



Frequently Asked Questions

Who is MCPc?

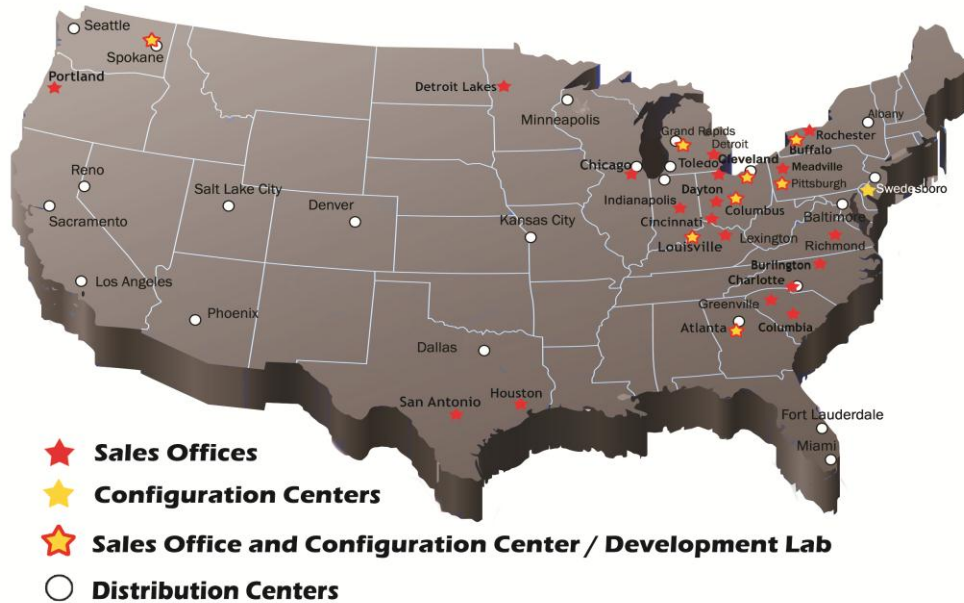
MCPc is a customer focused technology solutions integrator experienced in solving complex business and IT challenges. For over 45 years, we have been helping clients select the technology products they need as well as develop, implement and support practical IT solutions.

Our unique customer value lies in the richness of our technical staff, which is educated and skilled in all major technologies, all leading manufacturers, and across a multitude of industries and environments. MCPc's investment in this multi-vendor approach gives our staff the flexibility and freedom to craft the optimum solution for each customer. We make it our goal to take ownership of the IT challenges you face so you can focus on your core business strategies — customer acquisition and retention, efficiency, cost savings and profitability.

MCPc has received a number of IT industry [awards](#), including 2011 Citrix National Partner of the Year – State and Local Government, Education and Healthcare, 98th on the 2011 Everything Channel VAR500 list, Best IT Services Company Northeast Ohio by Northeast Ohio Software Association, HP Partner in Excellence Award for IPG Business Growth in Hardware and Cisco's Customer Satisfaction Excellence Award.

Where is MCPc located?

Headquartered in Cleveland, Ohio, MCPc serves thousands of customers from [27 locations](#) across the United States.



What types of customers does MCPc serve?

MCPc serves companies of all sizes, from enterprise organizations to small and medium-sized businesses. Customers come from a variety of industries, including education, healthcare, financial, legal and government.

What products and services does MCPc offer?

MCPc’s expansive product offerings provide flexibility to develop customized solutions across the company’s seven Strategic Business Units housed within three Strategic Technology Groups:

Converged Network Group: includes Datacenters, Network Solutions and Visual Communications

Lifecycle Management: includes Personal Systems, and Imaging and Printing

Support Services Group: includes Managed Services, Break-Fix and Help Desk/Call Center Support

In addition, MCPc’s ecommerce site, MCPconnect, offers a full-service online procurement solution that represents more than 100,000 products. Custom online stores are built for each customer based on their ordering processes and commonly requested products.

Who does MCPc partner with in the industry?

MCPc currently maintains **hundreds of certifications from the leading industry manufacturers** and has strategic partnerships with top providers and telecom carriers such as Cisco, HP, Microsoft, IBM, Dell,



Apple, VMware and Citrix. In addition, MCPc is certified to service and support all the technology it recommends for customers.

What certifications does MCPc have?

