



The Advisor

A solutions4networks Publication

June 2019

A Note from Michele McGough, CEO

Twenty years ago, I probably could not accurately define what I wanted out of a business that I was starting with \$10,000; other than a place where I would want to work.

With time and with the help of my amazing team, I can honestly say that the success of the company twenty years later is the direct result of the culture we have developed and nurtured. I suppose it is through years of good and not so good experiences that I learned that the culture of an organization eats any business strategy for breakfast. After all, what is a company? A collection of people working toward a common purpose and goal and to provide for themselves, their families, and community.

I realize that I am most fortunate to have learned the culture lesson. It appeals to our wonderful client base and it represents a commitment within each employee to “have the company’s back” in every situation. We spent a great deal of capital (it turns out) on developing this culture and as I reflect on our growth and success, I realize that this capital has produced the highest return of all: our values and our commitment.

Our clients have commented many times in many different ways about the value that we bring to their companies. I can now see that in some way they were reflecting on the culture that they experience with our firm in the course of our business engagements. Even indirectly, our culture has had a greater impact than we might have been able to observe.

As I look back, I realize today that defending, spreading, and nurturing our culture is perhaps my most important job and more likely the least recognized. Leadership and success cannot be defined simply by style and numbers. It takes shape in the small and un-noticed ways of how we care and support each other and our clients. It represents our personal investment in each other. One day someone will ask, “What was the formula for your success within your business?” There is really only one answer: culture.

Finally, after 20 years it is clear to me that culture is also a lifelong journey and not some defined value set printed and framed on a wall. It must be tended each and every day. Sometimes easy...sometimes hard...but always necessary. As I look ahead to our continued growth, I think of culture as our true north.



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How Will Recent Chinese Import Tariffs Impact Equipment Pricing? - A Message from Cisco

As you are likely aware, the U.S. implemented a 25 percent tariff on \$200 billion worth of Chinese imports, effective Friday, May 10, 2019.

The U.S. tariffs include networking equipment and components across the industry, and the associated costs for those products affected are being passed on. In addition, as per our standard practice, Cisco provides a Net Price Protection policy of 30 days on a valid quote from the date the quote was approved.

Cisco will continue engaging with the administration on this topic, and we are hopeful that the governments from the U.S. and China can come together to find a negotiated solution. Through this, Cisco remains committed to driving innovation in our industry and delivering world class solutions to the market.

Talking Tech

Click the links below to learn more about trending tech topics.

1. Shape the way traffic is routed through your network with [SD-WAN](#)
2. Palo Alto launched [Prisma](#); the industry's most complete cloud security solution
3. Access a variety of flexible hyperconverged configurations engineered on Cisco UCS with [HyperFlex](#)
4. Stop the most sophisticated threats with Palo Alto's AI-based continuous security platform, [CortexXDR](#)
5. Intelligent teamwork, workspaces, and customer journeys; [cognitive collaboration](#) powers better experiences
6. Secure your cloud transformation with [Zscaler](#)

Upcoming Events

SAVE THE DATE!

We are excited to introduce [Humio](#) to you. July 25, 2019 join us to find out how Humio can improve your logging experience while lowering costs. We plan to hit it out of the ballpark with this presentation at PNC Park. You can also stay and enjoy the afternoon game. Contact [Carrie Franklin](#) for more information and to reserve your spot today, space is limited.

[Cisco Live! 2019](#)

San Diego, CA
Sun, Jun 9 - Thurs, Jun 13

Couldn't make it to Cisco Live! 2019? Check out the full schedule and watch sessions on-demand.

Click [here](#) for more information.