



The Core of Tabush Group

By *Morris Tabush, Founder and President*

I have been hearing a lot about core values over the past several years. Core values reflect the qualities that make a company who they are: values that are inherent, not developed. They are guidelines that are so crucial to an organization's success that breaking any one of them may be grounds for expulsion. This can be likened to the Bill of Rights or the Ten Commandments. I have seen professional speakers talk about core values and read dozens of articles in publications like the Harvard Business Review, Inc. Magazine, and Fortune, as well as entire books on this topic. I even spoke to people who told me how transformational having core values were to their businesses. I knew ultimately how important having core values was to an organization, yet at Tabush Group we never focused on our own.

After an initial, yet incomplete, attempt at discovering our core values in 2016, our leadership team collectively decided to attempt the exercise again earlier this year. They – not I – set the rules and guidelines for the project and made it a team effort involving the entire company.

This past September, we proudly unveiled our core values: Teamwork, Innovation, Care, and Integrity. These are not ideals we want to achieve, but rather principles we identified that have always been central to what makes Tabush Group who and what we are. We realized that these values are front and center of both our employees and our clients. We have finally come to this discovery of what makes us who we are so now we can focus on strengthening those values in everything we do.

Once these values were formally launched at a company event, everyone began recalling times where our core values were exhibited. For me personally, one that came to my mind illustrating Care is from 2016 when I got a call from a client one weeknight around 10:30pm.

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Our client was leaving for a trip early the next morning and suddenly discovered that his laptop, which he had not used in weeks, was not connecting to the internet. By 11:15pm, I was at the client's home (luckily, we lived only ten minutes from each other!) and shortly after, the issue was resolved. I was happy that I was able to take care of this client in his time of need so he could enjoy his vacation.

Our company is looking forward to using these core values to help guide us as we continue to grow and mature. Everything from servicing our clients, to recruiting staff, to our normal daily routines are now guided by these values.

This year's annual update will provide you with our traditional insights into our company and the industry, and we will also share with you other stories of how these core values are present in everything that Tabush Group does. I hope you enjoy!

VALUE THE CLOUD

By *Darragh Fitzpatrick, EVP and Partner*



We all leverage the cloud in some way every day either in our personal or business lives. Sometimes we unknowingly use cloud through services we interact with and other times we choose to use a cloud service. Basically, cloud is all around, up and down!

WHY DO BUSINESSES LEVERAGE THE CLOUD?

It really comes down to one word: simple. When using a cloud service, how we manage, access, and utilize that service becomes simpler. Think of all the things you do in your daily life that are just easier now because of cloud.

Netflix allows us to watch TV shows and movies when and how we want. Last year I decided to get the most basic cable TV package, but only because if I did not, my internet would be too expensive. Who needs cable TV anymore? While that is a big leap for some, it is not for many. How often do you go to the bank? I manage all my banking through the cloud, on my desktop or iPhone, from basic to complex transactions. The holiday season just passed and this year I did 99% of my holiday shopping through Amazon. How we attain our news, read books, and keep in touch with family and friends has all been transformed through the use of cloud. We use cloud

because it makes things easier! It allows us to take the same services we used in the past and utilize them when we need it, through the medium we prefer, at the time we prefer and provides the same results as before, if not better.

In the SMB world over the last five years, we have started to see businesses trend to cloud in a more meaningful way, though with a lot more caution. While being cautious is a good thing, when business owners make the decision not to leverage the cloud in a more meaningful way, that caution somewhat contradicts how cloud has changed and improved their interactions with services in their personal lives, and ultimately suppresses benefits that their business could realize.



SECURITY IS A CONCERN

Security is the most common concern for the SMB owner with regards to cloud, and as we have seen over the last five years this concern can be warranted. There have been several heavily publicized breaches of enterprise level firms and cloud service providers. In fact, since the development of ransomware the SMB world has become a greater target for cybercrime than the enterprise. *More than 60% of cybercrime victims in the US are small to midsize business, yet less than 15% of SMBs have the basic protections in place to prevent a security breach.* Security is something we need to be prepared to address. The question is, what is the best way to do this?

