

## Competitor Website Comparison

The information Simply Wales provided on its website about products and services is confusing to customers. This document compares Simply Wales to competitors at a low-level based on information provided online. The purpose of this document is to see what products and services competitors provide in comparison to Simply Wales, and how they are portrayed online.

| Organisation Name                     | Products/Services  | Comparison to Simply Wales  |
|---------------------------------------|--|---|
| SMEITS<br>www.smeits.com              | <ul style="list-style-type: none"> <li>· Total SME IT Solution</li> <li>· System Integration</li> <li>· ERP System Development &amp; Support</li> <li>· Network setup &amp; maintenance</li> <li>· PC &amp; Workstation maintenance</li> <li>· Website development</li> <li>· Website &amp; E-mail hosting</li> <li>· SME Business Server</li> <li>· SME Business Desktop</li> </ul> | <ul style="list-style-type: none"> <li>· 10 years experience in SMEs IT support</li> <li>· Specific to SMEs</li> <li>· 4 hours response time for IT maintenance &amp; support</li> <li>· USA</li> </ul>   |
| Ginger Mouse<br>www.gingermouse.co.uk | <ul style="list-style-type: none"> <li>· Virtualisation</li> <li>· Repair service</li> <li>· PC Tune Up</li> <li>· Anti Virus Clean Up</li> <li>· Security</li> <li>· Networking</li> <li>· Hardware</li> <li>· Software</li> <li>· Backup Service</li> <li>· Cloud Services</li> <li>· .. and more</li> </ul>   | <ul style="list-style-type: none"> <li>· Over 15 years experience working with Microsoft products, Vmware, Citrix, Checkpoint, RSA, Cisco</li> <li>· Covers all aspects of the IT infrastructure</li> <li>· Cloud and Virtualisation</li> <li>· England</li> </ul>  |
| Certus IT<br>www.certusit.com         | <ul style="list-style-type: none"> <li>· IT Support</li> <li>· IT Consultancy</li> <li>· IT Solutions</li> </ul>   | <ul style="list-style-type: none"> <li>· Cloud Computing</li> <li>· Backup &amp; Disaster Recovery</li> <li>· Virtualisation</li> <li>· Advanced Data Storage</li> <li>· Microsoft Gold Certified Partner</li> <li>· attained industry leading accreditations</li> <li>· Nationwide</li> </ul>                |
| Ikona IT Solutions<br>www.ikona.co.uk | <ul style="list-style-type: none"> <li>· Software</li> <li>· Hardware</li> <li>· Servers/Networks</li> <li>· Anti-Virus</li> <li>· Remote Working</li> <li>· Online Backup</li> <li>· IT Support</li> <li>· Web Design</li> <li>· Software Development</li> <li>· Structure Cabling</li> </ul>   | <ul style="list-style-type: none"> <li>· formed alliances with a select number of suppliers</li> <li>· Specialise in all aspects of IT Services, from Infrastructure planning and implementation to software development and support.</li> <li>· Ikona strives to be a total IT solution provider,</li> </ul> |

### Competitor Website Comparison

|  |  |  |
|--|--|--|
|  | <ul style="list-style-type: none"><li>· Video Conferencing</li><li>· Support</li></ul>   | whilst maintaining a balance between price and quality   |
| IT Solutions<br><a href="http://www.it-solutions-site.co.uk/">www.it-solutions-site.co.uk/</a> | <ul style="list-style-type: none"><li>· 24/7 technical support subscription service to clients worldwide.</li><li>· Computer Health Check</li><li>· Computer Maintenance</li><li>· Computer Support</li><li>· Antivirus Support</li><li>· Network and Connection</li><li>· Virus Removal</li><li>· PC Repair</li><li>· Laptop Repair</li></ul> | <ul style="list-style-type: none"><li>· Catering to technology-driven needs of millions of computer users all over the world</li><li>· Provide computer repair and support to all branded PCs like DELL, HP, Sony, Acer, Toshiba and we have expertise in Windows ME, XP, Vista and Windows 7 troubleshooting.</li><li>· Provide you tech support via email, phone support, live chat or remote support.</li></ul> |