MCPc has achieved several distinguished [vendor partner certifications](#), including Cisco Gold Certified, Citrix Gold Solution Advisor, VMware Premier, Lenovo Premium, HP Elite Partner, Public Sector Elite, Virtualization Elite, IPG OPS Elite, IPG Partner in Excellence, Procurve Select, Graphic Elite, APC Elite and Dell PartnerDirect Premier, among others. Across the company, MCPc has more than 175 employees with certifications and 856 total unique certifications from 66 manufacturers.

How do I contact MCPc?

Web site: www.MCPc.com/contact-us

Corporate Headquarters: 1801 Superior Avenue, Suite 300 / Cleveland, OH 44114 / 800.777.7178

Media Contact: Beth Stec, Vice President, Corporate Communications and Human Resources, media@mcpc.com

What Makes Us Different

- MCPc leverages years of staff experience across multiple industries, enabling us to develop tailored solutions built upon a foundation of quality and efficiency.
- MCPc's goal is to enable you to buy correctly the first time, integrating key technology solutions into your overall strategic plan.
- MCPc's reach across multiple technologies enables us to look at your organization as a whole and recommend practical solutions that save you money, make the most of your current and future IT investments, and ultimately help you grow your business.
- MCPc maintains the highest level partnerships with all tier-one vendors, giving us the ability to present many solutions to our clients in a non-biased approach.
- MCPc is recognized by these manufacturers as an industry leader.
- Our breadth of offerings makes our solutions highly configurable, translating into efficiency and cost-effectiveness for your organization.
- MCPc is large enough to be relevant to all vendors yet small enough to be agile to develop tailored client solutions.
- MCPc maintains average client tenure of nine years. Our focus on continuous improvement demonstrates to our client base that we are interested in long-term relationships rather than purchase orders.



Fact Sheet

Converged Network Group

The MCPc Converged Network Group provides solutions that **integrate voice, video and data traffic onto a single network**, thereby drastically streamlining staff overhead, network management and operating costs, and enabling customers to support highly sophisticated applications.

Strategic Business Units

Datacenter — MCPc has amassed a team of skilled engineers proficient at managing all aspects of datacenter and network solution projects, including server virtualization, storage, environmental controls and power management.

Network — MCPc works closely with organizations to ensure connectivity within network infrastructures and telecom services, including wireless LAN technology, unified communications, network security and telecommunications carrier services.

Visual Communications — MCPc helps customers enhance their existing networks with state-of-the-art audio and visual technology solutions that improve communication and collaboration with key internal and external audiences. This includes video conferencing and telepresence, digital signage, content management, streaming video and video on demand, multimedia room systems and video surveillance.

Key Features

- **Consultative, high-touch approach** from inception, to solution, to ongoing tracking and support
- **Strategic mapping** that matches the customer's needs, internal capabilities and investments with MCPc's own competencies
- **Customized solutions** that incorporate best practices and the newest innovations
- **Proven methodology** based on more than 40 years of experience
- **End-to-end approach** that takes into account how a change in one area of a customer's network will impact other areas
- **Partnerships** with some of the top names in technology
- **Large breadth** of product offerings

Converged Network Group Team

Darin Haines, Group President, Advanced Technology

Dale Phillips, Managing Director

Dominic Del Balso, Director of Engineering

Fact Sheet

Lifecycle Management - Personal Systems Group

It takes significant time commitments and staffing levels to effectively execute PC rollouts, manage ongoing service and maintenance, strategize product upgrades, and plan for any type of PC virtualization project.

Allow MCPc to work with your organization to effectively manage these tasks with minimal support from your staff. Our **experienced project managers**, solution architects, strong vendor partnerships, and proven processes enable us to tailor PC Service and Management solutions to your specific needs and deliver unmatched value.

Key Features

- **Consultative Approach** – We take the time to understand your needs and employ a high-touch process from inception to solution to ongoing tracking and support.
- **Strategic Mapping** – We align your needs, internal capabilities and investments with our competencies to effectively manage any project.
- **Solution Design** – We develop customized solutions based on your needs while incorporating best practices and the newest innovations.
- **Partnerships** – We partner with some of the top names in technology to deliver best-in-class solutions tailored to your situation.
- **Accountability** – We constantly update and assemble progress reports to demonstrate the value we delivery on a daily basis.
- **Dynamic Provisioning** – We utilize processes that make configuring computer systems possible for companies, departments and even individuals.
- **Experience** – We leverage more than 45 years of experience when tailoring solutions based on a foundation of quality and efficiency.
- **Benchmark Pricing** – We have a breadth of clients and experience giving us the unique ability to accurately estimate costs.