Designing and building better IT infrastructure for your business is of course a great step; however, why build what already has been built, tested, and is already actively used by other businesses like yours? A good cloud service provider invests in the expertise and technology required to ensure the security inherent in their infrastructure will meet the needs of your business. What's more, this level of security is very likely higher than any SMB could afford to invest in its own infrastructure. Security is not a stagnant foe with the threat landscape ever-changing, but a good cloud provider will ensure that its cloud solution evolves and adapts to meet this threat landscape today, tomorrow, and beyond. Cloud does not solve the issue

of security and in reality, security is not something that can completely be solved; however, it does provide the opportunity for an SMB business owner to know that the best expertise and solution is in place so security does not have to be a constant focus or concern.

IT AND CLOUD REQUIREMENTS

When discussing cloud, many firms understand that when “IT is not in the office, the business is protected if the power goes out,” but beyond that, the value of cloud is not fully understood.

When talking to business owners, in addition to security, most tend to have the same concerns with regards to IT for their business:

- the need to protect the business from IT failure
- the changing needs of their industry, clients, staff, and competition and the need to leverage IT in order to meet these
- the increasing cost of IT as a key operational cog of the business

Previously, people looked to ensure IT allowed their staff to operate more efficiently. As long as people could come into the office, login, and access email, programs, and files, IT was doing what was required. At most, a basic off-premise backup was necessary. Beyond that, anything additional was merely a “nice to have.” Today, though, IT is so intrinsic to how every SMB operates that these issues are what keep owners up at night.

So how are people tackling these issues? Unfortunately the last point, cost, cannot really be solved. But regarding the first two issues, we can invest resources more wisely and extract more value from that investment. If we examine the traditional onsite only IT model, we need to build systems to protect it, we need to build remote access systems so employees can work outside of the office, we need to ensure compatibility with the various devices people want to access the system from, we need to add business continuity platforms for protection, and more. This makes what should be simple infrastructure much more complex. Complexity is generally the friend of higher cost and inefficiency.

Going cloud, be it for certain areas of your IT or for all of it, allows a business to solve or move toward resolving points 1 and 2. When we leverage a good cloud service, the service is built to inherently allow us to address the above points for our business. All services will provide protection and business continuity of our systems. Scale is easier, access is more manageable and secure, and working remotely where you want and how you want is feasible. All of this can be attained with a cost decrease when viewed over 3-5 years in comparison to a company building and managing these platforms itself.

BOXTOP

At Tabush Group, we have always been advocates of the cloud. Actually, we first started delivering services from our own cloud as far back as 2003 before the term cloud was even being used. With the advancement of broadband, Wi-Fi, wireless, and smart devices, we started asking ourselves how to better leverage cloud to help small business owners tackle the items that keep them awake at night. That is when we developed Boxtop! *Boxtop allows a business owner to simplify their IT to secure and protect their business.* Boxtop removes the need to have desktops or servers in your office and places all your applications and files in our private Boxtop cloud. They are accessible through a Windows cloud desktop from any place, at any time, and from any device. It has been transformative for the many businesses that have started using it since its full launch less than three years ago.

Boxtop itself has evolved further to meet the increasingly changing needs of our clients. We built Boxtop Premium to address increased security needs, such as the security compliance laws that the NY Department of Financial Services is instituting in March. DFS compliance is really another subject unto itself, however, it is important to note that although the compliance ruling may not affect your business directly, it may affect your clients or partners and therefore, through their demands it may affect your business, as well. We also added Boxtop Drive, which allows for secure, encrypted offline access to file shares from your smart devices.

The innovation and evolution of Boxtop is a great example of how cloud is valuable to businesses. We are now solving our clients’ issues, without the need for their management to be involved in routine IT infrastructure upgrades and changes, while keeping them confident that their systems are secure, accessible, scalable, will perform as required, and will move their business forward.

IT is SIMPLE with Boxtop.



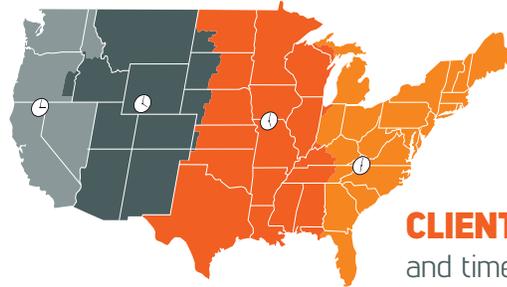
2018 YEAR IN REVIEW



Innovative business leaders trust Tabush Group to meet their private cloud and managed IT needs.



