

Mission Statement and Description of Services and Experiences Provided by PIN Marketing and Technology

1. The Mission of PIN Marketing and Technology

Informing perceptions concerning the normal current use and implementation of technology:

It is the perception of PIN Marketing and Technology that there is an essential gap between the way technology is currently implemented, used, and supported in both the personal and business arenas, and the ideal.

It is our perception, based on a broad range of training, knowledge and experience in the fields of education, marketing, and IT and guided by our Technology Manager's passion and aptitude for technology and learning, that the current relationship between customers, service and technology providers, and the technology itself is dysfunctional.

At PIN Marketing and technology we believe that in many instances all sides of the technology-human equation are trapped in a limiting ideology in which neither party is willing to take full ownership and responsibility for neither how the tools at hand are used, nor the failures that result from this short-coming.

The reasons that this is so are very understandable but PIN Marketing and Technology believes they are not sustainable and that the services and experiences we provide can bridge this gap.

Further to the source of this gap:

There is a general belief amongst software and hardware engineers that technology can be designed and improved to the point that any human can use it immediately and intuitively through only the correct theoretical understanding of human factors and ergonomics.

This belief is assumed in the methodologies used for large project programming (the Object Oriented model) and in the high level design parameters of what are called the Human Interface Design (HID) Guidelines.

These HID guidelines are meant as a standard for application designers to follow when designing a GUI, or Graphical User Interface, and they are tailored to specific Operating Systems but with a tremendous amount of overlap.

The essential features found in all these models were originally designed by Xerox researchers, but first successfully implemented in the Apple Lisa.

IT professionals who implement technology assume or are often unaware of exactly what these design parameters are, and where they are well-realized and where they fall short.

As a result most end-user training takes the approach of teaching both technologically and non-technologically versed customers how to use hardware and software without addressing on a more general level how to use the operating system and network resources more effectively and efficiently in a more metaphorical higher-level human sense.

The result, in general, is that people not naturally inclined with an aptitude or passion for technology may acquire some of the skills and understanding needed for using technology in their personal and work lives but do not acquire any deeper understanding or comfort level. This is true to a lesser degree even with people more comfortable with, and versed, in technology.

As a result many people feel less than capable, even unintelligent, in their experiences using technology, which ultimately makes them vulnerable to exaggerated claims concerning what technology they actually need and how to use it, and even what it can actually be used for.

The specific services provided by PIN Marketing and Technology are designed to bridge this gap, improve people's understanding and competence with all technology, and facilitate more positive individual and collective behaviours and relationships at and between all levels of personal and work experience.

Our Mission Statement:

It is the singular goal of PIN Service Marketing to empower people, through creating a new level of understanding of how technology is designed, to revolutionize their experiences with, and use of all their technology to more properly, efficiently and cost-effectively align their non-technological vision with the best possible understanding and use of technology.

This is accomplished primarily through consultation, education and customized technical support services tailored to the individual, family or business at their level of understanding, and aligned with their time and budgetary constraints.

The New Perspective:

The new perspective PIN Marketing and Technology wishes to instill, and asks for, with all customers and potential customers is to shift their vision away from the technology itself entirely to the realm of imagination in the ideal.

You envision what you wish to create in your world, be it in the personal or work sphere, free of any limitations of access to technology, and we help you realize a sustainable, flexible, cost-effective, and environmentally sound solution for you to achieve this vision and then help you design, purchase, implement, and support the technology without the need for hand-holding or making you vulnerable to being held hostage by us or your other service providers.

Simply put, our goal is to provide you with the best possible experiences in using your technology to help you fulfill your best wishes for yourself and others.

2. Description of Services

Level 1 Services @ Personal and/or Business Level

- Support or repair (problem resolution) existing hardware or software technologies, i.e. problem resolution at the level of technology

- Provide informal training to individuals or groups concerning the use of new or upgraded technologies, software or hardware.
- Install software or hardware on new or existing systems
- Complete research concerning the value of new or existing technologies to assess real costs and hurdles

Level 2 Services @ Personal and/or Business Level

- Provide comprehensive and complete consultation or evaluation of current use of technology to achieve problem resolution or implementation of new technology
- Provide higher level training concerning networking, communications, social, Internet, or other technologies (not limited to IT or communications sphere to facilitate better use of any and all technology by clients)
- Problem solve at the level of complete systems or small to medium sized networks
- Implement small to medium-sized training programs or technology implementation at or above the level of basic service provision of existing technology
- Design and implement complete strategies for securing technology and/or data
- Re-envision strategies for implementing new technology from a fresh start or after recovering from data loss or systems failure
- Design procedures and/or documentation to facilitate any level 1 or level 2 project

Level 3 Services @ Personal and/or Business Level

- Provide a complete new level of experiences related to the use and/or implementation of any and all technology for individuals or groups, in the personal or business sphere with the expectation of transferring complete ownership to client.
- Provide novel and creative solutions for project implementation and complex problem resolution
- Problem solve at the level of knowledge, understanding, culture, and behaviour
- Provide in depth analysis of behavioural patterns in institutions or groups of people to resolve persistent failures of communication and cooperation
- Assist in envisioning an idealized project at the level of imagination
- Design procedures and/or documentation to facilitate any level 3 project
- Create technological solutions at the level of communication technologies to facilitate more effective, efficient, and positive relationships

3. Specific Examples of Service Provided

PIN Marketing and Technology is not a typical IT Company. You may think of us as Technology Designers. While computers, communications, and networking technologies are at the core of the work we do our services extend beyond computer hardware and software to any sort of technology you use or rely on, or wish to use.

