



We architect, supply, implement and manage IT.

For Immediate Release  
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## **PDS POISED FOR RAPID EXPANSION WITH PRESTIGIOUS CISCO RANKINGS**

*Wisconsin-based IT provider to launch new market campaign this week;  
receives top certifications from worldwide Internet networking leader*

**(Oconomowoc, WI)** – In a strategic and critically important addition to its service offerings, Paragon Development Systems (PDS) today announced a new market campaign with Cisco Systems starting July 1 that will greatly expand the PDS presence in the IT Services market.

With substantial investments in infrastructure and support capabilities, PDS has earned the ability to partner with Cisco in three key areas of advanced technology, having recently received Specialized Technology Partner Certifications from Cisco in IP Communications, IP Communications Express, and Wireless.

PDS has also earned a Premier Certification from Cisco Systems that gives PDS the full ability to execute Cisco networking solutions, from pre-sales, to planning, to implementation and post-sales support.

“The name Cisco Systems is synonymous with the Internet, and Cisco only grants such prestigious approvals to those who meet strict service requirements,” PDS CEO Craig Schiefelbein commented. “Like Cisco, PDS is committed to delivering state-of-the-art networking solutions and support services.

“We are pleased to be recognized for our unwavering commitment to quality, while also being able to move into these expanded fields of specialization swiftly after a period of careful development and planning,” Schiefelbein added.

Schiefelbein singled out PDS Vice President of IT Infrastructure Austin Park for playing an instrumental role in growing the Cisco partnership. Park, a nationally-recognized leader in the field of advanced technology infrastructure solutions, joined the company earlier this year with the goal of rapidly raising the PDS profile.

“As a specialized partner in IP communications with Cisco, a worldwide Internet networking leader, PDS has proven yet again it can deliver truly innovative IT services that help our clients realize their full potential,” Park stated. “The Cisco partnerships greatly enhance the verticals that PDS is already serving with other tech competencies.”

In addition to IP Communications, PDS will focus its Cisco partnership on Storage Networking and Security. PDS is now in the process of pursuing those specialization requirements, and expects to reach that goal later this year.

One key benefit of the PDS/Cisco partnership is access to the newest Cisco customer satisfaction tool, Partner Access onLine (PAL), which is based on the same technology Cisco uses to monitor and improve its level of customer satisfaction. The certification also grants PDS increased access to Cisco technical support services and password-protected websites that provide real-time product and training information.

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PDS, a fast-growing IT Services provider in the upper Midwest, is already a proven innovator in customer service and satisfaction. PDS creations include Artie, a consolidated 24/7 service desk solution located in Wisconsin, and its patented Rack N Roll<sup>SM</sup> hardware delivery and deployment system.

“PDS offers the value-added services that help us stand head-and-shoulders above the competition,” Park noted. “As a specialized partner with Cisco, PDS will offer clients even more ways to lower costs and get up and running faster with the help of our world-class support system and industry-leading deployment methods.”

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## About PDS

For 19 years, PDS has been a provider of high-value IT services and solutions to medium and large sized organizations. As a technology services company, PDS architects, supplies, implements and manages clients' IT infrastructure. PDS supports its clients with a series of targeted, tested solutions that improve ROI, increase end-user satisfaction, mitigate risk and lower costs.

Headquartered in Oconomowoc with offices in Brookfield and Madison, PDS services clients nationwide in four primary markets: healthcare; government/higher-education; corporate; and professional services. With 19 years of consecutive annual revenue growth and annual sales exceeding \$85 million for 2004, PDS continues to successfully evolve as a leading technology services company throughout the upper central Midwest.

In addition to being a major Tier 1 product reseller, PDS manufactures its own PDS-branded PCs in an ISO 9001:2000-certified 28,000 square foot configuration center. PDS also recently invested over \$1.5 million in constructing an in-house, world-class 24/7 service desk solution based out of the Madison office offering clients a single-point-of-contact, ITIL aware resource for service management.

PDS holds over 200 certifications in assembly, installation and support of computer systems and services and was assessed and approved by National Quality Assurance, U.S.A., an accredited ISO 9000 auditor.

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