



A Letter From

MICHAEL R. BAUMANN II

Founder and Managing Director

Why I Created The 501C3 Technology Initiative

It's kind of a long story, *but I'll try to keep it short* by only focusing on the main points that led me to redirecting all of my efforts down this path of being **Dedicated To Serving Those That Serve The Community!**

It all starts with my father, Mike Baumann, Sr. He created TRS over 36 years ago, with the mission to serve other businesses as he would want to be served... which really means, *Actually Caring About Their Needs*.

My father founded TRS on three simple principles: **Value, Service and Integrity**.

VALUE - By Always Providing Cost-Effective Solutions...

SERVICE - By Always Building Trusted Business Relationships...

INTEGRITY - By Always Delivering More Than Promised...

Now here we are, almost 40 years later, and those three simple - *yet wholly empowering* - principles are still at the core of every business decision we make.

I like to say **We Are So Much Better Than Different!** *Because we actually do care* about the best interests of our clients and their businesses... to the extent - *some even argue* - of our own detriment... But...

We take pride in the fact we are *NOT* like those "Other Guys" - who are (*as far as I can tell*) more concerned with finding ways to pilfer money from customers than they are about actually serving their client's needs.

With these "Other Guys" it's always going to be about: *how much money can they make off of you...*

Whereas, with TRS, it **Always** about: ***How Much Can We Genuinely Help You...***

The Unfortunate Reality

The Voice, Data and Security Equipment Dealers and Services Provider industries are riddled with these "Other Guys." Almost all of which only provide mediocre equipment and under-whelming service... but are able to charge you (*or should I say, get away with*) premium, high-margin rates... directly, or indirectly.

There are two major tactics these "Other Guys" (*seemingly always*) use to get away with more and more of your money: **Captive Pricing** and **Installation Overages**.

I'm not going to go into the specifics of each of these right now, but I have provided individual documents addressing - *in detail* - exactly what these mean and why you should definitely be aware, and concerned.

Right now, let me just say, in my professional opinion:

I consider these two tactics (for the most part) to be dishonest and unethical, at best...

The most upsetting aspect is: These "Other Guys" know - *all along the way* - they're being deceitful. Yet, there's nothing in their genetic make-up that "raises a flag" or tells them to stop. I guess they're just too busy thinking about all of that money they're going to be able to make off you (*or should I say, swindle you out of*).

What really exacerbates the problem for you, is these types of tactics have now become Industry Standards. These "Other Guys" go to dealer meetings, tell their peers how well they're making out by using these "tricks" and then the new "Other Guys" try the same things and get away with it, also... So now, ***it's just the norm***.

MICHAEL R. BAUMANN II

Founder and Managing Director

The Fortunate Actuality

With all of these unscrupulous “Other Guys” out there, involved in (*what I really believe can only be defined as*) fraudulent behavior - with their Captive Pricing Sales Strategies and Installation Overages - it actually makes it very easy for dealers like TRS to stand out in the light, above all of these “shady” Other Guys.”

Simply stated:

When you educate yourself about how these “Other Guys” play the game, you’ll be able to easily identify them (*probably, almost immediately*) and then be able to call them out on their underhanded schemes.

At the same time, when you encounter one (*of the very few*) dealers like TRS, who actually care about YOUR business needs, goals and successes, you’ll be able to easily identify us as one of the “Good Guys.”

We’re the one’s who quickly prove:

We actually want to help you, and your organization... Do More With Less!

Now, before I start going too far off topic...

Let’s get back to the reasons why I’ve created the 501C3 Technology Initiative.

At TRS, our core product and service offering has always been telephone systems... since February 1984.

But, As A Quick FYI:

In 1996, we started doing Camera Systems...

In 1997, we started supporting Wired and Wireless Networking/Computer systems...

We do so much more than just Telephone Systems now, which is why we changed our name to TRS Technology Solutions...

I’ll make sure you get a Full List of All of the Current Services We Provide... but...

Now, back on point...

As I’m sure you’re aware, the Telephone System industry has changed significantly over these last seven years - with most of the disruption only coming in the last four years - with the “Hosted” (*or Cloud-based*) Phone Systems becoming commonplace. Even though it’s their biggest sales pitch, whether they’re actually affordable, or not, really depends on the current infrastructure situation of your business... and...

I really want to make sure you know what you could be getting yourself into, if you are considering a Hosted system, so again, I’ll provide a separate document:

Everything You Should Know Before Moving Forward With A Hosted Phone System.

But, Here’s What You Definitely Need To Know

While there are approximately 300 different Hosted System Resellers in the US, there are really less than ten truly, stand-alone Hosted Phone System providers (*that may actually be worth considering*). What a lot of them do is sell their service as a “White-Label” option, or a Communications Platform as a Service (CPaaS).

What I’m trying to say is” Yes. There are about 300 different Hosted Phone System options available in the US. But, in reality, they’re basically all the same things being resold by different businesses, as their own.

And, if you don’t think that complicates my life enough... Consider the fact that **Almost All Of These** Hosted providers do everything they can **to *NOT* have a local, boots-on-the-ground support team.**

These Hosted Phone System providers’ main play is to convince I.T. guys (*and - unfortunately - any other sap that can be convinced*) that they too can sell phone systems to the masses. Touting that not only are they able to make huge commissions (usually 20-25%), but also it’s super cost-effective for the client because there is virtually no onsite maintenance ever required, because the system is maintained in the cloud.

But It's Just Not That Simple

What really happens, is someone who really doesn't know anything about business communications, or phone systems - other than the "shiny and new" talking points the Hosted provider gave them - starts selling Hosted Phone Systems to unsuspecting - and unfortunately, *All Too Trusting* - businesses.

