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MARCH 2018

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# eb LOGIX YOUR IT SOLUTION. Simple. Smart. Secure.

**Culture and Reputation** — those are the fundamental building blocks that **Stan Briddes** prioritized 18 years ago when he started his IT consultancy firm, **eb Logix**, a family-oriented team-first company that specializes in providing customized networking solutions for small to medium size businesses that are secure, reliable and just right for the needs of the businesses.

**T**oday, the eb Logix team has grown to a family of ten employees, partnering with a growing list of non-profit organizations and for-profit businesses throughout the Delaware Valley, providing both on-site and remote IT services from their centrally-located office at 2129 E. High Street in Pottstown.

“Our reputation is built on honesty, integrity and character,” explains company president and founder **Stan Briddes**. “We not only deliver expert solutions, but also provide exceptional customer service and support. We pride ourselves on the attitudes, efforts, and unyielding commitment of every eb Logix employee.”

“Family is a very important component of this organization,” emphasizes **Courtney J. Briddes**, Vice President of Operations, “and our staff who are not related to us are considered family,” she said, adding that their long list of satisfied clients are also considered part of the eb Logix family.

From the beginning, eb Logix has grown steadily and expanded its services, while refining its focus on delivering a Managed Service Platform. As a Managed Service Provider (MSP), eb Logix provides a defined set of services to their clients. Their scalable solutions ensure that you’ll always have just the right level of monitoring, security, and support for your business — now and in the future.

“We offer a full suite of services to our clients,” said **Chris Keirse**, Senior Systems Engineer. “We do back fill for existing IT personnel, but we also do full soup-to-nuts IT work — Everything from your networking equipment server to desktop computers, and we do that, as much as possible, through automation. That’s what managed services really is — Automation and leveraging technology to keep our overhead relatively low to benefit our clients, while growing our customer base with efficiencies.”

Through its Managed Services platform, eb Logix offers expertise in: Security; Cloud Computing; Network Infrastructure; Network Management; Hosting; Backup & Disaster Recovery; Next Gen Firewalls; AV/Malware Protection; and VOIP Solutions.



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## THE TOP THREE REASONS CLIENTS CHOOSE eb LOGIX:

### WE KEEP IT SIMPLE.

We understand that technology is a vital component but may not be the primary focus of your business. Our team is able to communicate technology solutions at a level that is easy to understand so you can focus on your business goals.

### WE KEEP IT SMART.

Our team has a wealth of knowledge in the IT field to provide you with the best technology solutions. We can assess and resolve everyday technology issues, provide long term technology plans, and also manage large infrastructure projects.

### WE KEEP IT SECURE.

Cyber criminals are becoming more sophisticated every year. It’s a very real threat and the largest area of concern for businesses today. We take your company’s security seriously and partner with some of the best security manufacturers in the industry.





eb Logix office is located at 2129 E. High Street in Pottstown.

"While we do provide break/fix services, our goal is to move all of our clients to the managed service platform," Courtney Briddes explains. "We essentially become a client's IT department or enhance an existing IT staff. Our automation solution is a 24/7 IT robot agent that monitors and resolves common problems that would previously require a number of support staff to be hands-on to fix the issue. This business model provides administrative and financial relief to our clients, so they can focus on their business goals."

"We make our services fit in with the customer," Chris Keirsej adds. "We want to align with the customer. We standardize where we can, for efficiencies of scale, but we do have quite a bit of flexibility in how we deliver those services. We align that with the customer's business needs and not what piece of new technology we can sell them."

At eb Logix, it's all about meeting the customer's needs.

