 179 Deduction allows you to deduct the full purchase price (up to \$25,000) of qualifying equipment and/or software bought or financed during the current tax year. That means if you buy or lease a piece of qualifying equipment you can deduct the full purchase price from your gross income so long as you put your purchase into use by December 31, 2016. Learn more at www.section179.org

No payment due until 2017 (90 Day Deferred Payment)

What if you just don't have \$25,000 in your budget to make this important investment by the end of the year? We can help. First, maybe there's a different way to think about your technology. Consider this: you'd *never* hire a new staff member and pay them five years of wages up front, right? Of course not. But that's how we treat our technology purchases. We expect our hardware to help to generate revenue for the days, months, and years to come, but typically you have to kick out the cash up front as a capital investment. Wouldn't it be easier if you could invest slowly for what you need while seeing the return along the way? We think so — and so do many companies just like you. In fact, 72% of all companies finance their equipment. In the US, 62 cents of every dollar spent on equipment is financed. Ever wonder how those other companies can afford their tools? It's because they've managed their expenses with careful attention to the return generated over time to make the best decision based on what they need rather than where their budget stands at the moment. We're making that as easy as possible by providing some great financing options. You can find out more by reading the **Partner Spotlight article on the inside page** of this newsletter.

To help, we're running a special offer to assist you with the right financing option for your business. If you sign up for a business lease with CTSi before the end of the year, maybe as you take advantage of your 179 Deduction, you'll be payment free until 2017 with 90 days of deferred payments. This means you could replace those five-year-old systems with current technology or update your network with the services and equipment you need — allowing you to reap the benefits of your technology solutions before you begin making any payments next year. You'll need to move quickly though. Again, this offer is only good through the end of 2016. Time is running out to take advantage of this limited-time offer, so move NOW!

FREE Business Technology Assessments

As you consider taking advantage of these opportunities, there are questions you need to answer. What purchases will benefit
Continued on the next page...





“Technology Financial Opportunitites”

... continued from the front page.

your business or organization in the best possible way? Will new technology work with your current technology? What about installation and setup? Training? Ongoing management? There is a lot to consider. Let CTSi help. This is what we do. As your trusted technology partner, CTSi can help you cast a vision for where your technology could, and should be to accomplish your objectives, find the best fit, and take care of the details. We relieve you of the headaches of compatibility, implementation, and support so you know your team has what they need to work efficiently and effectively. We'd like to make it even easier for you with this special offer for a FREE Business Technology Assessment. Simply give us a call and schedule yours to take advantage of this savings. We'll go through your current technology with you, work to understand your business objectives, then develop a strategy for success in 2017.

Take The Next Steps

Here are some simple steps to help you through the process so you don't miss out on these opportunities.

STEP 1: Schedule your FREE Business Technology Assessment

We recommend your first step should be to schedule your FREE Business Technology Assessment. Reserve a spot NOW to be certain you have a resource available to help you in making the best choices regarding your technology before the end of the year.

STEP 2: Identify your key strategic business objectives for 2017

Now that you have your FREE Business Technology Assessment scheduled, you can prepare by first identifying your key strategic business objectives for 2017. This should go beyond what improvements you would like to see in you technoloy. Technology is a major tool to help you to get there. Understanding where “there” is will be critical to understanding what tools will help you succeed. We can have a greater impact in our time with you and you will have more clarity in your direction by being prepared with your key objectives when we meet.

STEP 3: Identify your greatest technology concerns and obstacles

Now ask yourself where technology has been standing in the way of your success. What isn't working? What is wasting your time and money? These areas will be a great place to start in our conversation, and will go a long way toward your success in the new year. Together, with these strategic opportunities, we can begin NOW to make 2017 a great year for your business or organization!

CALL NOW!

Schedule your FREE Business Technology Assessment TODAY

to take advantage of your
Technology Finanaical Opportunities!
Time is limited.

574.268.CTSi [2874]

Customer Spotlight

Russian Mama Photography An Update and Upgrade Experience



I often get a bit of technology envy when we're helping to set up systems for our customers, and a recent installation of a brand new, beautiful, 27-inch iMac loaded with a RAID storage solution and color-calibration tools for our friend, Oxana Mullins of Russian Mama Photography, was no exception. As I unboxed her new system, I couldn't help but think, “she is going to be so happy with how well this screen displays her beautiful work.” What better device to edit and enjoy photographs of the most important things in life than on a device that is, itself a piece of art? We could not be more excited to help customers like Oxana with the tools that support their work to create and inspire.

