

Value, Process, Commitment. The “why” behind what we do.



At MicroShare, we take great care in preserving our reputation with customers. Our process is consistent, our core values are priority, and our commitment to our customers is unwavering.

The Value

Rule #1: The Customer Experience - is it good or is it bad? If anything with our customer is less than great, then we bring the experience up to “Great” level

Rule #2: Our MicroShare Team - are our people of good character, do they service our customers, are they professional - if they are meeting the mark related to core value #1, then we keep them and pay them well.

Rule #3: The product partners we choose - are the products technically sound, is the support consistent and quick, are the results in line with the advertised solution they offer?

Are our customers happy and functioning well and is our team and product partners contributing to this goal?

If the product we chose to resell to our customers does NOT fit into our core value, then that product is NOT selected. If it DOES fit into our core value rules #1 & #2, then we put that product in our lab and in the field to ensure their effectiveness.

The Process

1 Poll our customer community and identify/determine common pain points to provide a solution.

2 Identify possible solutions that appear to address the challenge(s) of the customer community.

3 Begin technical and financial process via web-based demonstrations and meetings. We seek to meet the final candidates in person, followed by partnership preparation.

4 MicroShare LABS – Our testing criteria is based on the challenge we are seeking to fix, but we do have mandatory *requirements...*

Ease of deployment | Ease of use – GUI | Central Mgmt and Reporting | Scalability | Multi-OS capable | Directory aware | Established success history | Good Support | Cost Effective & budget flexible

5 NO COST Proof of Concept for 3 Customers and special pricing *if* the product proves to fix the broad challenge in our customer community.

6 Officially add specific product partner to our offering and the product to our state certified purchasing cooperatives.

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The Commitment

“ We do not seek to be all things to ALL clients, we seek to be all things to OUR clients. ”

FACT: Technology is always changing, always evolving.

FACT: Our Product Partners at times will change.

FACT: MicroShare will re-evaluate as changes occur to ensure the customer experience remains core value #1.



Real challenges that have recently created the need to change:

Due to the below fairly recent changes, MicroShare has recently “refreshed” our product offering. Since our company is heavily driven to ensure the BEST customer experience, the below changes in our EDU industry have resulted in new product additions:

True scalability: due to the large demand of use on Internet applications for all types of needs, we have recently added key new products that are truly multi-gig and multi-OS capable. Bigger Internet pipes, larger file sizes and increased bandwidth

needs along with exploding mobile device connectivity – many products advertise scalability, but few products truly deliver effectively.

SSL / TLS data inspection: with more and more applications moving into the Internet Cloud AND with the push of big Internet application providers moving data into the encrypted data stream, the need to effectively decrypt data is higher than ever. Many customers have held out for years to enter into this scary reality. However with estimates of 70% of data traffic now being encrypted, true effective SSL/TLS decryption is no longer a luxury but now a requirement

We have solutions! We have the references to prove it!

Our commitment: At MicroShare, we will continue to poll our user community to ensure our customer needs COME FIRST. With that in mind, there is no single product that is allowed to “slip” in key innovation requirements in order to keep up with the ever-changing technology landscape. We are fully committed to ensure that our TEAM and our PRODUCTS meet our customer’s needs. This is our commitment, this is our vow.