The most common benefit associated with a new Hosted Phone System always has to do with Significant Cost Savings. But, the reality is, the client often ends up with more costs (*and more troubles*) than ever, **ever** anticipated. Plus, the huge savings they thought they were going to get, quickly becomes non-existent.

Most of the time, these businesses that fall prey to the "blind leading the blind" never know - until it's too late - that most taxes, fees and surcharges for Hosted Phone Systems range around 35%, and upwards of 15% even for Nonprofit Organizations.

Often, these businesses also don't have the appropriate infrastructure to effectively support a Hosted Phone System. Usually having to buy more sophisticated routers and switches, and sometimes even having to run all new cables. Easily costing the business 1000's of dollars they never knew they'd ever have to spend.

I Know It Might Sound Like The Beginnings Of A Rant Here... But...

This Is *BY FAR* The Main Reason I Created The 501C3 Technology Initiative!

There are way too many uninformed/inexperienced people and businesses selling (*Hosted*) Phone Systems and Services. These salespeople don't truly understand the needs of business communications and/or the ancillary costs of implementing a new system. They are *LITERALLY* doing more harm than good... and...

***Because I Actually Care, These Numbskulls Are Making My Life Miserable!
And Don't Forget My Original Pains: All Of The Misleading "Other Guys..."***

So, for my own sanity, I had to make some decisions as to what course of action I was going to take.

Was I going to just keep pushing forward, trying to block-out all of the corruption and misinformation?

Was I going to close down TRS and go play golf? *I was a professional golfer for years and would love a crack at the Sr. Tour.*

Or, was I going to take a stand and do something about it?

Now, obviously, since you're reading this, I've opted to take a stand and do something about it. With that said, you must know 1000's of ideas were racing through my head, every time I tried to the answer question: ***What Am I Going To Do About It?*** There are really so many different things I can do to help...

The answer finally became clear when I started asking a much more pertinent question. I realized it wasn't so much about the "WHAT" I was going to do to help, as much as it was about "WHO" I was going to help.

When I started considering "who" needed my help the most, almost immediately the answer was clear: Nonprofit Organizations!

- No other segment of the marketplace does more for the greater good of the community.
- No other segment of the marketplace has a higher appreciation for money saved.
- No other segment of the marketplace relies on others (*or struggles*) as much for funding.
- No other segment of the marketplace has built-in reasons for giving to, and caring for.
- ***No other segment of the marketplace is as historically Under-Served and Over-Charged.***
- ***Simply stated: No other segment of the marketplace actually deserves so much of my effort.***

From The Desk Of
MICHAEL R. BAUMANN II
Founder and Managing Director

Is It A Calling... Is It Destiny... Is It Truly PreOrdained?

Back at the beginning of this letter, I told you my father created TRS with the mission to serve businesses as he would want to be served... which really means, *Actually Caring About Their Needs*.

I also told you that even though its almost 40 years later, and those three simple - *yet wholly empowering* - principles of Value, Service and Integrity, are still at the core of every business decision we make.

I even told you, I like to say **We Are So Much Better Than Different!** *Because we actually do care* about the best interests of our clients and their businesses... to the extent - *some even argue* - of our own detriment...

Now, (*I'm guessing*) this last phrase "to the extent - *some even argue* - of our own detriment..." when you read it at the beginning of this letter, it created a little question mark in your head. Now that I've restated it above, (*again, I'm guessing*) you may be asking yourself what do I mean by that?

Well, what that means is, some of my peers, and employees, and friends, and even some of my family, don't think TRS is taking full advantage of our opportunities to make money with our clients. You see, to so many people, money is the mark. It's how they gauge themselves - or rank their positions - in this game we call life.

But to me, the real measure of my life is not going to be based on how much money I have, or don't have in the bank. My measure will be based on the greater good I provided for all I encounter throughout my journey.

My father and I have never had a conversation about this concept, but I think because it was instilled in him, it is now ingrained in me.

It (*apparently*) has always been my life's mission to help... and I cannot think of a more worthy investment of my time, energy and effort, than to help people like you. While on different paths, we still have similar callings and have made helping others the biggest part of our daily lives.

At TRS, while we do want to make a decent living, it is never about getting rich. It is all about helping our friends and neighbors in any way we can.

We are honored to serve you, and your organization, in any and every way possible...

WE ACTUALLY CARE AND WANT TO HELP YOU DO MORE WITH LESS!
Nothing says that louder than the TRS 501C3 Technology Initiative!

I have invested almost three years (*blood, sweat and tears*) of my life designing a program specifically for the Nonprofit Organizations, like yours. So I can help you expand your outreach, advance your mission and attain your goals; making sure you get the absolute, most cost-effective technology solutions, services and support.

This includes partnering (*and a li'l begging*) some of the world's leading manufacturers and largest distribution channels to get you **HUGE DISCOUNTS ON VOICE, DATA AND SECURITY SYSTEMS AND SERVICES.**

I also created what I consider to be the fairest Managed Services offering ever. One where you only pay for the actual services you're getting, and not one designed on the "Mailbox Money" concept, where like Vegas, the house (*or, MSP*) always wins. Learn more about our Hybrid Managed Services in our CORE 6+ booklet.

We also have Extended Warranties, Extended All-Inclusive Installation, Extremely Affordable Payment Plans, All-Inclusive Maintenance/Support Options, as well as Great Discounts on Software and other Applications.

**I Created the 501C3 Technology Initiative Because, At TRS,
We Are Dedicated To Serving Those That Serve The Community!**