



Endpoint Utility Corp

We'll take IT from here.





About Us

Collectively, we've spent nine decades in the industry. As a single seasoned provider, we'll help you achieve an actual return on your investment in technology and people.

Our experience allows us to offer affordable, expertly managed end-user computing solutions for the small and mid-sized businesses that have been dramatically underserved — **until now.**

Mission

To deliver a simplified, expectation-exceeding solution for end-user computing at an affordable price point to alleviate the headaches of managing internal and external IT providers.

Who We Are

Leadership with extensive credentials who understand how to build, run, maintain and streamline IT.

Our Leadership



David Mayer

CEO

20+ years in IT service provider leadership



Nick Photikarm

COO

20+ years in IT procurement & supply chain management



Evan Tomlin

Board Member

14 years in end-user computing leadership



Neil Photikarm

Board Member

20+ years in IT service delivery management



David Mayer

CEO

David Mayer has spent his entire 20+ year career in every aspect of the end-user computing space: OEM provider, managed and professional services, SW/HW reseller, channel management and direct sales. With this breadth of background, David is uniquely positioned to lead a company that aspires to drive a truly end-to-end solution in the end-user computing space.

Through his work at Insight, David has had the opportunity to work with customers of all sizes and has gained a deep understanding of customer requirements in the end-user computing space, the current service provider ecosystem, and the OEM providers that comprise the bulk of the product sold in the category. With this combination of perspectives, David has a holistic view of the industry that has led to a unique approach to meeting customer demand with innovative solution offerings designed to generate tangible returns. His deep knowledge of the space was the genesis for Endpoint Utility Corp.

In addition to his passion for work in end-user computing technology, David has a real penchant for leadership, having attended a number high caliber leadership courses throughout his career. On a personal front, David has a love for being in the outdoors with his family. Having transplanted to northwest Montana, David and his family take advantage of the amazing beauty of their new home through skiing, camping, golfing and experiencing everything the area has to offer.

Relevant Experiences

- Insight: Senior executive leading the Connected Workforce Solution Area, a 1,500+ person organization centered on end-user computing services. This position was responsible for a \$250M+ services business covering all aspects of end-user computing including go-to-market and sales execution, delivery of professional, managed and outsourcing services, new product development and channel management.
- Insight: Executive responsible for Insight's \$7B+ SW/Cloud resale portfolio, driving partnership between the largest OEM providers in the industry and Insight's internal strategy and sales teams across North America.
- Microsoft: Recognized with numerous awards, recognitions and promotions across a nearly 10-year period. Managed both the infrastructure and business applications businesses in the Southwest US during the tenure.
- Goodwill of Central Arizona: Board member working with Goodwill to significantly expand their retail presence across the state of Arizona and driving meaningful outcomes to the mission of Goodwill, helping people get meaningful work in the local community.
- Thayer Leadership Development at West Point: 2x attendee to leadership academy run by former US Army high ranking officers.

Education

B.S. Finance, Illinois State University, Normal, Illinois



Nick Photikarm

COO

Nick Photikarm is an accomplished executive leader of procurement with 20+ years of sourcing leadership experience. He has deep experience in IT, operations, bankruptcy, marketing, gaming equipment, travel and entertainment, pharmaceutical, gas, construction, and office equipment and supplies. Industry experience across multiple sectors including gaming, hospitality & entertainment, pharmaceutical, retail, investment banking, airline & travel, insurance, food manufacturing, and utilities.

His specialties include complex negotiations and strategic sourcing of technology hardware including corporate computing equipment, large servers, data center and storage stacks, software, and professional services.

Nick left Walgreens in 2015 to start his own independent consulting company, delivering professional advice and services for Caesars Entertainment, specifically bankruptcy remediation negotiations. Soon after, he was hired by Caesars as the VP of IT Strategic Sourcing. In 2019, as part of the Eldorado acquisition, he left Caesars and reopened his consulting practice. He has led sourcing for large Fortune 500 companies to small businesses, which include Caesars Entertainment, Walgreens, Nuveen Investments and United Airlines. Currently, Nick is consulting with with key accounts that include major North American utilities and multinational pharmaceutical and food manufacturers.