Personal Systems Group Team

Ira Grossman, Vice President, Personal Systems Group
Liann Moser, Licensing Business Development Manager
James Leonard, Staging & Integration Manager
Tolga Yanmaz, Development Manager Lifecycle Management

Fact Sheet

Lifecycle Management - Imaging and Printing Group

MCPc is a complete one-stop shop for **all your imaging and printing needs**. Instead of a solutions provider that looks to rip and replace printing equipment, we work within your current fleet to optimize and streamline all processes. Our print management experts work to understand your entire print environment. Then, using our robust analytics program, we strategize a solution to ensure the highest possible return on your print investments.

Total Print Management

MCPc's Total Print Management program is an all-in-one printer fleet management solution, providing **everything but paper and power**.

Automated Printer Supply Management

Manually monitoring your printers to ensure they have sufficient supplies, including toner and paper, is a time-consuming task that can be a drain on your resources. For organizations looking to streamline this administrative task, MCPc offers its Automated Supply Ordering service.

Technology Financing Support

One critical, though often overlooked, component of managing technology lifecycles is the financing decisions that support them. At MCPc, we are available to consult with, and assist our clients in navigating the technology procurement process including assessing their financing options. Since MCPc is not a bank or a leasing company, we bring a completely neutral perspective to the consultation. Our goal is to help our clients achieve the **maximum value for their dollar on each** technology lifecycle project.

Key Features

- **Strategic mapping** that matches the customer's needs, internal capabilities and investments with MCPc's own competencies
- **Customized solutions** that incorporate best practices and the newest innovations
- **Efficient processes** for configuring company, department and individual systems
- **Ongoing updates and progress reports**
- **Proven methodology** based on more than 40 years of experience
- **Benchmark pricing** and estimated costs based on industry data and experience
- **Partnerships** with some of the top names in technology – including our new partnership with Canon U.S.A. as an authorized dealer. MCPc offered Canon's full portfolio of color and monochrome imageRUNNER and imageRUNNER ADVANCE solutions to the greater Cleveland area.

Imaging and Printing Group Team

John Patterson, Group President

Jeffrey Goldstein, Senior Consultant



Jim Cipiti, Solution Architect
Terry Ayers, Project Manager
Gary Henry, Account Manager

Fact Sheet

Strategic Support Services Group

The MCPc Strategic Support Services Group provides **all levels of customer service and support**, from routine warranty management to mission-critical hardware fixes. This team works with customers to develop flexible service level agreements through which MCPc provides ongoing IT infrastructure support.

Core Service Offerings

Helpdesk and Call Center — MCPc is equipped to offer helpdesk services to assist customers in IT problem resolution. Plans are designed to provide any desired level of support, including **24/7-phone support** and **service availability on weekends and holidays**.

Managed Services & Staff Augmentation — The managed service and staff augmentation solutions offered by MCPc are tailored to customers' specific IT service needs. MCPc's trained staff can provide **on-site support across a wide range of technical fields and platforms**.

Break-Fix Repair Services — The ability to quickly repair hardware is essential to the continued profitable operation of any organization. MCPc's **break-fix repair services** minimize unnecessary downtime and keep employees working at their full potential by **ensuring that hardware is running at peak performance**.

Key Features

- **High-touch service and support team** with more than 40 years of experience
- **Partnerships** with some of the top names in technology
- **Expertise** across multi-vendor platforms
- **Warranty management options**

Strategic Support Services Team

Jim Burnett, Managing Director
Lenny Rauscher, Manager, Managed Services & Staff Augmentation
Jamie O'Brien, Service Program Manager

Fact Sheet

MCPconnect



MCPc's full-service online procurement solution — [MCPconnect](#) — combines the shopping elements of electronic retail sites with the business process tools of a procurement platform.

Custom online stores are built for each MCPconnect customer, and feature a selection of more than 100,000 products made available the world's leading manufacturers. Based on the customer's commonly requested products and ordering processes, each store features unique products and approval controls. MCPc offers 1-2 day nationwide delivery coverage.

Popular Products Available Through MCPconnect Stores

- Batteries
- Cables and Cabling Accessories
- Computer Accessories
- Data Center Supplies
- Educational Products
- General Office Supplies
- Laser Toner & Ink Cartridges (OEM and Compatible)
- Mailing and Shipping Items
- Office Furniture
- Organizational Supplies
- Paper and Printing Supplies
- Safety and Security Products
- Storage Products and Peripherals
- Workstation Products

Management Team Bios

Michael Trebilcock – Chairman and Chief Executive Officer

Michael Trebilcock, MCPc Chairman and Chief Executive Officer, and leader in the IT industry, has more than 25 years of sales and management experience in many entrepreneurial roles. MCPc is driven by Mr. Trebilcock's values, vision and leadership in setting the standard of excellence for our customers.

