

The Utility Company® Unveils Virtual IT Service and Support Program “Built By Accountants for Accountants”

MSPAlliance™ Master MSP Accreditation Ensures Accounting Firm and Client Data Safeguarded

September 23, 2009 Ottawa, Canada – The Utility Company, a leading provider of virtual IT service and support, today announced the launch of its Connected Office (CO) for Accounting service program specifically designed for small and mid-sized accounting firms.

“Accounting firms represent a ‘beach-head’ industry for The Utility Company and comprise one of the largest vertical markets in our customer base,” stated Mark Scott, president and founder of The Utility Company. “As a fellow accountant and former partner in a mid-size firm, I realize the challenges and opportunities technology presents to most accountants. We have designed CO for Accounting with this in mind.”

Connected Office for Accounting provides small accounting firms (under 30 employees) with a single point of contact to deliver and manage technology, communications and accounting, tax and practice management software – **95% Remote; 100% Proactive**. For mid-size firms with internal IT resource(s), The Utility Company can provide supplementary IT services including a co-managed service desk complete with ticketing software and monthly executive summary reporting on technology performance, security and service metrics – see menu of services at www.theutilitycompany.com/services/menu.html

“As the Office Manager, I am in the sometimes unenviable position of having everyone come to me if there is a problem,” stated Linda Kallis, Office Manager for Robert Hall & Associates, a Utility customer and Tax Consultation specialist firm in Glendale, California. “I’m very happy with The Utility Company. Their responses have been instantaneous. Even when we’ve experienced some strange hiccup with our main (line of business) software, Utility has been able to get it fixed right away. When you are in Tax Season, every moment counts and it’s nice to have one less thing to worry about...We can concentrate on our clients.” To view a full success story on Robert Hall & Associates please visit www.theutilitycompany.com/success.

Turn Technology from Cost to Profit Center!

Most accounting firms provide accounting and business software installation and support to their clients. Through our Utility Certified Vendor Program, we provide ongoing proactive maintenance and support, including general usability, for many of these applications – see www.theutilitycompany.com/certified. The Utility Company provides accounting firms with the ability to extend these services out to their clients and make internal IT resources a profit center.

“For any firm that has an accounting software practice, our remote monitoring and management for accounting software and vertical business applications is an ideal compliment,” concluded Scott.

“The fact that technology firms have 100% access to their clients’ confidential data, requires that our accreditation program set high standards and raise the bar. The Utility Company is one of the leading advocates for evolving our industry toward a profession, which has been the key mandate for the MSPAlliance since our inception in 1999.” stated Charles Weaver, president of the MSPAlliance.



Green IT - FINALLY.

The Green IT logo represents our commitment to reducing the environmental impact of information technology in the business world. The Utility Company, along with our Utility Service Providers, partners and suppliers all share a common goal of reducing energy consumption, reducing pollution, recycling and eliminating waste. *Because your carbon footprint matters.*

www.theutilitycompany.com

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For more information on how to make technology a competitive advantage for your firm or to attend one of our upcoming webinars - **Utility 360 Technology Bootcamp for Accounting Firms** - please visit www.theutilitycompany.com/accounting.

About The Utility Company®

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user. Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive**. Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only. Learn how to make technology work for your business today at www.theutilitycompany.com.

About The MSPAlliance™

The MSPAlliance is the world's largest professional association and accrediting body for the Managed Services Industry. Comprised of more than 9,000 managed service providers (MSPs) and service enabling technology vendors, the MSPAlliance works in a collaborative effort to define, promote and educate the Managed Services Industry and the end-user consumer on the adoption and successful use of technology through Managed Services. The MSPAlliance is committed to increasing reliability and dependability in the industry surrounding the value and benefit of using Managed Service Providers to provide a wide range of mission-critical services. In addition, the MSPAlliance collects data on the practice of managed services on behalf of its members, to help them increase the value delivery of IT to the organizations they serve. For more information about the MSPAlliance please visit www.mspalliance.com.

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