Relevant Experiences

- **AC DIEL:** Bankruptcy support and staff augmentation for a large electric and gas utility based in North America. Developed tier 1 & tier 2 supplier negotiation strategies, tracked, negotiated and managed pre-petition debt claims and successfully negotiated \$132M in debt relief and rate reductions. Responsible for engineering and traffic management negotiations and category strategies. Global SAP implementation lead for Ariba rollout for a pharmaceutical firm.
- **CAESARS ENTERTAINMENT:** Responsible for all IT purchases and spend for Caesars enterprise-wide as vice president of IT strategic sourcing. Delivered strategic plan, leading to annual savings goal of \$170M / \$30M EBITA reduction. As a consultant, developed tier 1, 2 and 3 bankruptcy negotiations strategies for IT and marketing, saving \$80M.
- **WALGREENS Co:** Led cross functional teams for IT procurement and medical equipment purchasing. Delivered \$185M in savings in 2012 and \$297M in savings in 2013.
- **NUVEEN INVESTMENTS:** Built and created Sourcing and Vendor Management Organization as AVP, strategic sourcing.
- **UNITED AIRLINES –** As the managing director of strategic sourcing, was responsible for IT offshore staffing, development and complex negotiations.

Education

B.S. Political Science, Illinois State University, Normal, Illinois



Evan Tomlin

Board Member

What started as a summer job to help pay for graduate school in service of a degree that had nothing to do with technology services, ended up launching a career that has kept Evan Tomlin focused on the unique problems, and opportunities generated by the mobile computing revolution that started in the mid-2000s and has done nothing but increase in velocity and complexity to present day. He started on the Enterprise IT side of mobility at Jabil and Caesars Entertainment, where he led major technology and policy initiatives—spanning from BYOD, to mobile device management, to self-service commerce platforms and pretty much everything in between!

For the last six years, Evan has been working on the other side of the table from IT customers in the software and service provider space. First, with Tangoe as their Mobile CTO, overseeing all R&D and product management operations for mobile device management, integration, and managed mobility services. Evan joined Insight in order to initiate and oversee their mobility and EUC business. In this role, he was responsible for extending Insight's service and alliance portfolio to accommodate all primary EUC and mobility technologies and a full range of services around each.

In his spare time, Evan loves to study the philosophy of religion and Judaism in antiquity. He is also steadfast in his loyalty to the Green Bay Packers.

Relevant Experiences

- **INSIGHT:** Executive leader over technical architecture, pre-sales, alliances strategy and partner programs, and sales operations within the Connected Workforce (CWF) business unit at a ~9B Value Added Re-seller (VAR). Responsible for 100+ resources, supporting a ~\$275M annual services revenue budget for CWF. Launched Managed Mobility Services business, growing devices under management ten-fold.
- **TANGOE:** Led mobile product management and R&D organization of 75+ resources, with ~\$10M annual budget. Responsible for all analyst-facing technical presentations and research around mobile apps, usage management and managed mobility services.
- **CAESARS ENTERTAINMENT:** Re-constructed MMS and Telecom Expense Management (TEM) strategy by evaluating, procuring, and deploying new MMS/TEM solution. Developed and deployed SaaS commerce and workflow engine with Day 1 integration to MDM and Incident/Service Management platform(s).
- **JABIL:** Managed Google Apps replacement of Microsoft Exchange program. 40,000+ e-mail users from 40+ sites worldwide migrated to Google Apps, constituting the largest (to date) Exchange-to-Google migration.

Education

Masters of Philosophy, University of South Florida, Tampa, Florida
B.A. Biblical Studies, Trinity College of Florida, Trinity, Florida



Neil Photikarm

Board Member

Neil Photikarm is an information technology operations executive with over 20+ years of experience in enterprise-wide IT back-office infrastructure and application development. Having led global application development teams and complex release management operations for Fortune 500 pharmaceutical companies, he's passionate about IT operations, world-class service delivery, process improvement, and IT transformation. With a keen focus on resource alignment and management, he's focused on operational efficiencies carefully balanced with delivering a best-in-class customer experience.

