



Security

Cloud  
and Hosted  
Services

YOUR IT SOLUTION  
**Simple. Smart. Secure.**

**Connecting the Business and IT Worlds —  
Cultivating the Perfect Partnership**

Managed  
ServicesNetwork  
Infrastructure &  
Communications

### The top three reasons clients choose eb Logix:



#### WE KEEP IT SIMPLE.

We understand that technology is a vital component but may not be the primary focus of your business. Our team is able to communicate technology solutions at a level that is easy to understand so you can focus on your business goals.



#### WE KEEP IT SMART.

Our team has a wealth of knowledge in the IT field to provide you with the best technology solutions. We can assess and resolve everyday technology issues, provide long term technology plans, and also manage large infrastructure projects.



#### WE KEEP IT SECURE.

Cyber criminals are becoming more sophisticated every year. It's a very real threat and the largest area of concern for businesses today. We take your company's security seriously and partner with some of the best security manufacturers in the industry.

2129 E. High St. Pottstown, PA 19464

Per one of the latest researches, 49 percent of Americans are using their voice assistants on a weekly basis. What is even more interesting is that 57 percent said that they don't mind using voice search more if it's able to recognize difficult commands.

The good news is that each platform provider is aware of this and is continuing to increase complicated voice commands by thousands at a time. In fact, today more than 20 percent of the searches that are carried out on Android devices are voice searches.

This shift to voice search has a major impact on both — paid search as well as SEO. From now on, businesses need to use voice-search related terms and initiatives to maintain a competitive edge. So, the first step here would be to optimize your website for search terms that are more common to voice-based searches.

Finally, using Google's Accelerated Mobile Pages (AMP) technology has boosted the Click Through Rates (CTR) by up to 90 percent. Another interesting fact to note is that consumers searching via their mobile devices are spending 35 percent more time with AMP content than mobile web pages. This would be a good point for any small to medium sized business to begin; developing Accelerated Mobile Pages for mobile searches.

## eb Logix, Inc. — Providing Managed IT Services and Customized Networking for Enhanced Productivity

eb Logix is a Lower Pottsgrove-based IT consultancy firm that specializes in providing customized networking solutions for small to medium size businesses that are secure, reliable and just right for the needs of the businesses. Eb Logix was established in 2000, and over the years the company has expanded services while refining its focus on delivering a Managed Service Platform. As a Managed Service Provider (MSP), eb Logix provides a defined set of services to their clients. Their scalable solutions ensure that you'll always have just the right level of monitoring, security, and support for your business — now and in the future.

"While we do provide break/fix services, our goal is to move all of our clients to the managed service platform," explains eb Logix Vice President Courtney Briddes. "We essentially become a client's IT department or enhance an existing IT staff," she said. "Our automation solution is a 24/7 IT robot that monitors and resolves common problems that would previously require a number of support staff to be hands-on to fix the issue. This business model provides administrative and financial relief to our clients so they can focus on their business goals."



eb Logix Vice President  
Courtney Briddes

eb Logix serves small to medium size businesses, anywhere from a two-person office up to 100+ employees. "We have clients who have multiple locations, including international offices," said Courtney. "We are dedicated to helping non-profit organizations with their IT needs, as we feel it serves an important purpose in our communities. However, we do work with financial companies, investment firms, engineering firms, and a wide range of other businesses," she said.

"The most fulfilling part of my job is the long-term partnerships we develop with our clients," Courtney explains. "Not only do we get to know their business goals, but we become an extended part of their team," she said, adding, "We have a 'team first' culture and have a service conviction that sets us apart from other IT companies. I love to watch the development of leaders within our organization. I believe when you've taught someone to replace yourself, you've done your job."

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