

SetFocus

Bridging the gap between talent and opportunity.



Who We Are

“Our mission is to bridge the gap between talent and opportunity.”

-Mike Landau, CEO & President

In business since 1997, SetFocus is the global leader in selecting, training, placing, and supporting Microsoft professionals worldwide. Through strategic relationships, SetFocus develops programs that directly source skilled professionals to meet the immediate hiring and training needs of its partners.

A Microsoft Gold Certified Partner for Learning Solutions, SetFocus utilizes a unique combination of services to help organizations grow allowing them to meet marketplace opportunities with speed and agility.

Corporate Fast Facts

Established 1997

Privately Held Family-owned Business

Recognitions

Microsoft Gold Partner for Learning Solutions

Semi-Finalist, New Jersey Family Business of the Year (2004)

Semi-Finalist, Ernst & Young Entrepreneur of the Year (2001)

www.setfocus.com

The GRID[®]

Over the past 5 years, terms such as "online training" and "e-learning" have become ubiquitous in the world of training. With perceived efficiencies and cost benefits, more and more organizations and individuals have been opting for web based training options. However, studies continue to show that traditional instructor-led training (ILT) is still the best way to learn.

Understanding the need for providing our training solutions online while considering all of the nuances that make face-to-face Instructor Led Training successful, SetFocus set out to create a revolutionary online training product.

Move over average online training, welcome The GRID[®]

Following 2 years of research and commitment to creating an online training experience that brings face to face instructor-led training to individuals in their homes, SetFocus launched The GRID[®] in October 2005.

The GRID[®] is a seamless, remote attendance, live, face to face instructor-led training solution, a Global Remote Instructional Delivery experience that is setting a new standard for learning.

The GRID Fast Facts

- All classes are GRID[®] accessible
- Over 63,000 hours trained on The GRID[®]
- No Geographic Boundaries to learning
- Face to Face Live Instructor-Led Training
- Full Live Access to instructors and staff
- Full Live Access to tutors and peers
- "Virtual" lounges to collaborate
- Access to corporate events
- Access to User Groups
- Ability to present to candidates
- Direct access to talent
- Ability to interview candidates

“ SetFocus is **devoted to growing quality developers and analysts** through our specialized services of **comprehensive skills analysis, customized training, and placement** of **Microsoft Professionals** with our strategic partners.”

- Jonathan Lefkowitz, VP of Sales and Marketing **SetFocus**

SetFocus Partner Program

The SetFocus Partner Program (SFPP) has been designed to help organizations grow their workforce, gain exposure in front of niche demographics, and increase their revenue via new hires. SetFocus offers partner affiliation at a variety of different levels, based upon a company's specific needs. At every level our partners will receive support in marketing their open positions and products.

SetFocus offers 3 levels of affiliation

- Strategic Partner
- Premium Partner
- Hiring Partner

At each level of Partnership, organizations benefit from:

- Sourcing candidates and develop win-win employment relationships
- Accessing more than 4,000 potential candidate resumes per quarter
- Gaining visibility in front of qualified developers and professionals

SetFocus Partner Training Benefits

In addition to the above benefits, our partners gain access to:

- The ability to work directly with SetFocus to design or customize a Master's Program track to "grow" the staff you need.
- Customized courseware and training solutions.
- Discount on all Guaranteed To Run and refresher courses each hiring semester.

Staffing Services

You've got projects. Big projects. Projects that require high-end talent to succeed. Our candidates are what you are looking for.

They are team players. Professionals with personality. The talent we provide to you have the savvy to get ahead in a professional business environment, and the communication skills and interpersonal skills to get things done. We guarantee they'll fit into your world.

All of the candidates presented to you are uniquely qualified to step into a project utilizing the latest Microsoft technologies. They add value immediately. As new technologies are introduced, our candidates are prepared to understand them, position them in the overall architecture, and use them to solve business problems now!

Our unique business model continually produces a steady flow of talented Microsoft Professionals with skills in

- .NET
- SQL Server
- Microsoft Business Intelligence tools
- Sharepoint

Training Services

Unlock the Door to Opportunity. Train your workforce for the future.

Access an extensive list of training solutions to help you and your team gain the knowledge needed to accomplish your corporate and personal objectives. As a Microsoft Gold Partner, we have the expertise in .NET, SQL Server, and Microsoft's Business Intelligence tools to help your organization gain productivity and performance today! Partner with SetFocus and gain access to our customized training services geared at helping you meet your market opportunities. Invest in your employees and your organization.

- Courses 100% Guaranteed to Run
- Seminars
- Certification Programs
- Skills Assessments
- Mentoring
- Architectural Design Sessions (ADS)
- Proof of Concepts (POC)

What they're saying

"SetFocus is a highly trusted and valued partner for The Henson Group (THG). Because we work so closely with Microsoft and because we are the **preferred solution provider** for many US and international corporations, there is no room for inexperience. Our consultants have to be the **best of the best**. That's why Microsoft turns to The Henson Group, and that's why The Henson Group turns to SetFocus."

-Dir. of Consulting Services
The Henson Group, Inc.

"SetFocus is **the buzz** among our recruiters nationwide! Their graduates are **productive** from day one and make our engagement a **win-win** for everyone involved."

