



### **Business Definition**

J&B Diversified Associates, Inc. is a leading provider of e-business solutions in the New England region. J&B solutions enable companies of all sizes to cost-effectively change the technology, structure, processes and culture of their organization. These solutions include network design and management, systems integration, web design and hosting, and telephone communication systems. The company was founded in 1991 and remains a profitable, privately held corporation.

### **Executive Team**

- James Arseneau — President, CEO and founder
- Barbara Arseneau — Vice President of Operations and co-founder
- Louis Arseneau — Director of Business Development and co-founder

### **Employees**

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### **Financial**

J&B Diversified Associates was founded in January 1991 by business and technical leaders from the field of data network development. The company's experience in telecom, datacom, network management and convergence architectures comes from successful lead positions at Summa Four (now part of Cisco Systems). J&B's market-driven team consists of engineering, marketing and operations experts.

### **Target Customers**

J&B solutions are purchased by companies of all sizes to cost-effectively change the technology, structure, processes and culture of their organization.

### **Services**

J&B has four services under its umbrella:

- Systems Integration — We provide integrated solutions that address our clients' information technology infrastructure requirements, applying best of class hardware, software, and networking technologies. With our hardware, software, and systems professionals, we focus on implementing these offerings.
- Network Design & Management — J&B assists clients by utilizing technology to advance our client's business agenda and drive their business forward. J&B's technology team provides design, implementation and support services for network infrastructure and network operating system services.
- Web Design & Hosting — Web design, webhosting, copywriting, photography, graphic design, presentations, branding/identity, interactive sites/cds, audio production, streaming audio/video, web based animation, e-commerce. Our talented designers and photographers enable us to create cutting edge solutions that are as unique as our individual clients.
- Telecommunications — J&B's service team of field technicians are equipped with the latest test equipment and are dedicated to world-class customer service. Furthermore, when required, J&B can tap into manufacturer's resources such as engineering and software development centers, as well as the factory, to provide a seamless support.

### **Sales Channels**

J&B solutions will be sold by a direct sales force and through strategic partnerships with complementary vendors.