Having previously led onshore and offshore call centers, he has a proven history of optimizing IT support and translating it into measurable business results. Leveraging data to ensure support teams are focused on the customer and business partners priorities, Neil has applied many of these strategies to achieve IT service desk optimization.

When Neil is not working, he loves spending time with family. He particularly loves being a father to three small girls and can't get enough of camping and the outdoors. As an Eagle Scout, he enjoys spending time hiking, fishing or just spending time around a campfire with family and friends.

Relevant Experiences

- **ABBOTT LABORATORIES:** As ERP operations senior manager, led ERP change and release management team. Process manager and governance for system SDLC. Program manager for IT Robotic Process Automation.
- **HOSPIRA:** Operationalized IT application change and release management team. Defined team's objects and road map to future state. Lead effort to established formal processes and procedures for team. Energized team to be customer-focused.
- **CNA:** ERP support manager for CNA's \$7.8B primary policy administration system. Managed application support team with direct reports, onshore contractors, and offshore contractors. Managed day-to-day operations for enhancements, updates, and maintenances initiatives.
- **CNA:** Contact (Call) center analytics and process manager. Developed call center operation management reports used to verify team and individual SLA adherence, performance and quality assurance. Responsible for 24/7 Workforce Solution.
- **CNA:** Project manager for enterprise infrastructure projects, application updates, server maintenance, and network upgrades. Included plan and schedule, construction, communications, risk mitigation, and deployment.

Education

B.A. Management, American Military University - Charles Town, West Virginia

The Problem

There has to be a
better way to do IT.



Issues with Internal Management

Small and mid-sized businesses require enterprise-level end-user computing capabilities. Sometimes, they lack all the funds and resources to:



Procure



Hire



Deploy



Manage

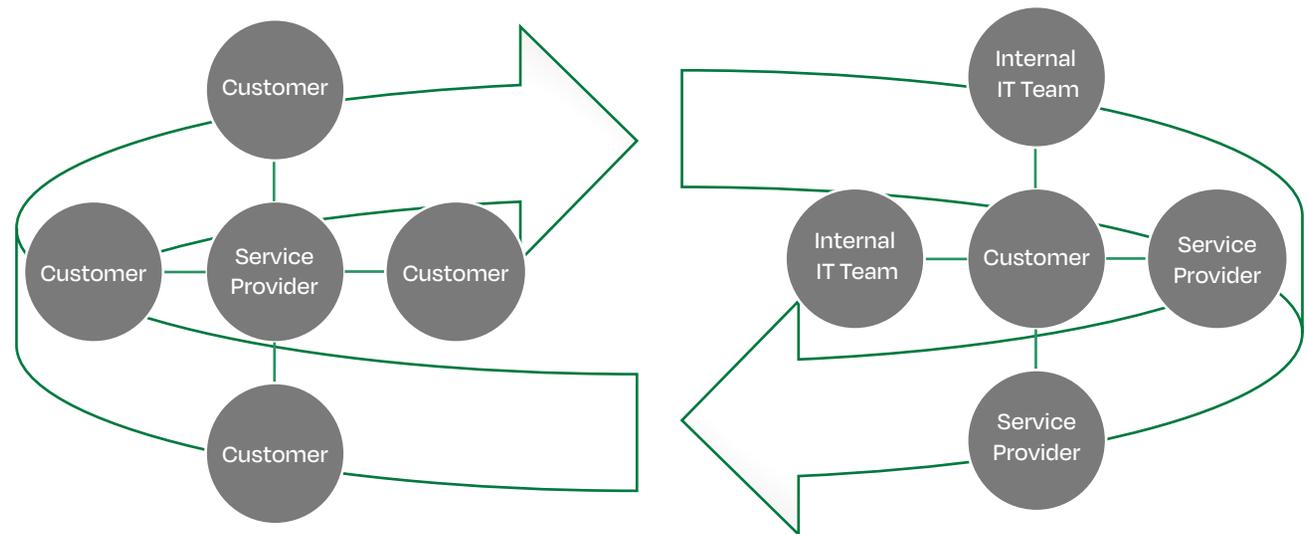


Consume



The State of End-User Computing

The current end-user computing ecosystem requires that you coordinate and manage multiple internal IT teams and a variety of specialty service providers.