Mr. Trebilcock began his career in the mid-1980s as an entry level account manager with DREHER Business Products Corporation, a Cleveland-based office supplies provider. Recognizing the rapidly evolving needs of the corporate IT departments in the 1980s, Mr. Trebilcock led the creation of the Advanced Technology Group. This new division within DREHER laid the foundation for the evolution of the business into a strong, regional technology solution integrator.

The 1990s saw Mr. Trebilcock become a part-owner and member of the executive management team of DREHER. In this role, he led the company's national expansion, which resulted in a 600% increase in



revenue. This culminated in the sale of DREHER in 1998 to a publicly traded audio visual/technology company. There Mr. Trebilcock served as Vice President of Business Development where he was instrumental in acquiring 12 other technology companies from across the country.

In 2002, Wall Street was still reeling from the burst of the Internet bubble. This led DREHER to begin moving away from the technology sector. Still believing strongly in IT, Mr. Trebilcock and an entrepreneurial group of like-minded employees formed MCPc and purchased the entire technology division.

Mr. Trebilcock has served as chairman and CEO of MCPc since that time. Along with the talented team of associates he works with, Mr. Trebilcock's leadership has propelled MCPc to a leadership position in the VAR 500, and a respected partner of many of today's leading technology manufacturers.

Lance Frew – President and Chief Financial Officer

Lance Frew serves as President and Chief Financial Officer for MCPc. In these roles, he helps guide the organization in achieving its strategic vision as an industry leader in complete IT solutions and services, while executing corporate financial commitments. Mr. Frew has more than 20 years of experience in operations, finance and accounting.

In 2003, he began his career with MCPc as CFO. In this capacity, Mr. Frew helped establish the proper financial foundation and disciplines for MCPc to grow as a fully independent, national solution provider.

As part of the organization's growth strategy, Mr. Frew assumed the role of president in January 2006, which enhanced MCPc's leadership team and enabled CEO Mike Trebilcock to spend more time interacting with customers, and to increase focus on overall corporate growth and direction.

Earlier in his career, from 1999-2002, Mr. Frew worked with mid-market companies as a consultant and investment banker, advising clients in turnarounds, recapitalizations, mergers and acquisitions. Prior to 1999, he spent eight years with an international explosives manufacturer, working in a number of financial and operational roles.

Mr. Frew holds a bachelor's degree in business from Case Western Reserve University and an MBA from Case's Weatherhead School of Management.

Peter DiMarco – Executive Vice President of Sales

Peter DiMarco is Executive Vice President of Sales and a 25-year veteran of the IT industry. He provides strategic direction for MCPc's Sales, Vendor Relations and Marketing efforts.

Mr. DiMarco's industry experience encompasses a variety of sales and business development leadership roles. From 2004 to 2010, he held the position of Vice President and General Manager of U.S Value



Added Resellers and Market Development Sales at Ingram Micro. Prior to that he was the Area Vice President of Value Added Resellers for multiple regions as well as the U.S. Senior Inside Sales Director. As a result of this experience, Mr. DiMarco has established strong relationships with key manufacturers, including HP, Cisco, Citrix and Microsoft.

Mr. DiMarco holds a bachelor's degree in finance from State University of New York College at Geneseo.

Andy Jones – Group President, Advanced Technology Group

With over 15 years of experience in information technology, Andy Jones joined MCPc in December 2010 and currently serves as Group President of the Advanced Technology Group, focusing on presales for cloud, virtualization and managed services solutions. Mr. Jones has held many senior and executive roles in both sales and service leadership throughout his career and most recently served as Vice President of National Sales and Virtualization Solutions with one of the largest systems integrators in the United States, serving over 30 markets and 15,000 customers.

Mr. Jones is a noted author and speaker on virtualization solutions and strategies. In addition to a bachelor's and master's degree in communications, he holds multiple vendor and technical certifications from Microsoft, Citrix, VMware and Cisco, to name a few.

