



CUSTOMER OUTREACH

Designed for your Success

National software reseller and IT infrastructure provider focused
on the Wholesale Distribution and Manufacturing industries.

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The Aktion story is 40 years in the making. The company we are in 2019 bears little resemblance to the Aktion of 1979. Today, we're one of the largest IT Value Added Resellers (VARs) in the US. We have a few more customers, from 25 in 1979 to nearly 5,000 today. Our staff has grown from 10 to 200 skilled professionals. In an industry

where longevity is rare, and growth is a challenge, our 10% annual organic growth rate is truly unique.

Where the old and the new still align is in our commitment to supporting companies in the Wholesale Distribution and Manufacturing industries. Our focus is, and always will be, to deliver IT solutions, software and consulting that help our customers succeed.

Technology is complex. We're here to simplify it.

We recently launched the Customer Outreach initiative. The goal – to facilitate a dialogue that leads to a proactive approach to IT initiatives. We created a guide, a blueprint, to help customers understand their IT options and make informed decisions on a technology strategy. Over the next several months, every customer will be contacted by an Aktion team member. Continue reading to find out more about Customer Outreach.

We look forward to helping you. Thank you for being an Aktion customer.

A handwritten signature in black ink that reads "Scott".

Scott Irwin, CEO



Our Strategy

- Deliver the best support to customers using legacy products for as long as they choose to use the solution
- Provide customers with choices
 - Software
 - Licensing
 - Deployment
- Support legacy products customer continue to use
- Help customers understand the benefits of staying with the legacy solution and the options available to extend the life of the software
- Provide next gen software in preparation for when a customer is ready to migrate
- Continue to invest in resources that support the Wholesale Distribution and Manufacturing industries

Why Enhance & Extend the Life of Your Legacy Software?

ERP is meeting 90% of requirements	✓
Maintain environment to within two releases of current software version	✓
Preserve existing knowledge capital	✓
Adding users or modules will improve processes	✓
Considering moving workload to the cloud	✓
Want modern infrastructure without expense of new ERP investment	✓
Seek disaster recovery insurance policy	✓

Characteristics of Companies Migrating to Next Gen Software

Software is not meeting business requirements	✓
Business requires a modern application	✓
Need web-enabled, open database, mobility	✓
Desire to move applications to the cloud	✓
Vendor not providing adequate migration option	✓
New employee influencers	✓

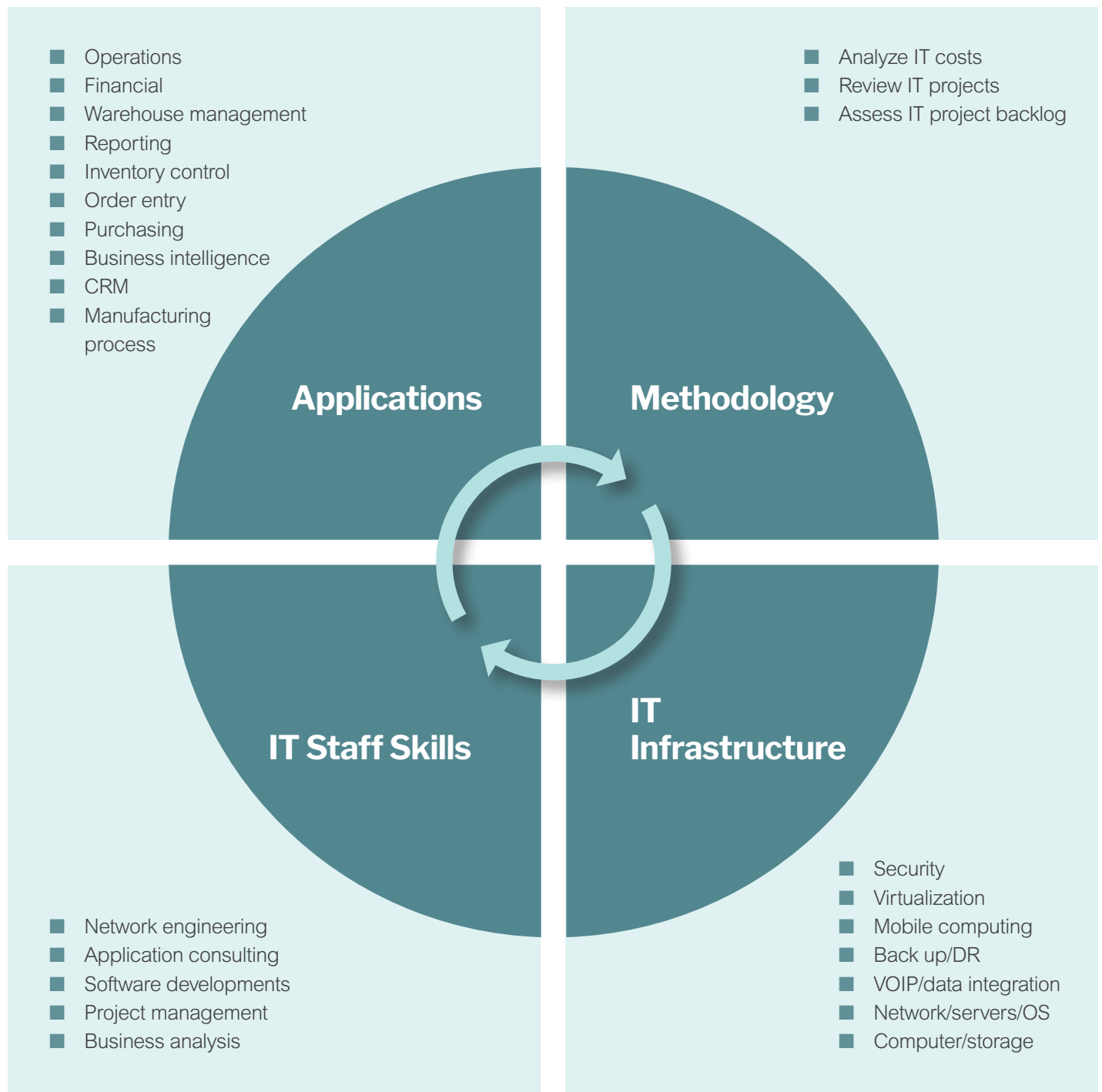
If migration is a consideration, be sure to evaluate the pros and cons for each of the following:

- Module implementation vs ERP system
- On-premise vs cloud deployment
- Perpetual vs Software as a Service license
- Multi-tenancy vs virtual environment
- Buy software & rent computing capacity

Distribution Industry IT Strategy, Planning & Best Practices

- Create a 3/5 year IT vision for your business. Discuss/assess the following:
 - Reactivate to migrate strategy
 - Internal/external perception of IT competency
 - Organizational competence to use IT as innovation advantage
 - Potential innovation opportunities
- Conduct an IT assessment of current processes/applications/staff

Four Components of an IT Assessment



Aktion Associates Inc., is a national software reseller and IT system integrator focused on the Construction, Distribution and Manufacturing industries. In business since 1979, Aktion delivers next-generation applications, IT infrastructure, networking/security and cloud and managed services. Customer choice is our priority - choice of software, choice of licensing, choice of deployment. Nearly 5,000 customers reward us with their partnership and choose Aktion as their technology advisor.



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