

# Information Technology **Simplified**



## **Bross Group is Acquiring FusionHiTek** Delivering Results and Exceeding Expectations for Associations



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## Press Release:



Denver-based Bross Group has announced its acquisition of New York-based FusionHiTek

February 4, 2015-Lakewood, Colorado

Bross Group has now entered its 11th year providing IT solutions in Colorado and nationally. To expand on its national presence, the firm has entered into an agreement with FusionHiTek to acquire the New York-based firm's clients, projects, and employees. The majority of the 50+ projects and clients in the Fusion portfolio are associations designated by 501c(3) or 501c(6) status. This market segment is where Bross Group and FusionHiTek have synergy. FusionHiTek has been serving the association market since 1975, and brings a large network and client base to Bross Group. Bross Group has become one of the leading IT solution providers for associations, making this a huge step in furthering its association business practice.

Acquiring FusionHiTek will increase the Bross Group presence on the east coast and nationally. It will push the number of association specific clients to nearly 100. Although Bross Group continues to provide IT solutions to a wide variety of industries, it has determined a clear need exists for IT services in the non-profit association segment. Bross Group has a clear understanding and methodology to serve this segment given its extensive experience managing IT infrastructure, processes, and resources within this niche. The FusionHiTek clients will have an opportunity to leverage these capabilities to further their strategic IT and association initiatives.

"Our organization has been growing by an estimated 35% annually, with many clients being associations." Kathleen Conner, CEO at Bross Group goes on, "It is a natural fit for us to acquire Fusion's technology practice to further this growth. Our commitment to what these associations do and our passion to provide them the technologies they need to innovate and align mission to strategy, will prove beneficial to the Fusion clients becoming Bross clients."

"From our research, consulting, and benchmarking, we have found that growing organizations are struggling to keep up with the volume and pace of digital technology changes." Donald Dea, CEO FusionHiTek and newly appointed Executive VP of Digital Services for Bross Group elaborates, "Bross Group managed services is the right solution enabling associations to manage costs, their infrastructure including association management platforms and day to day technology services, have access to key skills and competencies without the burden of hiring, training, retooling, and have on-demand access to proven digital technology experts."

There is no slowing down for Bross Group. The company is now firmly entrenched coast to coast with clients all across the United States. Expect to see Bross Group to continue exponential growth into the future due to its leadership, commitment to staff and clients alike, and its ability to be innovative in its service offerings.

## Who:

Bross Group is a premier IT managed services and talent management firm dedicated to helping clients across multiple industries with all of their IT requirements. Always striving to deliver results and exceed expectations.

## How:

Bross Group is not just a solution but a true IT partner. A unique methodology in IT managed services, consulting, and strategic staffing ensures that your complex technology has a simplified result.

# FusionHiTek is now a part of Bross Group



## Solutions:



Business Intelligence



Mobile Applications



Cloud Solutions



Application Development



Business Continuity



SharePoint



Office 365



Virtualization



Project Management



Strategic Planning



AMS Solutions



LMS Solutions



Website Design



Social Media Solutions



Cyber Security

# Information Technology **Simplified**

## Bross Mission & Values

### Mission

Provide **YOU** with the best quality solutions within IT managed services, professional services, and consulting.

### Values

We are **Responsible Partners** in our community and in our workplace

We **Engage in Authentic Relationships** with our co-workers and clients

We **Respect** and **Encourage** diversity of opinion while **Committing to the Task at Hand**

We reserve the right to **Have Fun** and **Be Passionate** about our work

In the pursuit of **Excellence** we **Foster Innovation** by accepting grand challenges, learning from each other, nurturing creativity, and taking appropriate risks

We **Demonstrate Integrity Every Day** by doing the right thing even when no one is watching

We are **Responsible Stewards** of the resources entrusted to us

**“Bross Group is in the business of creating partnerships and simplifying your IT complexity.”**

### Executive Leaders



Kathleen Conner, CEO  
kconner@brossgroup.com



Steve Conner, President  
sconner@brossgroup.com



Rick Bawcum, COO/CTO  
rbawcum@brossgroup.com

# Technology Solution Successes



Below are current managed service client case studies



FPA required a new public facing website, collaboration tools, and content management systems. SharePoint 2013 was implemented to improve site navigation, content access, portal access with “MyFPA,” collaboration functionality, and enhanced search features for its members and visitors. A central location for member profiles was created to give members access to education tracking, leads, chapter information, and discounts.

Download the FPA case study:

<http://brossgroup.com/wp-content/uploads/2014/08/FPA-Case-Study-Phase-1-V3.pdf>



WRF required a major overhaul and revamp in its public facing website, infrastructure, and collaboration capabilities. They benefited from website upgrade and re-design, SharePoint migration from 2007-2010, streamlined collaboration, enhanced access to hosted data, and huge improvements in search capabilities.

Download the WRF case study:

<http://brossgroup.com/wp-content/uploads/2013/09/Water-Research-New-Case-Study.pdf>



PSIA-AASI has encountered increased demand for diverse services to membership. They needed to answer the questions: What do they have? What do they need? Read more about how a stable infrastructure solution helps them stay up and running.

Download the PSIA-AASI case study:

<http://brossgroup.com/wp-content/uploads/2014/05/PSIA-AASI-Case-Study-reduced-size.pdf>

# Information Technology **Simplified**

## Upcoming Webinars:

**What's the best way to retain members? USE YOUR DATA!**

February 23rd, 2015: 11am-12pm (EST), 9am-10am (MTN)



**Click the link below to register**  
<http://brossgroup.com/retain-members-data/>

**Cloud 2.0: Navigating your cloud choices and building a roadmap**

March 17th, 2015: 11am-12pm (EST), 9am-10am (MTN)



**Click the link below to register**  
<http://brossgroup.com/cloud-navigating/>

## Other Upcoming Association Simplifier Series Webinars

Click on links to register

**Mobile Apps: How to create a simple winning strategy? - March 31, 2015**

<http://brossgroup.com/mobile-app-simple-strategy/>

**Maximize your AMS: Develop methods and process - April 16, 2015**

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