Darin Haines – Group President, Advanced Technology Group

Darin Haines is Group President of MCPc's Advanced Technologies Group, focusing on solution delivery. Mr. Haines has over 16 years of experience in leading the technology function in mid-sized and enterprise-level organizations, and providing consulting services to Fortune 500 clients across a variety of industry segments. He has led projects that have developed and delivered on technology strategies in VoIP, unified communications, CRM, call center operations, and database implementations.

Prior to joining MCPc, Mr. Haines was founder and CEO of Strategic Consulting Group, the CIO and CFO for a medical information management firm, the Vice President for Shared Services for a large non-profit organization, and was a senior consultant for a global consulting firm.

Ira Grossman – Vice President, Personal Systems Group

Ira Grossman is Vice President of MCPc's Personal Systems Group. He joined MCPc in December 2006 as Operations Director. He brought to the company more than 15 years of technology project management and supply chain experience. Prior to MCPc, Mr. Grossman served as Vice President of Client Services for Kewill Solutions from 2002 to 2006, and as Managing Director, Information Technologies for FedEx. In the latter role he managed a group of 100+ plus customer automation consultants who were responsible for implementing technology and supply-chain solutions for FedEx's largest customers. Before that, Ira was hired by RPS as one of the first technical sales consultants responsible



for designing and integrating transportation solutions. Ira would eventually develop the customer automation group at RPS from the ground up, which included developing staffing models, performance metrics and training programs.

He received his bachelor's degree from Ohio University and is certified by the Project Management Institute as a PMP (Project Management Professional).

John Patterson – Group President, Imaging and Printing Group

John Patterson is Group President for MCPc's Imaging and Printing Group, including the Total Print Management program. He has been with MCPc since 2007. Prior to MCPc, he was with HP for 18 years in various sales, business development, and project management roles. Mr. Patterson earned his bachelor's degree in electrical engineering at the University of Akron and a master's certificate in project management from George Washington University.

Mark Cimino – Regional President, Southeast and West Regions

Mark Cimino is Regional President for MCPc's Southeast and West regions. Mr. Cimino has more than 20 years of sales and management experience in the IT industry. Throughout that time, he held responsibilities for revenue and profit growth, client account development, customer relationship management (CRM) implementation, and sales management. Mr. Cimino provides MCPc's customers and partners with exceptional technical solutions to increase the efficiency of their businesses. He holds a bachelor's degree in business administration and marketing from West Virginia University.

Ted Hervol – Regional President, Northeast Region

Ted Hervol, Regional President of the Northeast region, has been leading MCPc's sales efforts in Pennsylvania, New York and West Virginia since 2008. Mr. Hervol began his career in the financial industry, but after urging from his clients, sought a career in the rapidly growing and challenging technology industry. He started his career with MCPc in 1993 as an Account Manager and over the next 17 years contributed to the success of the organization in various sales capacities. Mr. Hervol is a Pittsburgh native and received a bachelor's degree in business administration and finance from Indiana University of Pennsylvania.

Mark McBee – Regional President, Central and Ohio Valley Regions

Mark McBee is Regional President of the Central and Ohio Valley regions responsible for sales management of Kentucky, Tennessee, Indiana, Wisconsin and Southern Ohio. Mr. McBee joined MCPc in 2002 and has held several positions including Director of Vendor Management until 2009.



Prior to joining MCPc, Mr. McBee was vice president and national sales manager for the Computer Technology Group of MCSi, which formed as MCPc in June 2002. Mr. McBee attended the University of Louisville.

Michael Montisano – Regional President, Great Lakes Region

With more than 14 years of business development and sales leadership experience in the IT services industry, Michael Montisano joined MCPc in 2010 as Vice President of Vendor Management, and, in the fall of 2011, transitioned to his current position as Regional President for the Great Lakes Region. His team of 20+ information technology Account Managers is responsible for sales and customer relationship management for more than 1,000 active customers across Northern Ohio, Michigan and the greater Chicago area. Mr. Montisano works closely with MCPc's inside and outside sales and delivery teams to insure that customers receive value-oriented solutions that deliver tangible business results.

Mr. Montisano had previously served as director of sales for NEC Corporation of America, where he led a team of account managers across Ohio, Pennsylvania and New York that specialized in technology solutions for the higher education and healthcare markets.

Beth Stec – Vice President of Corporate Communications and Human Resources

Beth Stec is Vice President of Corporate Communications and Human Resources, responsible for personnel programs and policies, including talent acquisition, benefit administration and employee relations. Ms. Stec's customers are MCPc's most valuable asset — its employees. Her goal is to work to create an environment that encourages retention, fosters recruitment and grows MCPc's reputation as a great place to work.

