



Unique Beyond Measure

Commitment: We understand, respect and value our customers. We are interested in learning from them, and we make specific effort to listen to their needs.

Open and honest dialog: We do all possible to keep our customers informed about what matters to them and what we can do to help fulfil their needs and/or requirements.

Innovation: We are constantly working on improvements in our feature sets and functionality improvements in effort to improve our customers' experience utilizing our products.

We are open-minded to new ways of doing things and are keen to hear customer feedback because we feel this is the best way to make our software offerings better, easier to use and current with the ever-changing industry and technological requirements of today.

Simplicity and Common Sense: We simply get things done and we try to be understanding and flexible. We remove the unnecessary obstacles so that we are easy to reach and deal with for our customers.

Excellence: We strive for excellence in everything we do. How we do business and our commitment to extraordinary customer service.

Proactivity: When faced with an issue or a problem we try to resolve it quickly and can be trusted to do what we say will do, when we say we will do it. We take responsibility to make things right! And we use an age old simple but effective technique:

- 1.) Get the facts
- 2.) Weight all the facts - then come to a decision
- 3.) Once the decision is reached, act!
- 4.) Write out and answer the following questions:
 - A. What is the problem?
 - B. What are the causes of the problem?
 - C. What are the possible solutions?
 - D. What is the best solution?

Example: We provide FREE updates without request and on a regular basis as we proactively find refinements we can make to our software, as we are end users of the program in the actual IR inspection and report writing world.

We want you to be amazed, and we're willing to go the extra mile to make it happen. That's the EXSERO Difference.

Lawrence D. Stratton



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President & CEO