



## NEWS RELEASE

### **BMI Puts a New Face on Sales and Customer Service Management**

- Experienced Manager to Spearhead New Customer Relations Approach –*
- Business Development Initiatives Will Define New Product & Service Offerings –*

**Montréal, Québec, December 1, 2003:** Beauvel-Micronconsult Inc. today announced that it has engaged Mr. Sergio De La Cruz, an experienced IT professional, to spearhead a new approach to customer service management and to oversee the creation of more standardised product offerings for BMI.

As business development manager, Mr. De La Cruz plans to open a new dialog with customers in order to assess their most pressing IT concerns – with a view to proposing new bundled solutions that cater to the common needs of small-to-medium sized businesses (SMBs).

“Our mission is to help clients achieve their business objectives through appropriate technology implementation,” said François Beauchemin, president of BMI. “To fulfill this mandate, a more proactive and frequent communication with customers is needed.”

“While we will continue to strengthen offerings in our areas of core competency, namely IT outsourcing and custom application development,” he continued, “we must now capitalise upon our extensive network of strategic partnerships to deliver best-of-breed bundled solutions that will serve our clients’ needs effectively and which can be implemented quickly and efficiently. We are pleased to have Mr. De La Cruz on board to help drive this new initiative.”

#### **Sergio De La Cruz, manager, business development**

Mr. De La Cruz is an accomplished IT professional, with extensive experience covering the spectrum of technical to sales-related management positions. Since 1987 he has worked in Applications Development, Information Systems Support, Help Desk, Customer Service Management and IT consulting for international corporations from Latin America to Europe and Asia. Most recently he worked as a

Corporate Accounts Manager for MicroWarehouse Inc. in Montreal, where he focused on B2B selling of IT products and services. A Microsoft Certified Professional, Mr. De La Cruz also holds an impressive list of technical credentials, including a Bachelor of Science Degree and a Graduate Degree in Engineering (DEA – Paris), and numerous industry certifications covering Security and Network Architecture design. In addition, he maintains several professional association memberships such as Fédération de l'informatique du Québec (FIQ) and Association de la sécurité de l'information du Québec (ASIRQ).

**About BMI**

**Beauvel-Micronsult Inc.** (BMI) is a professional consulting services company, providing custom IT solutions to small and medium-sized businesses. As a single-source provider of end-to-end business solutions, BMI's corporate mission is to help customers further their business objectives through the application of appropriate information technologies. The Company's team of highly skilled consultants specialize in IS analysis, custom database development, network infrastructure design, and in providing complete, scalable solutions in both the accounting and security systems arenas.

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