Ms. Stec joined MCPc in 1998 as HR Manager and created the HR function from the ground up. She is most proud of helping MCPc achieve the NorthCoast 99 Award for the last three years in a row and continuing to foster a positive work environment that blends both fun and hard work. Before joining MCPc, Ms. Stec was branch manager at Snider-Blake Personnel from 1990 to 1998, where she honed her payroll, recruiting and management skills. Prior to that, she worked as an intern during college for the United Way. Ms. Stec holds a bachelor's degree in business administration from Bowling Green State University. She also maintains various certifications in areas of leadership, supervisory skills and HR law.

History of Excellence

Through humble beginnings as a business providing services to the greater Northeast Ohio area, MCPc has flourished into an award-winning global technology products and solutions provider. MCPc's flexibility to adapt at all stages, along with the company's high-touch approach to customer service, has defined its success. In addition to a 45-year history in products and service, MCPc has accumulated more than 20 years of experience in the computer and technology industry.

The MCPc Timeline

1960s

- 1964 – Joseph Dreher founds DAK Supply, the largest carbon, ribbon and duplicating supplies distributor in Ohio.
- 1964 – Smear-free carbon paper is introduced.

1970s

- 1970 – Pittsburgh Branch office opens.
- 1975 – Word processing is a hot topic.
- 1976 – DAK generates one million in sales for the first time.
- 1977 – First dot matrix printer is introduced. Eight-inch diskettes, datacenter and word processing supplies in demand.

1980s

- 1981 – IBM starts selling the personal computer.
- 1984 – DAK establishes a partnership with Hewlett- Packard. That same year HP introduces first laser printer.
- 1985 – An Advanced Technologies Group is created to focus on the emerging computer and hardware industry. It serves as a mark of flexibility to the changing marketplace.
- 1986 – DAK opens Cincinnati branch. Toshiba introduces first laptop computer. The Advanced Technologies Group becomes DAK's main service offering, shifting the company's focus from general office supplies to computer equipment and accessories.
- 1987 – DAK's first million dollar month and first \$10 million year.
- 1988 – DAK initiates a new business offering selling services such as hardware break-fix. DAK soon becomes known as a "one-stop shop" for office and computer needs.
- 1988 – The inkjet printer is introduced.

1990s

- 1990 – DAK Supply is renamed DREHER Business Products.
- 1991 – DREHER starts offering PC training services and establishes a partnership with MicroAge.

- 1992 – The Advanced Technologies Group expands its lifecycle management activities with its involvement in the RPS, Inc. / FedEx project. The project involves the deployment of more than 200 manifest systems a day with shipments so large that facilities in the late 90s had to be moved from Cleveland to Erlanger, Ky., and then to Memphis, Tenn.
- 1993 – LANs and WANs became popular. DREHER starts offering network design and technical services.
- 1994 – DREHER achieves \$50 million in annual sales.
- 1995 – DREHER has 100 employees and is #211 on the Value Added Resellers list.
- 1996 – DREHER Business Products begins offering its full-service online procurement solution, which would later become MCPconnect. By combining the shopping elements of electronic retail sites with the business process tools of a procurement platform, DREHER Business Products is able to provide flexibility that satisfies the individual requirements of each customer.
- 1998 – Sales are \$100 million with 168 employees. Publicly held Miami Computer Supply Corporation (MCSi), of Dayton, Ohio (a \$1 billion company), takes notice of DREHER. MCSi sells only office products and wants to learn how to sell services too.
- 1998 – In February, DREHER Business Products merges with MCSi, and assumes the MCSi name.

2000s

- 2000 – After purchasing other small VARs like DREHER all around the country, MCSi re-focuses on the A/V business.
- 2002 – Fifteen employees buy the Advanced Technologies Group from MCSi, and MCPc is born. The privately held company is launched as a value-added reseller (VAR), devoted to customer service and emerging technologies focused in the computer technology industry versus A/V. MCPc's national footprint is established and incorporates top talent from around the country.
- 2003 - MCPc's first fiscal year's sales top \$120MM.
- 2003 – MCPc responds to globalization trends by partnering with Westcon Group to expand its business internationally.
- 2007 – MCPc launches its three strategic business units — Converged Network Group, Lifecycle Management Group and Strategic Support Services.
- 2009 – MCPc held \$170MM in sales with more than 300 of the industry's most talented individuals on staff.

Today

- 2010 – MCPc achieves 205MM in sales.