

FREE START UP PBX!

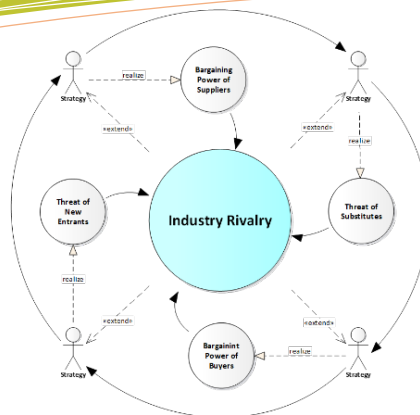
Many small businesses and small business start-up waste money outlaying cash by investing in infrastructure they do not need and or can get for free or an extreme reduced cost. Did you know that for a full hosted Integrated Voice Response (IVR) Phone System with extensions, voice mail, automated assistant, a.k.a PBX, a small business can get this set up with 5 users for free. \$0 cash outlay! \$0 charges for inbound and outbound calling. If your need is over 5 extensions then the monthly cost is \$20 per user with no set up fees!

IT DEPARTMENT IN A BOX!

Don't buy hardware...lease or subscribe to it! Did you know that for less than \$150.00 a month you can have a Fortune 500 Enterprise IT infrastructure in your business? A File Server with 1 TB of storage that is HIPAA, SOX, and ISO 27001 Security Compliant, a Virtual Private Networking VPN Server for local or remote access to your private network, Cloud Data Back-up and Restoration and Firewall security. No need to buy separate expensive pieces of equipment and pay for maintenance updates. We put money back in your pocket. Let us show you how!

CAN'T FIND THE SOFTWARE YOU NEED?

Don't ever pay for software with loads of features you do not need and will never use...again! We engineer custom software for FREE. As with all our services, our customers only pay for what they use and with a low monthly fee. Get software designed specifically for your business! We incur all the costs of development. Once the software is ready – you just pay to use it. Usually between \$750 or more than 167/mo. Requires an SLA.



ENHANCED PORTER'S FIVE FORCES COMPETITIVE STRATEGIC BUSINESS MODEL
by Rushton Prince

Counterspherics Labs is a combined software and IT Managed Solutions Provider which specializes in Small Business IT Infrastructure and the development of "right-sized" software and software system appliances i.e. pre-installed software on portable, connected, dedicated, security tightened hardware called micro-systems.

MAY THE FORCES BE WITH YOU! STRATEGY PLANNING.

(CSL) - Our eyebrows raise when we hear a small business mention strategic planning which is indicative of strategic thinking. Most small businesses are in the grind of operational thinking and don't really get to the strategic part because – they are the business process and cannot disconnect from the operational aspect to evaluate their future landscape. So, on that note then we make the case for business owners stop, disconnect, and roll their thinking to Porter's Five Forces. Whether you know the P5F model or don't, it is a business truism that should not be ignored. That said here is a quick run around the track to get you warmed up and primed to learn more or reconnect your critical thinking apparatus to the mastery of these forces for sustenance, growth, and competitive dominance.

Porter's Five Forces (PFF, P5F) is a competitive analysis model for determining where your businesses strengths and weaknesses are regardless of industry. If all forces are controlled by a business then that business has a distinct and hard to overcome competitive business advantage. You don't need to be a genius to understand this common sensical model.

In 1979 Harvard professor Michael E. Porter published his model in the Harvard Business Review. Porter found that the SWOT analysis model (Strengths, Weaknesses, Opportunities, Threats) was lacking. Porter's Five Forces analysis replaces SWOT. In his model you must control most or all the forces to gain a competitive advantage. Now, let's see what they are:

Threat of New Entrants

How easy is it for newcomers to your industry to get a piece of your pie? Or even replace you?

Threat of Substitutes

How easy is it for your product or service to be replaced by a cheaper product or service? A costly Name Brand v. a generic that still gets the job done?

Bargaining Power of Customers

How many choices other than you do your customers have in your industry? The more bargaining power your customers have the less control you have.

Bargaining Power of Suppliers

How many choices of suppliers do you have? Are you tightly-coupled to a specific supplier? The more bargaining power your suppliers have the less control you have.

Competitive Rivalry

How does the public differentiate your product and or service from those of your rivals? Who do they think of first? Controlling this force is putting a recognizable & marketable "face" on your business!

