



PROFILE

Down time. The term has a sweet ring for most professionals, but not for Clint Brinkley. As an IT specialist, he spends the majority of his time helping clients avoid down time and all of the lost productivity that comes with it.

“In a recent survey of small-to-medium-sized companies, 46% of the respondents acknowledged that even one hour of downtime could cost their company up to \$50,000,” states Brinkley, “That’s a substantial loss for any business - one that many companies can avoid.”

“IT problems can be disastrous,” he continues, “especially when one considers that 93% of companies that lost their data center for 10 days or more filed bankruptcy! In spite of this shocking statistic, most business owners prefer to think, ‘That won’t happen to me’. The truth is it can and it might.”

Industry research has shown that nearly every business network is configured incorrectly. What does this mean? According to Brinkley, not only is your company losing time and money through ‘glitches’ and inefficiencies, but the safety and reliability of your current network is likely at risk.

“We encourage our clients to look at their networked computers like they would a car,” explains Brinkley. “You rely on your car, and it’s a major inconvenience to be without one; so the

smart thing to do is to take care of it - take it in for regularly scheduled and preventative maintenance - get the check-up and the tune-up. No one needs to experience a break down or a car crash to know how expensive, troublesome or dangerous one can be. Still, most people assume their computers will perform day after day, week after week, without the same sort of attention we give other essential equipment. It’s just plain stupid and reckless to treat your network this way when you might be 1 hour - or ten days - from a loss that could leave you stranded.

“We prefer not to work as roadside rescue,” he confesses. “Although clients really appreciate it when we step in to ‘save the day’, crises are terribly stressful. Our goal is to help our clients avoid the nightmare; so we intentionally set out to build a different kind of IT company,” asserts Brinkley; “One where exceptional client attention, knowledge and dependability distinguish DNE from the pack.

“Some service providers ‘specialize’ in network set up or emergency response, but we’ve designed our business to meet the real needs of small to medium sized businesses,” he concludes. “We’re not about the cookie cutter approach, but the competitive advantage. Our well-screened team of highly-skilled IT professionals provides expert service and fair rates, because no one can afford to waste time, money or manpower.”

DNE, Inc. Technology Solutions

NAME:
Clint Brinkley

TITLE:
President

PROFESSIONAL BACKGROUND:
Microsoft Certified Systems Engineer with 10+ years professional experience assisting businesses with IT solutions, from needs analysis and architecture design, to network installation, deployment and administration.

RECENT ACHIEVEMENT:
Completed Microsoft Small Business Specialist Accreditation

MISSION STATEMENT:
“To deliver a WOW experience each and every time we service our loyal clients and to consider them an extension of our family.”

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