Service providers justify fees with bespoke capabilities, customer-specific offerings, myriad architectures, and custom service level agreements that add complexity and cost.





Analysis Paralysis

With so many choices to sort through, time is likely being wasted by yourself and your IT department despite the fact that most providers won't significantly impact your end users' ability to perform work.

40,000+

laptop devices listed on Amazon

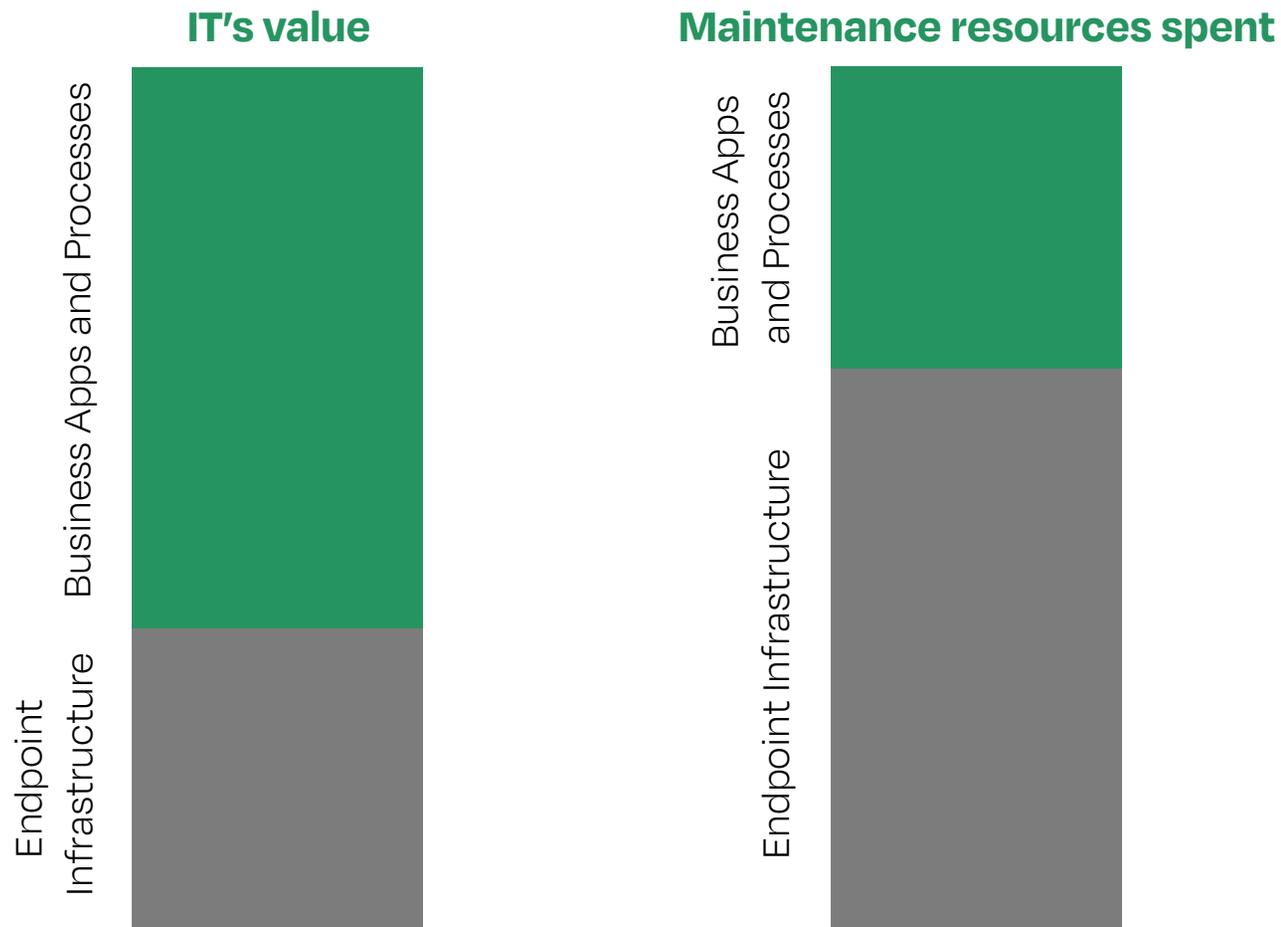
200+

highly rated Endpoint Security, Endpoint Management and Identity & Access Management solutions on TrustRadius

