



## CRUCIAL NETWORKING

May 31, 2011

Hello-

We are writing you this letter today to share with you some important and exciting news. The way you do business with us will be changing.

Effective June 30, 2011, Crucial Networking, LLC will divide its two operating divisions into separate entities. In short, we're "breaking up the band".

The web arm of the operation will continue to move forward under the name Crucial Networking, LLC, and will continue to employ Tim, George & Alex.

The systems consulting division of the company will operate as an independent company, under the name of Crucial Systems, LLC, and will continue to employ Josh & Matt.

### **Why?**

When we started this company over 9 years ago, our goal was very simple: To provide the highest quality service at an affordable price. To be the trusted advisor in all things digital for small businesses around our country. We like to think we have made great strides in achieving that goal.

As our business has evolved and grown so too has our list of services as well as our roster of clients. Though they work in conjunction with each other, the web business and the systems consulting business operate under differing rules, timelines, and sometimes goals.

In an effort to continue providing each and every customer with a superior experience at reasonable rates, we have decided to split the two divisions so each can focus explicitly on their areas of expertise, leaving you, the customer, with the best result.

### **How will things be different?**

This is pretty simple to answer.

If in the past you have used Crucial Networking, LLC solely for web work (design, development, hosting, SPAM filtering), nothing will change.

If you have used us in the past for systems consulting work (your network, broken hardware, spyware, etc) you'll simply start getting invoices from a different company (Crucial Systems, LLC). Additionally, you'll have new contact information (see below).

If you have used us for both web and systems work, in the past you would have received one invoice regardless of the type of work performed. Now, you'll see separate invoices depending upon the work performed. In addition to the paperwork changes, your contact information will change as well. We will not be renewing our lease in Plantsville. Both companies will be "virtual" in nature.

**Do you hate each other?**

We know what you're thinking. "There has to be more to this". There is not. Really. We simply came to the realization that we are running two different companies under the same roof. In our opinion it is not right to do an "OK job" running a bigger company with two divisions, if we can do an excellent job operating independently.

Ultimately, our focus rests on our customers, and providing them with **more** than what they expect. For each of us to get to where we need to be, providing YOU with more than what you expect, it makes the most sense for us to part ways.

That said, this is an amicable split. We are all in agreement that for both companies to flourish, we need to work together. We will still speak...frequently. We will still meet with each other...frequently. You can call either company without the other being upset with you.

**Onward and Upward**

We'd like to conclude this announcement by simply saying **Thank You**. We couldn't be happier to have the group of clients & colleagues that we have. You have challenged us, rewarded us, yelled at us, made us laugh; taught us. Every day you remind us why we chose our profession. Both companies look forward to continuing to serve you well into the future.

To your success,  
George, Tim & Josh

**New Contact Information:**

<b>Web</b>	<b>Systems</b>
Crucial Networking, LLC PO Box 1052 Farmington, CT 06034  Phone: 860-385-1316 Fax: 860-606-8017 Web: <a href="http://www.crucialnetworking.com">http://www.crucialnetworking.com</a>	Crucial Systems, LLC 85 Westbrook Rd Plantsville, CT 06479  Phone: 860-385-1650 Cell: 860-637-2784