

## **IPitomy Background**

IPitomy is a privately held manufacturer and developer of IP PBX systems. IPitomy was founded in 2004 by Nick Branica. Mr. Branica has been involved in the application of the microprocessor to telecommunications network since 1985.

As an entrepreneur and business leader, Mr. Branica has a proven track record of accomplishments in the industry. Prior to founding IPitomy Mr. Branica served as President and CEO of Comdial Corp. and has been involved in founding several successful business ventures.

## **IPitomy's Mission**

IPitomy's mission is to provide outstanding business communications products for small to midsized businesses. IPitomy's strategy is to design and manufacture sophisticated products with cutting edge technology and performance that are easy to use and supportable by our channel. IPitomy is sold exclusively through IPitomy dealers who sell, install and service IPitomy installations in the field.

## **Business Strategy**

IPitomy's business strategy is designed to flourish in a tough economic environment. Learning from experiences throughout the boom times of the 1990's and through the challenging times of a post 911 economy, IPitomy has developed a business model centered around careful management of growth that is particularly relevant for the current economic environment. The company's growth is managed closely and the leadership experience is evident in our market success. As a result of careful analysis and planning, IPitomy has developed a market leading family of products and distribution. With a successful deployment of our IP PBX systems in 2005 followed by an extremely successful introduction of our IPitomy telephones in 2008, IPitomy is enjoying financial success as well as market success.

IPitomy understands the business communications marketplace. The company has the experience and knowledge accumulated over many years in the traditional telecommunications business, however, IPitomy does not bear the burden of supporting technology created over 100 years ago. Leveraging this experience and success is a key to the growth and success of IPitomy.

## **IPitomy Financial Stability**

IPitomy has developed all of our products and services without accumulation of debt to outside investors. IPitomy is successful with our products and has the strength to continue to develop new and imaginative products in the marketplace as we grow and prosper in the coming years. IPitomy's products are the next generation of business communications systems. With no debt and exciting prospects for the future, IPitomy is poised to grow and expand as our market share increases.

## **IPitomy Competitors**

Many of IPitomy's competitors generally have the burden of supporting the legacy products that are quickly falling out of favor in the marketplace. With aging plants, bankruptcies and massive layoffs, the industry is rapidly changing. IPitomy competitors may or may not be able to make the turn into the next generation. IPitomy has already made the turn and is successfully deploying the products that are the business phone technology for the next 100 years.