In reality, there are only a couple of choices to make: Microsoft, Apple, Google, or a mix of their devices, and Microsoft 365 or Google Workspace.

The Dilemma

The balance of value in end-user computing is flipped. The benefit is derived from the line of business applications and the processes it supports, not the essential infrastructure.



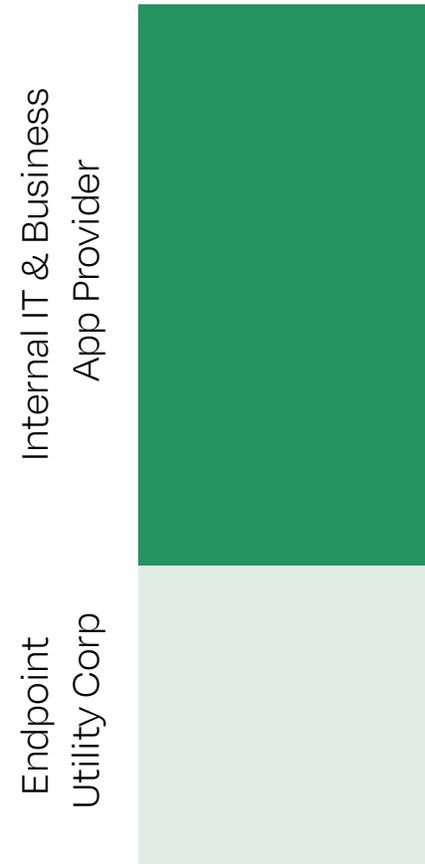
Disrupting the Status Quo

This is the integral infrastructure on which we perform all of our work, and this is the status quo we've accepted.

You don't have to anymore.

Succeeding where others have failed, we provide a single-source, cloud-based solution at the lowest price point available.

Our offering drives value



The Solution

We've figured IT out for
small to mid-sized businesses.