“At first I tried doing the research myself on what would be the best solution for my needs, but I quickly realized that I needed help from a professional!”

Russian Mama Photography (russianmamaphotography.com) launched just over a year ago. Oxana put her MacBook Pro that she already owned to work as the business took off. She describes a story of the incredible shrinking laptop until she found she no longer had storage remaining at all. It was time for an upgrade! She had a list of requirements, but found she just needed help to know exactly what would be the best fit for her next stages of development. That's when she contacted us.

“I decided to go with what CTSi suggested, and I couldn't be happier.”

Oxana met with our team and we were able to help her with her migration along with the often forgotten complexities of moving to a new operating system. There are a number of pieces involved in a move to a new system from operating systems to 3rd-party applications and compatibilities. We were able to help Oxana's transition to be as smooth as possible — migrating not just files, but also settings, layouts, and preferences. Take a look at the article on the last page of this newsletter for more on updating your system.

“I am highly satisfied with the services CTSi provided. I already recommended them to a friend, and will surely do it again in the future.”

Technology envy aside, there's very little that is more satisfying in our work, than watching our customer enjoy the benefits of the right system to help them to do what they love.

Check out Oxana's work here: russianmamaphotography.com

Partner Spotlight

It Pays To Finance Your Technology

Three Technology Finance Options



We at CTSi are proud to offer a wide variety of services to our customers. Our vision is to make life easier for you by being a partner who will address all areas of your technology. We're not the "break-fix" guy down the road. We're not that "Computer Company" you've called when things weren't working only to find you knew more about what was going on than they did when they showed up to "help." We're different. We've committed ourselves to a different kind of experience. That's why we look for strong partnerships, products, and services that allow us to come alongside our clients to do more for them, serve them better, and help them to achieve their business objectives. We'd like to highlight the benefits we can deliver through one of our financial partners, Great America.

If you read our opening article, you know we can help you take advantage of your Section 179 Deductions even if you don't have a remaining budget by the end the year — we even have a special, end-of-year offer of no payments for 90 days for qualifying finance programs. These are powerful ways to leverage technology toward your business objectives without the large, up-front capital investment. We'd love to help you think through your pay-as-you-go options to make the best decision for your business or organization — starting 2017 off on the right foot. Consider one of the following options:

1. Standard Business Lease

A simple business lease is the best option for customers looking for flexible terms of payment over time for the use of equipment while maintaining complete control of the process. With this option, CTSi can help get you moving with the right technology. At the end of the lease, you have the option to buy out your equipment or return it to the leasing company.

2. CTSi Rental

A rental option is very similar to a business lease with flexible terms and payment over time. The main difference is that with this option, you are renting from CTSi. We are your source and will manage all transitions and equipment at the end of the term. This is a great way to have hassle-free flexibility with your equipment.

3. CTSi PSA Hardware-as-a-Service (HaaS) Bundle

HaaS is what we would describe as a full-service, "No Fuss" approach to your technology. All equipment, licensing, implementation costs along with ongoing CTSi support, maintenance, and management is bundled into a set, predictable, monthly fee for a 1-3 year term as part of a Professional Service Agreement (PSA). You no longer have to invest your time or energy in keeping your technology current. CTSi cares for timely updates, upgrades, and maintenance of everything for you. Our PSA customers find adding a HaaS bundle is a great way to augment their current support plan with an even easier way to manage their technology.

We want to put you in the best position for your technology to help you succeed. Let us help you think through the best decision for your business or organization.

Give us a call today!

For Your Safety

Are You At Risk?

Take this quiz to find out

October was National Cybersecurity Awareness Month. The Department of Homeland Security encouraged all of us to recognize how connected our world is. Every area of our life is influenced by technology and connectivity. This is a powerful reality that makes our world more exciting and impactful, but there are definitely risks associated with this reality. We have more tools and accounts to connect more effectively to the outside world than ever before. Each connection introduces it's own risks. It's important that we are aware of those risks. Don't freak out though. Risks require precautions, but you can still benefit from connectivity without jeopardizing your safety.

