



I WANT TO BE YOUR ON-DEMAND CIO

Chief Information Officer (CIO) is a job title commonly given to the person in an enterprise responsible for the information technology and computer systems that support enterprise goals. As information technology and systems have become more important, the CIO has come to be viewed in many organizations as a key contributor in formulating strategic goals. - Wikipedia CIO Entry

PEACE OF MIND

When you have a well defined purpose and strategic goals, every member of your organization can focus on execution, instead of feeling uncertainty when such goals are missing or lack precise definition.

Stresses from growth become manageable. Employees feel the clarity of purpose of your leadership and the quiet confidence success brings to every business relationship.

Toasterz will help discover your needs, define goals and plan for change. Most importantly, Toasterz provides the On-Demand guidance needed to get you past each milestone.



STRATEGIC OVERVIEW

Your organization is successful and growing. Let's make sure your plans accommodate change and give you maximum control moving forward... managing growth and costs while maintaining flexibility.

- 1) Change is inevitable - Plan for it.
- 2) Control your Data - It's yours after all.
- 2) Choose Simplicity over Complexity - Many 'industry standard' practices are needlessly complex.

Following these simple planning principles are all that's needed to develop a brilliant strategic plan.



SERVICES PROVIDED AS YOUR ON-DEMAND CIO

Toasterz goal is to become invisible. Information Technology should serve users, not the other way around. Your infrastructure should 'Just Work'.

CHANGE MANAGEMENT

Our philosophy is simple: Change must be managed in an evolutionary, not revolutionary, manner. We believe strongly that most problems can be solved with less complexity rather than more... simple and appropriate works best every time. Toasterz takes pains to ensure that you get the best solution that fits your specific needs.

CONSULTING

From the broad strokes of strategic planning to the detailed needs assessment of software development, Toasterz will take care of you.

WORLD CLASS TRAINING

Toasterz provides the best training available to creatively bring together stakeholders throughout your organization. 'Everyone on the same page' means increased productivity and consistent success.

RATES & BILLING

ON DEMAND = \$150US per hour, billed by the minute.
No minimum, no rounding up.

PROJECTS

For Project Costing contact us via email or call to discuss your needs.
For small projects, payment is due in full before work commences. Bigger projects will be billed as milestones are completed, usually monthly. Please see the website for more on Project Discovery, Planning and Execution.
<http://toasterz.com/scrum>

SERVICE CONTRACTS

It is strongly encouraged that service contracts be used to contain costs and keep your projects moving forward. Signing a one year service contract with a five hour monthly minimum gets you a \$100US hourly rate.

We've been in the web business since 1994 and cultivate stable, long term relationships.

MORE ABOUT TOASTERZ

<http://toasterz.com/whatwedo>





THE TEAM

Building on the flexible project-based team building methods used in feature film production, Toasterz is able to appropriately and efficiently respond your exact needs.

We do not feel that a large, inflexible service delivery model is in the best interest of our chosen clientele.

Toasterz core team members bring all their passion and uncompromising standards to bear on your needs. There is no higher calling then to serve others. Principle based and responsive, Toasterz cultivates stable, long term business relationships.

Kelley Graham - Founder + CEO



Kelley's focus is to help others adapt gracefully to changing technology, environmental conditions and spend as much time as possible on the leading edge of our innovative culture.

Experienced in a wide variety of operating systems, applications, and technology, Kelley ensures that IT in all its expressions should be elegant, intuitive and as easy to use as possible. His approach fits more with appeal, engagement and how people actually use everyday objects.

Margaret Martinez, PhD - Instructional Design



Dr. Margaret Martinez, CEO at The Training Place, Inc. has worked extensively in instructional psychology and design, information, and technology for the past 20 years. She has a PhD in Instructional Psychology and Technology and was previously Director of Worldwide Training and Certification at WordPerfect Corporation. Martinez' professional focus has been to pioneer personalized learning research. She is nationally recognized for her intentional learning research and contributions to the field of individual learning differences. She publishes, presents at national conferences, and pursues work on innovative adaptive eLearning products that support individual learning differences.

Ashe Higgs - Graphic Artist



Ashe has been involved with the visual arts since a very early age and has a passion for helping others express themselves through art and design. Originally from the rural farmlands of upstate New York and having traveled the US, parts of Canada and New Zealand (to meet his future wife), Ashe brings a wealth of diverse experiences and influences to the team. Having had the great fortune to have studied with one of the worlds leading Chinese martial artists, Master Sam F.S. Chin, the philosophy of Zen has become an important part of his approach to both life and work.

Please see http://toasterz.com/about_us for more about the team.