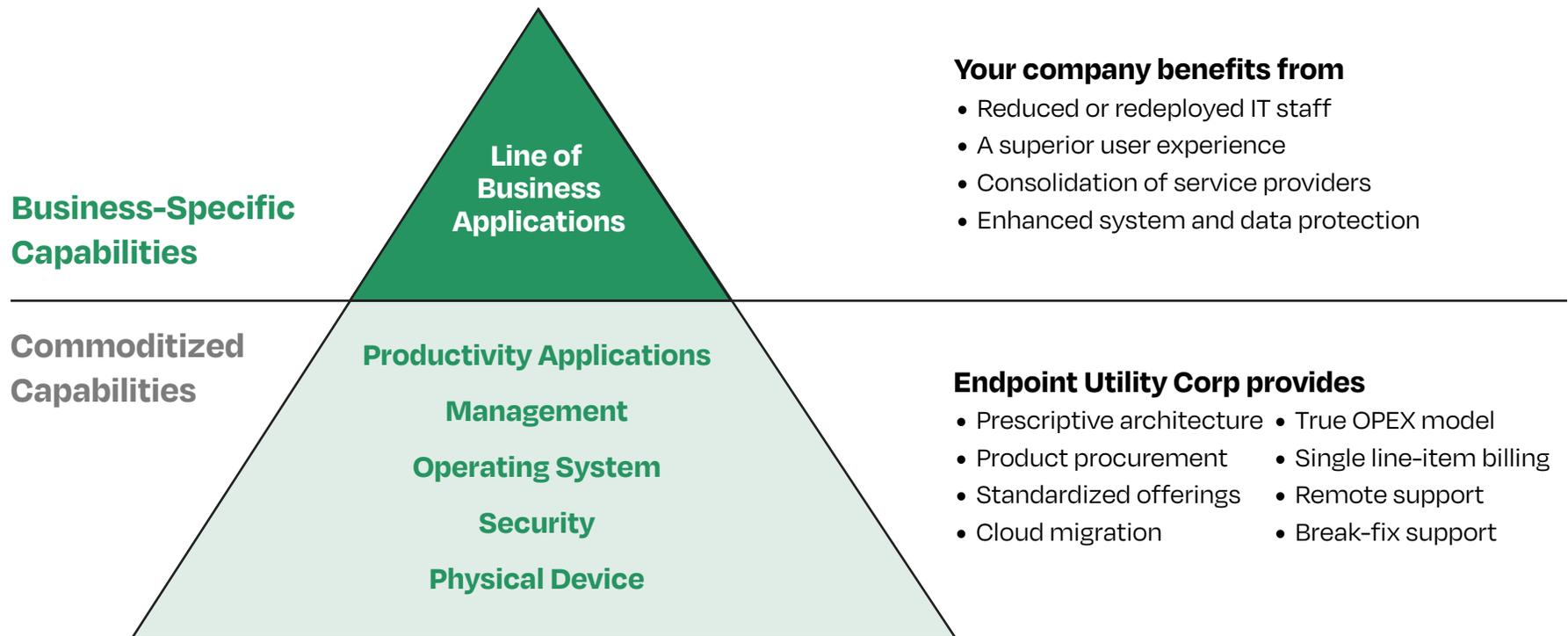


endpointutilitycorp.com



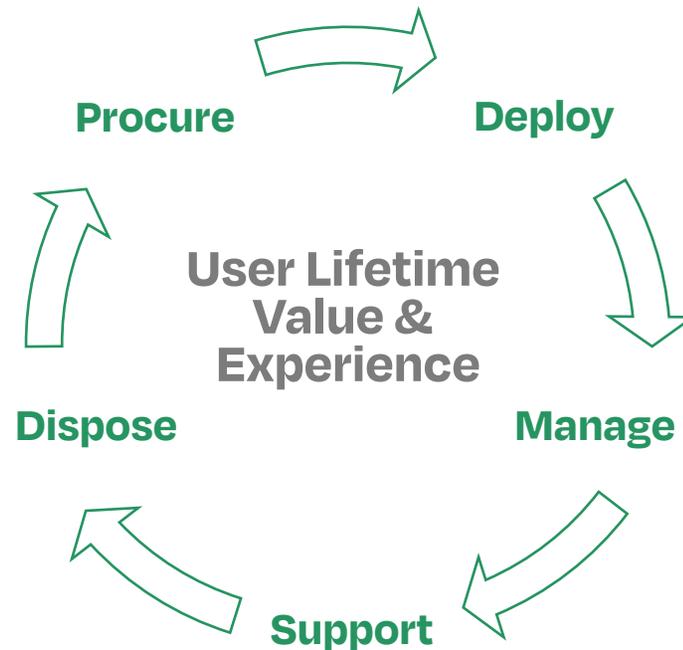
Focus on Driving Real Business Value

With freed up budget and resources, the business focus can shift.



A Complete Solution

Endpoint Utility Corp offers small and mid-sized businesses a complete solution for outsourcing enterprise-level end-user computing.

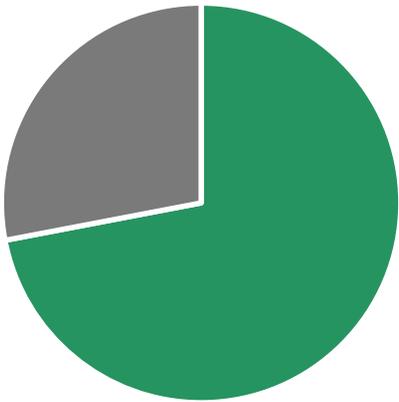


- ✓ Migrate to a pre-architected modern cloud-based solution stack
 - Device
 - Operating system
 - Productivity tools
 - Management
 - Security
- ✓ Completely outsource all device and software/cloud lifecycle management
- ✓ Right-size resources quickly with a Day 1 rental model and no long-term contracts
- ✓ Predict costs with single all-inclusive bills, invoiced per user/device per month



Focus on Producing Value

With Endpoint Utility Corp, you can completely outsource all end-user L1 support, ensuring that IT resources aren't primarily going to the basics like forgotten passwords.



