

ASCII IS YOUR ADVOCATE IN THE INDUSTRY



“I see The ASCII Group as a community that is truly vendor agnostic and puts the needs of the reseller first, more so than many of the other IT groups available today.”

– David Stinner, President, USitek



From its founding in 1984, The ASCII Group has remained dedicated to its mission of creating **a vibrant community that advocates for IT companies across North America**. While technology, trends, and operations may have changed over the years, its long-term members have continued to see ASCII as a resource they need to align with for better business and community. With over 70 programs and offerings that cater to members regardless of vertical or size, **ASCII helps bring like-minded professionals together to strengthen their IT businesses**.

As an ASCII member since 2002, USitek has evolved since its founding in 1994 and they have seen ASCII evolve in its own way, excelling with new programs, leadership, and benefits. USitek faces the same challenges as most managed service providers, and ASCII’s programs add value across the board to companies who encounter these business hurdles. Founder and President David Stinner explains how they initially joined ASCII for a group buy proposition and better rates on product purchases, and while they continue to benefit from those programs, they’ve also been able to take advantage of additional services and amenities that have developed with the advent of managed services.

One feature David has found especially useful is ASCII helping its members with the administrative side of running their businesses. An increasingly common question that MSPs face is determining when you should and shouldn’t be charging sales tax.

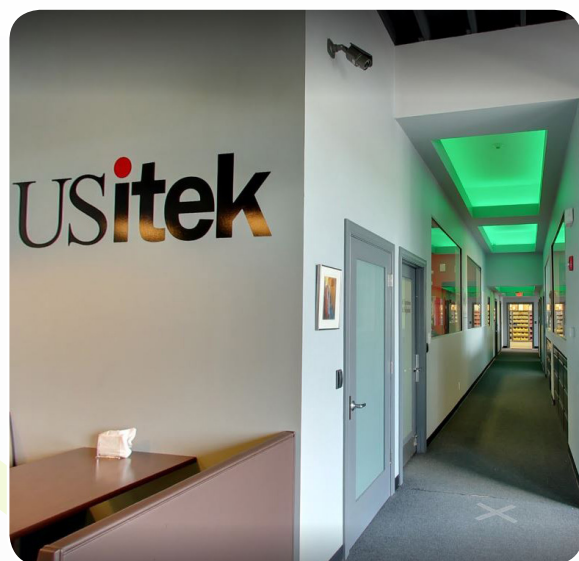
“I like when ASCII members share success stories and I find that beneficial; it gives me pointers and ideas to add to my own client offering.”

– David Stinner, President, USitek

Company: USitek
Location: Buffalo, NY
Website: www.usitek.com
ASCII Group Member Since: 2002

About: USitek manages the technology of small and medium size businesses in the Buffalo/Niagara region, servicing Advanced manufacturing, Bio-Medical and Life Sciences, Healthcare, Legal & Finance, and Non-Profit Organizations.

Services Offered: Managed Services, Cloud Services, Cybersecurity



Become an ASCII Member: 800-394-2724 | info@ascii.com | www.ascii.com



ASCII has a sales tax guide it developed in conjunction with a top sales tax expert that provides answers state-by-state for over 70 situations that IT companies commonly face. US itek is utilizing the ASCII Sales Tax Program to audit their different services to ensure they are properly following the sales tax law of each state where they have a customer. ASCII provides webinars that helps their members' businesses in a variety of ways. David was able to view a corporate tax webinar and gain new knowledge to help him for his tax filing for 2017. "I have already made changes with my 2017 books, and the webinar content helped me get my CPA engaged where I don't think he would have been otherwise had I not made the proactive push."

ASCII also helps members with the cost of running their business. David was referred to an ASCII-promoted tech insurance carrier to learn more about ASCII's exclusive master policy; accordingly, he was able to save \$1,500 on his errors & omissions liability insurance for 2018. This new carrier gave him the same coverage and limits as his previous insurance but at a substantially reduced rate. Another service that David has been able to utilize while being a member is the credit card processing program. With competitive, transparent rates, he was able to successfully switch to the ASCII credit card processor and save money and get better customer service.

"I see myself being an ASCII member well into the future; I would not want to lose access to the team."

ASCII also helps its members eliminate barriers to getting more business. US itek was able to get a credit line increase by taking advantage of an announcement in the ASCII member newsletter, This Week at ASCII. David had a significant project requiring additional hardware. Completing projects such as this can be difficult when the customer doesn't want to pay for the hardware up front or until the project is completed. US itek reached out to the ASCII team to see if they could help get an increased credit line with a distribution partner, ASCII contacted the distributor, and within 3 days they had their credit line increased and were able to complete their project on time.

A proven advantage of the ASCII community that US itek appreciates is ASCII's advocacy on behalf of its members.



If members have an issue with a partner or vendor, ASCII will reach out on their behalf and often get the matter resolved in one email. David explains that by having the ASCII network behind him, vendors are more likely to help resolve issues. There was a specific time he couldn't return a product to a major distributor, and ASCII COO & Vice President Doug Young was able to speak to a senior executive at the distributor and facilitate a smooth return.

Additionally, US itek has gained value from the collective brainpower of the community with the information they received pertaining to the sale of a fellow IT business. The information was found in ASCII's ASCII-Link list serv, a valuable resource for shared technical and business knowledge for members around North America. The ASCII-Link forum has over one hundred posts per day, and members feel free to give honest feedback because no vendors are given access to it.

ASCII-Link presented the buying opportunities available and connected the peers who were looking to retire. Two times Mr. Stinner has been put in touch with smaller businesses who wanted to sell their companies. While both transactions didn't result in a sale, he notes that it was good practice for him when the right opportunity presents itself. "I feel ready for 'next time' as ASCII provided a conduit that was so much easier than going through a mergers and acquisitions consultant."

Overall, The ASCII Group offers its community many valuable benefits, including cost cutting resources; marketing help; advocacy; educational growth; and collaboration. The famous Latin term from the seal of the United States, "E pluribus unum," "Out of Many, one" can apply to the community. ASCII membership assists members serving different verticals, and offers various services; nevertheless, they come together for the greater good of the community, creating "ONE ASCII."