After a month of awareness, why not consider addressing your risk **now** to kick off the new year with confidence in your security? To initiate a conversation, we created a preliminary risk test that might be a good first step.

Head to creativetechs.biz/risk to take the quiz

Referral Rewards

Help Us Find More Great Customers Like You!

At CTSi we believe that referrals are the greatest form of flattery, and we are proud of the fact that many of our clients were referred by other happy customers. For that, we want to say a big THANK YOU for sharing your experience to help other businesses and organizations like yours. That's why we created our Referral Rewards program.

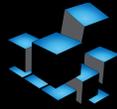
1 Think of a friend who could benefit from our services.

2 Fill out our simple online form.

3 Tell your friend about us and encourage them to reach out.

Receive your choice of either \$150 cash or \$300 in service credit AND each submission enters you into a monthly drawing for a \$25 gift card.

Register Your Referral:
creativetechs.biz/referral-rewards



Important For Your Business

Upgrades and Updates

There's always more than you think



A lot is going on right now with the technology you use every day. Microsoft is solidifying Windows X. Apple just released macOS Sierra and iOS 10. Everywhere technology is changing, moving forward. No doubt you're asking, "Should I upgrade? if so, when should I upgrade? Should I keep my current equipment or is it time to invest in new? Will I run into issues that will break things, bring me down and frustrate me? How can I keep moving forward as smoothly as possible? Where can I get answers to my questions? What don't I know that I should be asking?" And the list goes on and on and on.

Manufacturers want you to believe that it's EASY.

Their ads say, "All you need to do is click the button and it's done!" Don't fall for the marketing designed to get you to pay quickly without understanding what the decision will mean for your current technology.

Manufacturers are NOT your consulting partner.

They are selling equipment (hardware and software). Of course they're going to say it will work (without investing critical time with you to assess your current situation). They are assuming your systems are relatively current (within 1 major OS version — and you've kept up with software updates), that you don't have lurking issues (i.e., corruptions, virus infections, directory structure problems, bloated cache and temp files, hardware problems, etc.), and your business doesn't require special applications or drivers that may not be fully compatible with newer software versions. They just don't know you like we know you. While they do not intend to cause harm, their message can bring your company to it's knees, and that's something you cannot afford. We're different. We're here to help you prepare for your upgrade so you make the right choice at the right time — addressing those unanswered questions and keeping you and your business operating smoothly.

What CTSi can do for your upgrades and updates.

"An ounce of prevention is worth a pound of cure." Careful and strategic preparation is VERY important. We've been helping our customers upgrade their systems for years, and we've found a successful, intentional process is critical if you want to avoid:

- Downtime because your system is completely unusable—and it's always at the most inopportune moment possible!
- Data corruption or loss.
- Frustrations that come when your time is being consumed to deal with your technology vs. better used for other purposes.

CTSi is your expert technology partner.

Our job is to make this easier for you. Let us help you plan for technology upgrades. Here's how we do it:

- **Pre-Assessment:** We inspect your equipment and interview you to think through what is important to you with your technology BEFORE pulling the trigger
- **License Management:** We makes sure we have all of your applications and subscription info so that we can move EVERYTHING forward, and make sure you have everything you need when your upgrade is completed.
- **Start-to-Finish Proven Install/Upgrade Processes Bundles**
- **On-site Setup Option:** We make sure your technology works where YOU work and that you're fully functional.
- **Project Discounts** that save you money
- **It's Done:** Everything works—and you're NOT frustrated!

Friends don't let friends upgrade their technology on their own. Don't make that mistake. Let CTSi help you with your technology updates/upgrades.

Just For Fun

Enough Tough Stuff! Time for a bit of Thanksgiving fun! Are you ready to sing?

Thanks to all who participated in last month's trivia question. We'll do something a bit different this month. You have to work for it a bit, but we're going to give you something extra to make it worth it. Good luck!

The first customer to call and sing the Thanksgiving classic,
My Hat, It Has Three Corners
wins 1 hour of standard support from CTSi.

- Up to \$150 value -

Call us right now if you're ready to sing!
574.268.CTSi [2874]

*Your account must be in good standing with CTSi to qualify. Restrictions may apply.