72%

of help desk tickets are for identity and access issues.

L2 and L3 support is also available with the Endpoint Utility Solution Stack.



Outsource IT

We tackle the utilitarian tasks associated with deploying, managing, securing, supporting, and refreshing a full end-to-end IT infrastructure.

Lifecycle Services & Product

- Procure
- Deploy
- Repair
- Refresh
- Disposal

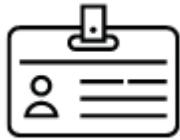
Cloud Productivity Services

- Tenant Management
- Endpoint Management
- Deploy, Patch, Update
- MACD

Managed Services

- Transition Services
- L1 Support Services
- L2+ Engineering

Security Offering



Identity & Access Management

Global Directory
Conditional Access
Biometric Authentication
Secure Credentials



Threat Protection

Threat Analysis
Advanced Threat Protection
Office 365 and Google Workspace Threat Protection



Information Security

Information Protection
Data Loss Prevention
Cloud Security
Advanced Security Management
Mobile Device Management



Security Management

Security Console
Security Reporting
Endpoint Protection



Predictable Pricing

We deliver a single-source, cloud-based solution on a flexible and scalable rental model at a once-unachievably low per-user price point.

Device*	Surface		MacBook Pro		Lenovo Chromebook	
Operating System	Windows		MacOS		Chrome	
Management & Security	Microsoft Endpoint Manager		JAMF		Google Endpoint Management	
Productivity Solution*	Microsoft 365	Google Workspace	Microsoft 365	Google Workspace	Microsoft 365	Google Workspace
Endpoint Utility Support Services	Managed Services		Managed Services		Managed Services	
Price Per User Per Month	\$120**	\$93**	\$118**	\$91**	\$91**	\$64**

Optional Add-On

Managed Mobility Services

\$3.50 Per Device Per Month

* = Customer choice required.

Device choices can be an unlimited mix.

Only one productivity solution can be selected per company.

** = Pricing is representative and dependent on volume.

One-Time Fees for Other Needs

With an affordable end-to-end service model for small and mid-sized businesses, we also support one-off IT needs with flat, predictable managed service fees.

Endpoint Utility Support Service	Per-Event Cost
Provision & Deploy	\$15
Depot / Advanced Exchange	\$35
Disposal	\$10
Re-Market <i>Difference returned to you.</i>	\$10 - FMV
White Glove On-site <i>Maximum of 90 minutes per event.</i>	\$50

Pay less for IT.

Taking the guesswork out of IT costs, we provide the maximum flexibility you need to scale.



All-inclusive billing



True OPEX model



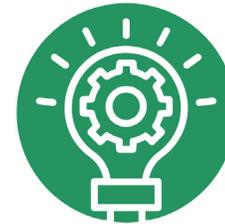
No long-term contracts

Making IT Work for You

Get back to the business matters that matter more than utilitarian IT tasks.



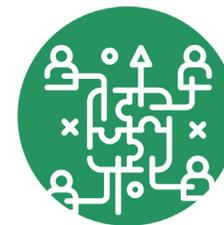
Deliver enterprise-level end-user computing at **the lowest price point.**



Turn IT into a true enabler of **productivity and business value.**



Deploy secure solutions to enhance **system and data protection.**



Alleviate the headaches of managing numerous **IT providers.**



Next Steps

Let's make IT better.



endpointutilitycorp.com

Getting Started

Before we can start, a few items need to be completed first.



Conduct an evaluation of Google Workspace and Microsoft 365.



Perform an assessment of current assets and automated provisioning capabilities.



Connect with David Mayer to get started.



Let's talk about IT.

We're here to provide more information, answer questions, and share our expertise on how you can get more out of your technology resources than ever before.



David Mayer

✉ david.mayer@endpointutilitycorp.com