

Dear Prospective Customer,

I too understand the value of time so please accept my sincere gratitude when I say “thank you” for visiting our website. Your business could be an organization that may significantly benefit from a relationship with us and I would enjoy an opportunity to prove this to you. Crosswalk Technologies fills a quality-of-service gap untouched by many IT support entities. Let me explain:

Many businesses use various technologies for day-to-day operations. The big companies have the financial resources to build very talented pools of IT staff to install, fix, and support all of their computers, servers, network switches, audio-visual controls, surveillance systems, etc....

The small mom-and-pop shops tend to be “do-it-yourselfers” that may use a relative, an employee’s spouse, or some entry-level IT support technician that shows up in a VW Bug to perform peer-to-peer networking “stuff” or something similar.

I’m sure these small organizations would not reject qualified technicians with the talent to support the big guys if they could afford it. Unfortunately, they end up stuck with less than competent IT help, sacrificing knowledge for a low hourly rate. The irony is that many times they end up spending the same amount or more after multiple visits for the same problem, usually ending up with a bunch of consumer-grade devices meant for your home, not your business (common example: an external hard drive used for backing up critical business data). Any talent in small IT shops soon realize it’s in their best interest to leave after some field experience and go to work for larger companies with better compensation. The end result is that the small business owner is stuck with the leftovers.

Crosswalk came about because a dentist in Southern Arizona could not find competent IT support for his multiple locations. He recruited me from one of these “big guys” and convinced me that small healthcare and other professional entities needed my level of talent. If I could figure out how to keep overhead low, I could become very successful and create a trail of satisfied customers along the way. Seven years later, Crosswalk Technologies has over 100 healthcare clients (not counting other general business customers) throughout Arizona and Southern California. We did this by following the original “prescription” given to me by that dentist (who is still a customer today):

- Specialize in technology-critical business environments (systems can’t go down during business hours)
- Surround yourself with talented people eager to improve and educate themselves daily
- Keep overhead low so you can hire and compensate the best people available
- Technology is supposed to make work more efficient; if it doesn’t, don’t sell it
- Don’t cut corners just to make a sale – keep your quality and your name above reproach

You’ll be fascinated by our passion to thoroughly impress you with our level of talent and concern for your situation. I personally contact ALL of our customers from time-to-time, if for nothing else than to thank them for trusting us as their “technology doctors”.

Sincerely,

Jay Okimoto, President