



INTRODUCTION TO STRATEGIC COMMUNICATIONS

Headquartered in Louisville, Kentucky and established in 1994, Strategic Communications is a Woman Owned Small Business (WOSB). Strategic Communications is a Cloud Solutions Provider, Integrated Solutions Provider and Value Added Reseller (VAR) focused on serving commercial and government customers. Our expertise in consulting, designing, engineering and installing Information Technology (IT) solutions enables Strategic Communications to provide customized and scalable solutions to fit unique requirements. Strategic Communications offers 22 years of exceptional experience in the VAR space. Our aggregate of over \$290M in sales since 2008, places Strategic Communications as one of the top VARs in the industry. With this substantial volume of business comes valuable and relevant perspective on how Strategic Communications defines VAR expertise in delivering robust and scalable solutions to our customers. Strategic Communications offers a proven ability to unite qualified resources, proven business processes, engineering excellence, Original Equipment Manufacturer (OEM) coordination, and supply chain management ability.

As an Amazon Web Services (AWS) Channel Partner and one of a select group of partners authorized to sell secure AWS Government services, Strategic Communications is pleased to offering the full Amazon Web Services (AWS) portfolio to Government and Commercial agencies, With the capability to provide solutions in every service model (SaaS, IaaS and PaaS) ranging from unmanaged servers, storage, and virtual cloud networking to managed servers, email and virtual desktops, Strategic Communication's large portfolio of cloud solutions can help organizations leverage leading technology and lower the total cost of ownership, while continuing a strong focus in providing quality of the organizations core business.

An important factor in the cloud services business is a company's ability to stay abreast of emerging technologies. These abilities are demonstrated through such vehicles as, a multi-year Inc. 500 company, and recipient of multiple recognitions of excellence. Strategic Communications is an active AWS partner that continually invests in its employees through training and certification and consistently participates in industry forums and conferences. Strategic Communications exert leadership by contributing to relevant industry standards via identification and plan implementation for emerging technology needs, trends, and solutions.



Strategic Communications has stayed true to our core competencies in the field of Information Technology, this focus has developed the vast IT experience our customers have come to expect. Strategic Communications' core competencies include:

- VoIP Phone Systems (Unified Communications/Presence/Video)
- Audio/Video and VTC Design and Implementation
- Network and Structured Cabling Solutions and Installation
- Network Engineering (Routing/Switching/Wireless)
- Cloud Initiatives (Public/Private/Hybrid)
- Desktop and Server Virtualization
- Secure Desktop, Laptop, Mobile, Wireless, BYOD
- Data Center (Virtualization/Big Data/Storage)
- Surveillance and Security Solutions
- Computer, PBX and IT Equipment Maintenance
- Project Management

Strategic Communications mission of excellence in the workplace has defined our Corporate Ethics Statement. This statement guides our day to day operations and empowers our employees to deliver their absolute best to every customer.

Policy statement

The purpose of these guidelines is to give employees of Strategic Communications who have relationships with suppliers and vendors a clear understanding of obligations and responsibilities. Suppliers and vendors are vital to the success of the organization, and the delivery and maintenance of their products and services affects everyone. Vendors who demonstrate dedication to customer satisfaction, cost-effectiveness, quality, and innovation are those the organization will strive to engage.

Standards for conduct

Any short-term benefit gained by unethical conduct will be offset by the long-term harm that such actions bring. Employees will maintain exemplary ethical standards in all dealings with suppliers and vendors and will refer to this policy if they have questions or concerns about employee-vendor relationships.

Competition

Unless protected by a confidentiality agreement, contract, or non-disclosure agreement, any information a vendor or supplier gains from the organization could potentially be used by the vendor or supplier with other customers, including our competitors. Comparisons between our organization and our competitors shall be based on fair and honest information. Refrain from making disparaging comments about products, services, or employees of competitors.

Gifts and gratuities

Employees shall not accept gifts, entertainment, services, or favors from current or potential vendors and suppliers. Employees who believe that extenuating circumstances make this unavoidable should contact their manager and HR department for guidance.



Employees can never accept gifts of cash or cash equivalents. Items given as advertising are acceptable as long as they have minimal value (\$5 or less.) The danger in accepting gifts and gratuities from suppliers and vendors is that it may place employees in a position of obligation.

Meals and travel

Meals that are accepted should only be seen as the continuation of a business effort through lunch or as an extension of the business day. Whenever possible, share the cost of the meal with the supplier. Travel on vendor- or supplier-provided transportation should not be accepted.

Conflicts of interest

A conflict of interest occurs when employees use their position or the knowledge gained through employment in a way that is inconsistent with the interests of Strategic Communications and for personal advantage of which the organization is unaware. Each employee is required to disclose all outside interests or relationships—including those of family members—with suppliers or vendors that might influence official decisions and actions. Employees are to be mindful of even the appearance of a conflict of interest. In situations where a conflict of interest is unclear, the employee should discuss the situation with management.

Endorsements

Employees shall make no endorsements of a vendor's product or service without written authorization from both the marketing director and the President. Logos of vendors' products and services shall not appear on the organization's website without permission from the marketing director and the President.

Evaluations and demonstrations

Evaluation and demonstration software must be returned to the vendor after the designated trial period. Unless given permission by the IT Manager, employees may not take evaluative and demonstration software off-site. Testing of such software is to be done on the company's test network only.

Purchases

Employees can only authorize the purchase of products and services in conjunction with the Accounting department head and the organization's purchasing manager. Purchasing commitments (e.g., verbal or written orders, letters of intent, or contracts) must occur through the organization's purchasing department, and written agreements or contracts are required for all purchases. Requests made after purchases have been made are considered a violation of this policy. Accepting payments in return for a purchase order is not allowed.

Violations

Employees are expected to use their best judgment and this policy in all dealings with vendors and suppliers. Disciplinary measures will be taken against employees who knowingly violate this policy.