*"We see it as a partnership," Chris Keirsej said. "We want to fully understand each clients' business, so we make sure we're putting the right solutions in place for their specific needs."*

*"Our clients consider us an integral part of their organization," adds Courtney Briddes. "(Reaching out to us) is just like calling another extension in their office, and they feel like we're part of their team."*

(Continued on page 8)



Chris Keirsej, Senior Systems Engineer



Lyndsey Toner, Administrative Assistant

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## COVER STORY

*(Continued from page 7)*

In addition to working with financial companies, investment firms, engineering firms, and a wide range of other for-profit businesses, eb Logix also specializes in assisting non-profit organizations with their IT needs. “We partner with non-profits,” Courtney said. “We believe in what they are doing for the community. We stand behind their mission by offering a different price model. We understand that their budget must be board approved. We’ll sit down with the executive director and outline what they should include in their budget and then help them to justify and qualify the costs of the proposed IT budget,” she said. “We are a people organization, serving people, so supporting non-profits is a natural fit and really important to us.”

“Outside of the IT business relationship, we also attend and support events for the non-profits,” adds Chris Keirsey. “In some situations, we also donate equipment or a block of time when we perform some service on a project.”

And in the long run, helping non-profits with their IT needs is a win-win — for the community and for eb Logix. “We get many of our referrals from non-profits,” Courtney explains, pointing out that many

non-profit board members sit on other non-profit boards or run their own for-profit companies with IT needs.

“People utilize our services and they speak kindly and say we’ve done a good job, and that referral business comes as a natural consequence of having a good reputation for doing our job effectively,” adds Chris Keirsey.

Above all, the non-profit model aligns perfectly with eb Logix’s service and hiring philosophy of putting the needs of their clients first.

“One of the core values of our organization is that we will serve the client and we will serve each other,” Courtney Briddes explains. “We have a very service-oriented mind set. I think that everybody in this organization has an intrinsic quality of commitment to service. It’s not something you can teach. You can teach somebody how to fix a computer, work on a server, do the accounting work, but you cannot teach the service mind set. That’s something that comes from within, and I would say that every team member here has that quality, truly care about our clients, and have that heart of service,” she said.

*(Continued on page 10)*



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## COVER STORY

(Continued from page 8)

"We maintain clients and employees through our reputation and culture," says Chris Keirse. "We provide a good, comfortable working environment. And we provide excellent customer service." eb Logix's clients would agree.

"eb Logix has been our IT partner for over 10 years and has been an invaluable member of our team," said Jennifer Peirce Brandt, P.E., Peirce Engineering, Inc. "From helping us open and set up our office infrastructure and equipment to our current support and back up plans, eb Logix has never let us down. I look forward to continuing to work with eb Logix for many more years to come."

"eb Logix has been with our company through major growth and has always provided us with quick, attentive, quality service," offers Robyn Kitt of BET Investments. "They are the type of company that means what they say. The entire staff is friendly and knowledgeable and available to assist us in any crisis situation. When it comes to technology it can be difficult to find a company you can trust. With eb Logix, I see them as more of an extension of our team, than as a separate entity."

"Working with eb Logix has been one of the best decisions we've made as an organization," said Stephanie Phillips, John Bartram Association. "As a small nonprofit, our resources are limited. eb Logix is expert at creative and budget-conscious technology solutions. The staff at eb Logix is unfailingly pleasant and helpful, and responsive when issues arise."

eb Logix has been named as one of the 20 most promising Networking Solution Providers by the CIO Review, an annual list of 20 companies that are on the forefront of providing networking solutions and impacting the marketplace. eb Logix was honored in part "because we partner with our customers, we develop an intrinsic understanding of their bottom line and spending capacity," Courtney Briddes said.

"The most fulfilling part of my job is the long-term partnerships we develop with our clients," Courtney said in conclusion. "Not only do we get to know their business goals, but we become an extended part of their team," she said. "Our 'team first' culture and service conviction are what sets us apart from other IT companies," she said.



**eb Logix is located at  
 2129 E High Street,  
 Pottstown, PA 19464.**

**For additional information,  
 please call 610.813.4900;  
 Email: [info@eblogix.com](mailto:info@eblogix.com);  
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 in the NEXT issue!  
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