4 CORE VALUES



150 TB DATA PROTECTED in our private cloud

CLIENTS IN EVERY U.S. REGION and time zone



Boxtop moves a company's IT to the cloud so business owners can focus on what matters



367% more Boxtop cloud desktops since 2016 with **565% revenue growth**



99.95% ACCURACY of our email security system

BOXTOP PRODUCT EXPANSION



89% of firms selected Boxtop this year



100% CLIENT RETENTION RATE



50M+ THREATS BLOCKED each week through content filtering



DATA AT REST ENCRYPTION



2-FACTOR authentication



ADVANCED EMAIL SECURITY

- Link protection
- Spoof protection
- Attachment sandboxing

INDUSTRY AWARDS



Channel Futures
MSP 501
2018 WINNER

SEE WHAT OUR CLIENTS ARE SAYING ABOUT US

“Boxtop was a significant upgrade to other third-party desktop applications...I can log on remotely from any device, whether it’s a phone, laptop, or someone else’s computer, and have the same seamless experience as if I was at the office.”

— Patrick Vallone, Managing Partner at Kelman Winston & Vallone

“Tabush Group took a great deal of care to ensure that when they rebuilt everything we got every single detail.”

— Kathryn O’Neal-Dunham, Chief Operating Officer at Philanthropy New York

“Being able to connect via Boxtop – connect securely – and maintain the connection is huge for us. It leads to more productivity and it makes us more profitable.”

— Michael Keuning, Operations Manager at Jones Jones

“In a business that jumps in when things are a disaster, we can’t be a disaster. When things are at their worst, we are at our best. We really needed a system we could rely upon and Boxtop has proven to do that for us.”

— Kelley Dolan, Director of HR and Operations at Maxons Restorations

“The Boxtop implementation far exceeds my expectations.”

— Ben Diventi, Diventi & Lee CPAs

OPERATIONS AND PEOPLE MANAGEMENT: DON'T MISS WHAT REALLY MATTERS

By **Albert Vilar**, Director of Operations



Managing operations at an IT company involves considering a countless number of factors that can have a huge impact on both our clients and our company. IT support is a particular specialty within the IT industry where things can change every minute and there is no such thing as downtimes. Our team is permanently

under the pressure of constant assessment by our clients, understandably because of the crucial role technology plays in any business. *The more IT needs increase, the faster our tolerance to problems or outages decreases.* This is a demanding environment that could blind us from following the path set by our company mission and values. Preventing this from happening is a challenging task.



PEOPLE MANAGEMENT

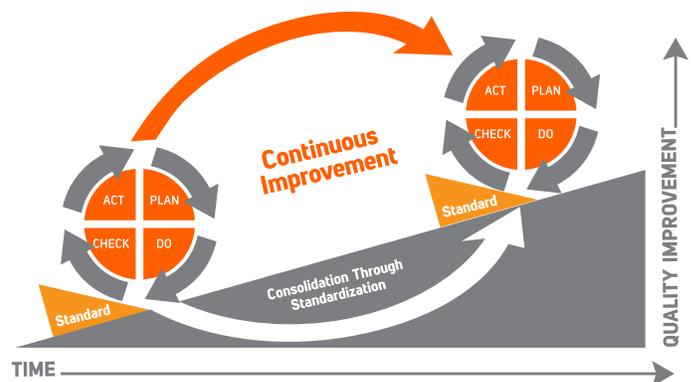
Many people say, "customers first," and while I do agree, I personally say, "my team first." If the team is happy, they will provide a good service and then our clients will also be happy.

At Tabush Group, we are proud to see how our people develop as the company grows, and we strive for them to feel respected, appreciated, and productive. We are committed to creating an atmosphere where: all opinions are considered; where we care and trust each other; where there is a work-life balance; where we engage people to contribute to continuous improvement; where an individual victory is also a team achievement; where effort is rewarded; and where we all agree what success means. Tabush Group works hard to ensure we create the right environment to make this reality.

CONTINUOUS IMPROVEMENT AND INNOVATION

One year ago, we implemented lean management at Tabush Group as a way to engage team spirit and foster continuous improvement. Lean is not a methodology, but rather a way to understand work to improve efficiency and quality. It is a task that never ends.

The first thing we did was set the starting point to effectively measure our evolution and hopefully the success of future actions taken. We determined what to measure, how and how often, and most important, why. The second thing we did was establish a "place" where formal lean will happen. At Tabush Group, this is what we do in weekly lean meetings where we discuss the status of our department, what issues we experienced that week, and what we can do to prevent them in the future. But we also needed more.



