



## Why Choose Rader Solutions Over Your Local Network Guy?

One question many of our prospective customers ask is why they should choose to work with a company in another state when there are local companies available in the same town. In terms of Rader Solutions, it comes down to focus. Information Technology as an industry is a wide-ranging realm. There are thousands of areas of expertise that may touch upon thousands of industries. Some of these areas may apply to the Building Materials industry, but many more do not.

Generalized IT companies are often tasked with working on many different types of customer environments, each with their own ways of doing business, their own software packages customized for the way they operate, and their own cultures. The result is that the generalized IT company becomes a “jack of all trades” but a “master of none”.

The difference with Rader Solutions is that we have dedicated ourselves to working within the Building Supply industry, and are 100% committed to supporting the technologies needed to run companies in the industry. Our team has built relationships with the software and hardware vendors that apply to **your** company. We keep up with the latest technologies and are always on the lookout for new developments that apply to the Building Materials industry. Whenever we learn of a new piece of technology, the first thing we ask ourselves is, “How can **our** customers benefit from this?” Being focused on your industry means that we know the problems you face, and know what it takes to solve them.

So, how do we solve the problem of being able to support you from so far away?

Through a combination of technology, planning, and a customer-focused attitude, we can dissolve the long distances and operate just as efficiently as if we were physically there. The hardware and software platforms that we use enable us to operate over the internet just as easily as if we were in your building—sometimes even more efficiently. We use Virtual Private Network technology to make it so that we can operate like we are inside your network. We use remote control software, so we can interactively help your users with their day to day problems. We utilize hardware that allows us to remotely and proactively monitor, support, and repair problems without ever having to touch it. And when we do need face-to-face time with our customers, we will travel at a moment’s notice to make that happen. Our customers often tell us that we are more accessible, friendly, and attentive than the local computer shops they used to deal with.

In summary, a relationship with Rader Solutions will help your business more than a general IT shop because of the deep understanding of your business and technologies that we already have, our high level of customer support, and our use of technology that can break down the miles and get us to where we can solve your problems.