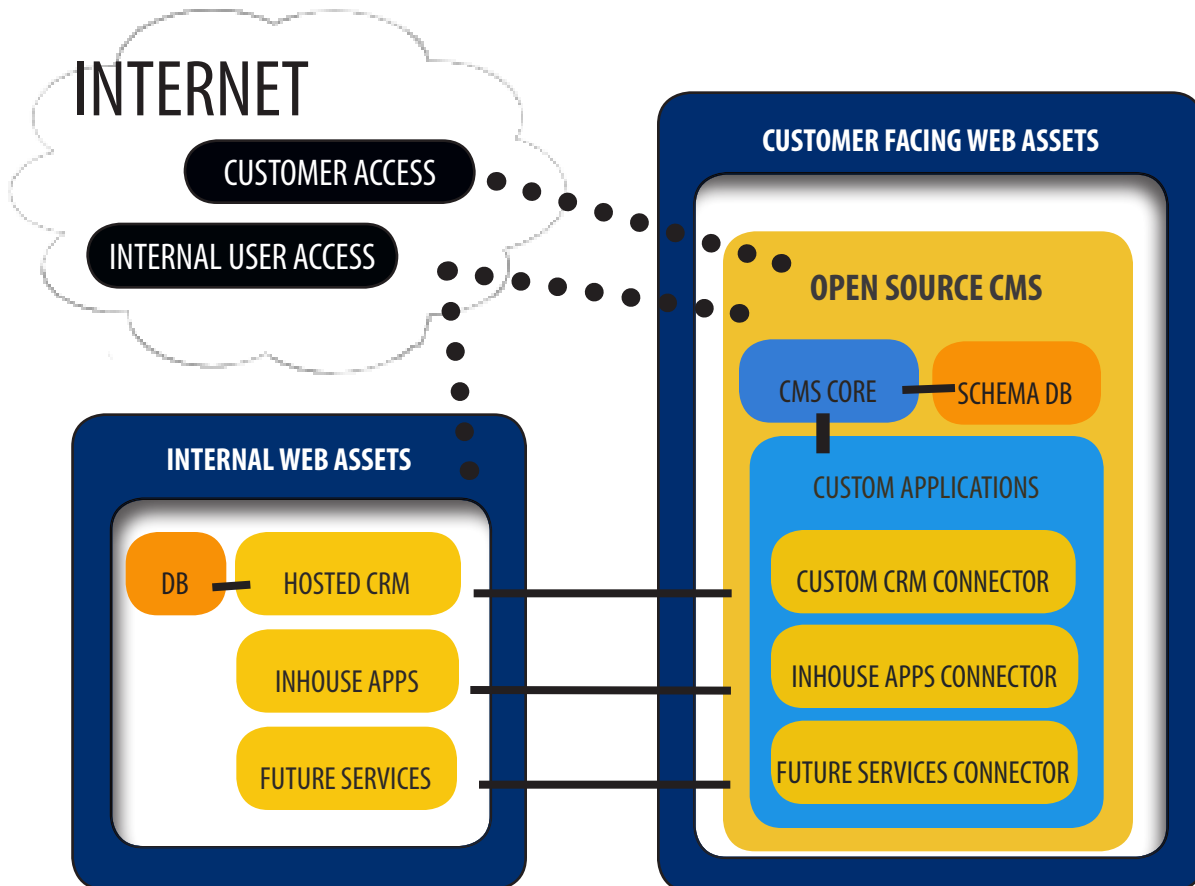
PLAN OVERVIEW SAMPLE

Needs Analysis determines initial project development directions. We follow 'Agile Development' principles. Toasterz quickly comes up with a 'General Plan', identifying 'Champions' and 'Stakeholders'. We may identify major points as in the following example.

- 1) Consolidate existing adhoc customer facing web assets under open source Content Management System (CMS).
- 2) Integrate CMS with best-of-breed hosted CRM and existing custom in-house software.
- 3) Remove ALL data entry redundancies. Clean up data workflow.
- 4) Add custom software components to CMS in a modular fashion to ensure flexibility into the future.
- 5) Provide instructional media as needed to best implement your new IT Assets.

SAMPLE DIAGRAM

Flexibility is powerful... but without proper management will become Complexity and Complexity costs. Toasterz follows a strict discipline to keep Complexity under control. Well designed instructional media helps all stakeholders see the big picture and realize its benefits.





AGILE PROJECT MANAGEMENT & SCRUM PRINCIPLES

The terminology isn't that important, neither is the fact that Scrum principles are perfectly suited to any project or discipline... What is important is that team Stakeholders are well defined and required to take responsibility for the project outcome. The only purpose of any organization is to achieve results.

WHAT IS SCRUM?

Scrum is a rugby term for the way in which an out-of-play ball is returned to active play.

In Agile Software development, following Scrum principles is a way to get a complex project done, while respecting the realities of good code production. A Scrum Consists of 30 day Sprints -- work units that have regular meetings, progress updates and strong team autonomy -- resulting in tested and shippable code meeting required features. Features are pulled by the team, TeamOwner and Scrum-Master from the Project Backlog.



RULES ARE IMPORTANT

The goal is to produce the best code available in the shortest time, while fostering team ownership of the project. Each Sprint results in fully functioning, documented, tested, and complete increments of functionality.

WHAT'S TOASTERZ?

A geeky definition:

*"An ubiquitous appliance that performs well a clearly defined task...
easy and intuitive to operate, requiring little maintenance."*

Delicious warm and toasty toast, mmm... perfect every time.

Technology should be about users, not the other way around. Today's knowledge tools are powerful, yet few are as easy to use as toasters.

Since 1994 Toasterz has developed a methodology, an approach, a philosophy if you will, that puts people first. This clarity of purpose has grown from a deep understanding of the how people actually respond to new ideas and technology.

Toasterz provides the guidance and resources needed to gracefully adapt to new ways of doing business, while increasing motivation and engagement throughout your organization.