Creating the right environment where people could feel their opinion is important required something else so we added Kaizen events. At our bi-annual, 3-day Kaizen workshops, our technical staff is focused on one single thing: continuous improvement. We have 3 days and 3 goals: day 1 – describe and update our processes; day 2 – identify any problems in the processes and prioritize them; day 3 – agree on the best solutions possible. The outcome is a list of action plans to be implemented by the team over the next six months, until the next event.

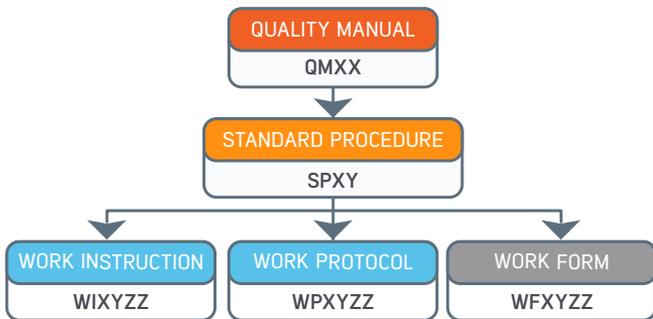


Lean management and our Kaizen events are tools to keep us in the mindset of permanently thinking about how to improve from the previous standard.

TOTAL QUALITY MANAGEMENT

At Tabush Group, we operate in a fast-paced environment with uncertainty about what issues will arise. To reduce this uncertainty, we need a solid process definition and a clear understanding of each person's responsibilities. As a result, this year we implemented a total quality program where we document every business process and follow a standard rule that helps us find and categorize each new document or

change request approved in the company. We found this so useful that since we started the program, more standard procedures, work instructions, and work forms have been added to the "company library," which allows for continuity regardless of who performs a task.



KPIs AND STRATEGY

Teamwork is one of our core values, and there is no better way to show that this is a priority for us than to measure our successes (and failures!) on a team basis. The team either succeeds or fails.

On a weekly/monthly basis, KPIs are set to focus our attention on what really matters: delivering amazing service, as laid out in our company mission.

To achieve this, we set specific timeframes for client communication, balance levels of workload, and reduce our queues to have time to work on action plans and internal training. We are able to measure the impact of these strategies in our client feedback. This allows our team to be more productive, and thus, frees up time to also focus on professional development.



RESULTS

After the initial year with this new operational approach, we've seen remarkable results. *We improved our frequency and communication with our clients 62% and we also reduced the average queue of each of our technicians by 23%. As a result, we have been able to implement 35 action plans and begin working on 67 internal qualification programs. The final goal? Again, customer satisfaction: 97% of positive feedback after 11 months of implementation.*

TABUSH GROUP EVOKES CARE IN THE DOMINICAN REPUBLIC

By *Nandita Baheti, Talent and HR Manager*

At Tabush Group we are always looking for ways to give back and make an impact on the world around us, which is why one of our core values is 'care.' *We show dedication and enthusiasm in everything we do and encourage our employees to focus on causes and groups that they are passionate about.*

This year, one of our Network Engineers, Eury Vargas, championed a donation effort to help the Home of Elderly America Esperanza, in the Dominican Republic. They are an honorable organization that has been tasked to help elderly men and women live their lives as stress free and comfortable as possible.

As a company, we were able to donate a wide variety of household items and food staples to make recipients' lives a little easier. It was a great reminder that sometimes the things we take for granted can mean so much for others. It also reminded us that there is an aging population who sometimes get overlooked and need a helping hand. The Home of Elderly America Esperanza was so appreciative and thankful for our donations, but we were truly honored to contribute to such a worthy cause.

We are also so thankful to everyone at the company for stepping up and contributing. It was truly an inspiring team effort. We look forward to continuing our social responsibilities initiatives as we support more causes and continue to do what we can to make the world a better place.



MEET OUR TEAM



Our team is made up of dedicated and passionate individuals with diverse skill sets who always ensure we deliver the best possible service to our clients. In 2018, we welcomed 10 new employees to our team. tabush.com/team

TabushGroup

Innovative business leaders trust Tabush Group to meet their cloud and managed IT services needs. Our flagship product, Boxtop, is a cloud solution that enables small and midsize firms to securely move their IT to the cloud and get rid of their hardware hassles and unexpected costs. Our mission is to deliver amazing service so our clients can focus on success. Founded in 2000, Tabush Group is a privately held company headquartered in New York City.



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