



# DBK's 25th Anniversary

## Thinking Inside the Box

By: Danny Katz, CEO DBK Companies

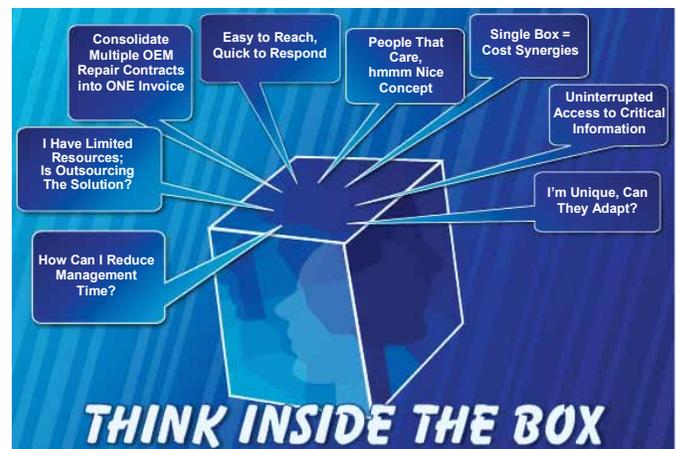
Dear Customers and Colleagues,

This year marks an extraordinary milestone for DBK. Celebrating a 25th Anniversary is quite an achievement for any business, especially within the dynamically changing field in which DBK operates.

Over the past generation, we have seen what differentiates great manufacturers from their competition. Outstanding product quality has evolved from being just a key differentiator for manufacturers to the price of admission. In essence new products have become a commodity. Low product cost, once an advantage is now assumed.

This is a very exciting time in the world of data information. It's not just that mobile computing and bar coding have come along as great tools; the whole pace of business is moving faster. Globalization will be forcing companies to do things in new ways. Virtually every company will be going out and empowering their workers with mobile technology tools. The big difference is how much value will be garnered from those tools. How much the company steps back and really thinks through their business processes, thinking through how their business can change, how their project management, their customer feedback, their planning cycles can be quite different than ever before.

Thinking inside the box is focusing on infrastructure, strengthening core competencies, and listening to our customers which we have done for 25 years. So, what is DBK doing "Inside the Box" that benefits YOU, our customer?



I) Infrastructure: DBK's planned plant expansion will substantially increase our capacity. This growth is the result of our success in offering consolidated services. It means more equipment and more personnel to meet the growing needs of our customers and new ones to come.

II) Core Competencies: Every company has their Core Competencies, and DBK's is "making it easy to do business with us." People, not computers answer the phone. We have in house technicians and a large component of electrical engineers to meet the needs of our customers. We are flexible when it comes to service contracts, SLA's and offering you the services you need. We offer real-time information about your equipment through our web portal SERVTRACK. We're easy to reach and quick to respond.



III) Consolidated Services: This is DBK's fastest growing segment of our business. One contract for Multiple Vendors' Break/Fix, Multi-Vendor Procurement, Online Real-Time tracking of all assets via our Web Portal SERVTRACK, Staging/Kitting/National Deployments, Customer Reporting, Fulfillment Services etc...

IV) Life Cycle Management: DBK partners with manufacturers to get you the best ROI for your technology investments by consulting on and providing the most advanced technologies available when you are ready to purchase and then supporting it through its entire life cycle. DBK focuses on knowing the technologies available and then maintaining and extending its useful life to meet your business and budgetary needs.

V) Extended Warranties: This is one of DBK's fastest growing areas, because corporations continue to delay projects. Some reasons behind this are: budgets are being carefully managed by IT departments, companies are contemplating a transition to Android or Windows 8 O/S or even that OEM's are taking too long to develop and launch new products.



VI) SERVTRACK Web Portal: SERVTRACK's full-featured functionality is in direct response to your requests. SERVTRACK is DBK's proprietary asset tracking system. With both internal and web accessible modules, SERVTRACK provides an abundance of information in real-time. SERVTRACK offers customizable reporting capabilities, the ability to export reports directly to your desktop, and offers uninterrupted access to critical information. Through SERVTRACK, DBK is able to adapt to your way of business, a valuable perk to working with us.

VII) Disaster Recovery: DBK teamed up with Verizon Business to provide a Business Resilience Solution which eliminates the risk of major service disruption and ensures the continuity of DBK's internet service in the event local landlines are knocked out. DBK is also using Verizon Business Hosted IP Centrex to provide VoIP service which eliminates the need for on-premises telephone equipment. Thus, our phone system will remain "business as usual" with no service interruptions. ([Click here to download the Verizon / DBK "No Interruption" video.](#))

What does all this mean to YOU? "Business As Usual 24/7."

Thinking inside the box creates a strong foundation to support change. Change is necessary for growth. The one thing I have learned over the past 25 years is that you, the customer, have made DBK a better company, and for that, THANK YOU.

I want to personally thank you for your continued business. If you know of ways that DBK can serve you better, or if you are looking to expand our partnership, just let us know. We truly appreciate your patronage and will continue to strive to be your valued partner.

With kind regards,

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DBK Executives (left to right): Rene Rodriguez – VP Technical Services (21 Years), Danny Katz – CEO (25 Years), Luis Barroso – President (16 Years), Eric Katz – Executive Vice President (15 Years), Michael Klein – CFO (incoming - 2 Months), Thomas Mann – CFO (retiring - 14 Years)