These days if you can plug it in it probably has a computer chip in it and can probably be integrated in some very remarkable ways with other technologies.

We can help you envision and realize a complete technological world of your own imagining!

We can do this without having to be concerned at all about what specific hardware and software you will or currently do use. We start, always, at the level of imagination.

Here are some typical types of services we provide. A complete package would likely involve completing as many of these services that made sense for you at one time.

- Provide an evaluation of your current technology use to recognize areas of concern in terms of security and risk of system and/or data loss and with an eye to better exploiting services that you are already paying for or have paid, or are available without additional material expenses.
- Help you re-organize sensitive and valuable data and design and implement a data management, and backup plan, with or without custom design, training, and documentation for both individuals and groups.
- Help you organize and collect all your contacts from multiple applications; email, Skype, cell phones, etc. into a single backed-up and portable database to stop the endless cycle of having to recreate contact lists when old devices or software fail or are lost, and new devices and software are implemented.
- Help you design simple systems with a combination of training, documentation, and technology to facilitate better business or home practices for the use and sharing of technology with an eye to sustainability and security.
- Consult on the implementation or purchase of new hardware or software technologies to help assess, by providing a cost-benefit analysis, the best products to purchase.
- Assist you in implementing, with or without additional consultation, training or documentation, new technologies in a way that helps bridge the gap between limited service contracts and the day to day use and maintenance of new systems.
- Help you organize and back up your entertainment or work audio, video, and image world with iPods, torrents, media players, digital cameras, etc. In the ideal all your media can be centralized and backed up but instantly available no matter where you go or what other technologies are in place for using your media files. Your music, video, pictures, and data can be made absolutely safe and secure but still absolutely free of any technological limitations!
- Help you design, set up, and manage small or medium sized home or business networks. Specifically we can set up accounts, file sharing, and overall systems to allow all parties to share technology and data without compromising privacy, security, or system stability. We can implement flexible, but strong control over how resources are accessed and by whom, even when employees or family members have greater technical knowledge than you.
- Implement multiple user accounts for a shared PC to both control access, and separate and protect personal data and software.
- Help you develop behaviours, strategies, and systems to manages critical passwords and personal and/or sensitive information for all Internet and non-Internet technologies
- Teach you a higher-level vision on how to use Windows type operating systems and related technologies that no else really addresses. This level of training can greatly improve your, your family's or your employee's ability to master new technologies without creating conflict or

undermining security or system function. We help you to understand the gap between how Graphical User Interfaces are designed in the ideal and how they are actually realized. Anyone who depends critically on their technology but feels mostly lost in how to manage it will benefit the most from this kind of training.

- Design and implement many remote access technologies to free you from needing to be in the office or at home to access any or all of your data or systems. With a single decent PC and a laptop you can seamlessly access your network any time and any place there is a high-speed Internet connection available. Typical services include setting up an FTP server for transferring files (ideal for anyone with a digital media related business, digitized sales and marketing strategies, or who travels often for work), remote controlling your office or home computer, setting up a Virtual Private Network (access your home or office network as if you are right there), Virtual Desktops, Web and email servers, etc.
- Train and help you, your family, or staff to get comfortable with any form of Internet or computer technologies such as social networking (including services such as Facebook, Twitter, On-line Dating, etc.) peer-to-peer networking (Bittorrent, Limewire, etc.) with an eye to both personal and business use.
- Design and implement a complete system recovery plan to allow you to quickly recover lost or failed hardware or software systems. This is a particularly valuable service for people who need or wish to rebuild or upgrade their systems more frequently. You can even offload the storage of your recovery system to PIN at no additional expense.
- Evaluate and make recommendations concerning best safe use practices for the Internet and related technologies, such as installing and configuring anti-malware, anti-virus, system and software updates and showing you the critical behaviours you need to adapt to make your system safe and sustainable. This may or may not include custom training and documentation.
- Help you choose, install, configure and master any new hardware or software technology.
- Provide consultation and marketing services for small and medium business to successfully implement any of the above service with your business plan and strategies to create simple effective ways of reaching potential customers by aligning Internet Marketing with grass-roots marketing (where it all really happens).
- Design and provide custom training for groups or individual on any type of software or hardware technology at both low and higher levels (small and big picture – the trees and the forest) for both technically and non-technically versed audiences. Includes communication and conflict resolution strategies.
- Help you choose, purchase, and set up a user friendly video and/or audio recording and production studio in your home or business to allow you to make and distribute music, movies, etc. You'd be amazed how little this costs and how relatively easy it is to produce professional quality media.
- Help you choose, purchase, and set up a user friendly and inexpensive video surveillance system for your home or business.