-Dir. of Recruiting, North America
Avanade

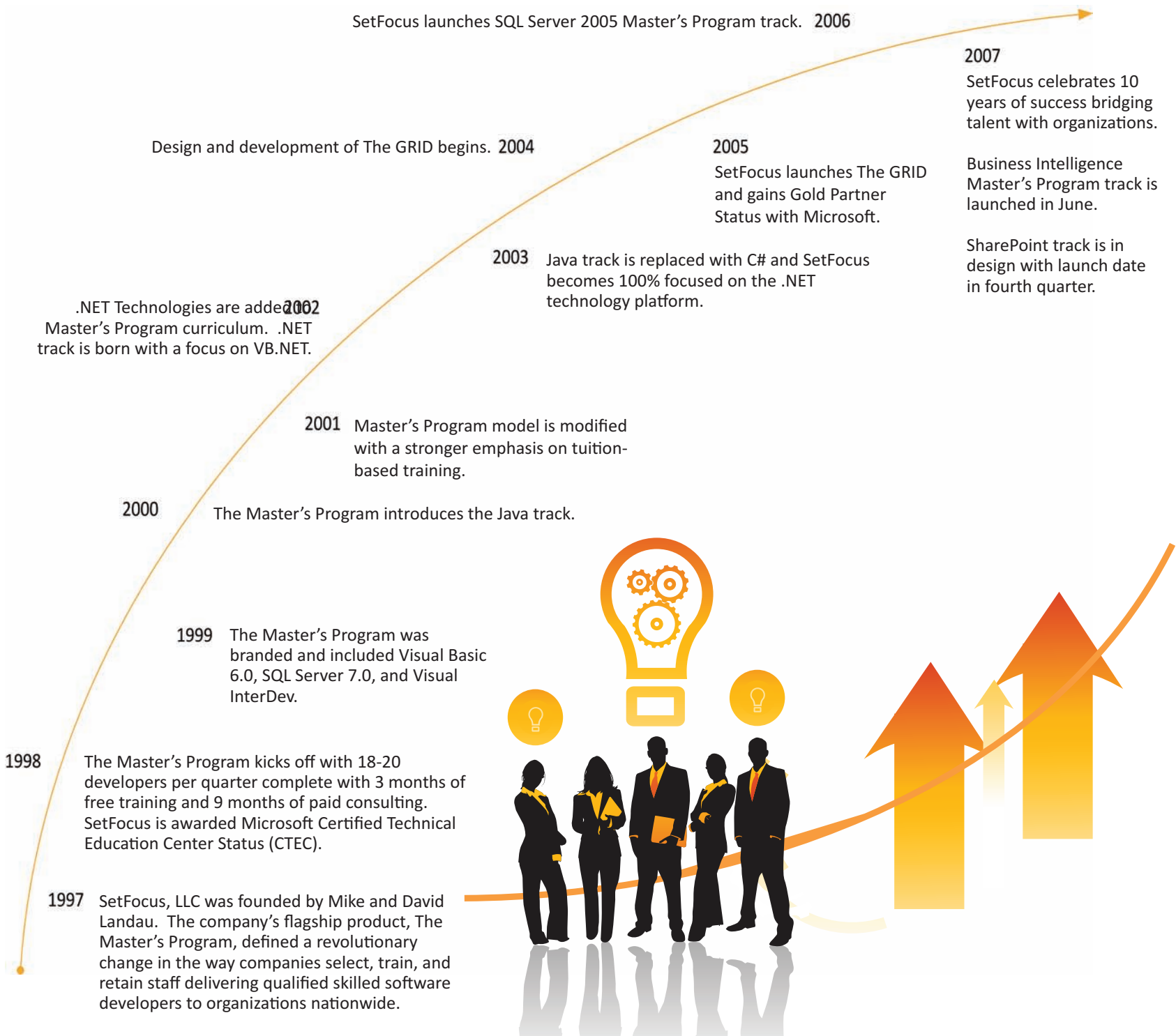
"The candidates trained at SetFocus have become an **integral part of our recruiting strategy** now and for the future. Since the graduates come in with the essential skills in the .NET framework and are prepared to enter an evolving market, **they advance quickly in our organization.**"

-Director of Recruiting
Infragistics

Microsoft Staffing, the above Microsoft Gold Partners, as well as the following rely on us to help them grow.

What are you waiting for?

Electric Vine
Conversion Services International (CSI)
Watson Wyatt
BraveLine Technology



SetFocus launches SQL Server 2005 Master's Program track. 2006

2007
SetFocus celebrates 10 years of success bridging talent with organizations.

Design and development of The GRID begins. 2004

2005
SetFocus launches The GRID and gains Gold Partner Status with Microsoft.

Business Intelligence Master's Program track is launched in June.

2003
Java track is replaced with C# and SetFocus becomes 100% focused on the .NET technology platform.

SharePoint track is in design with launch date in fourth quarter.

2002
.NET Technologies are added to Master's Program curriculum. .NET track is born with a focus on VB.NET.

2001
Master's Program model is modified with a stronger emphasis on tuition-based training.

2000
The Master's Program introduces the Java track.

1999
The Master's Program was branded and included Visual Basic 6.0, SQL Server 7.0, and Visual InterDev.

1998
The Master's Program kicks off with 18-20 developers per quarter complete with 3 months of free training and 9 months of paid consulting. SetFocus is awarded Microsoft Certified Technical Education Center Status (CTEC).

1997
SetFocus, LLC was founded by Mike and David Landau. The company's flagship product, The Master's Program, defined a revolutionary change in the way companies select, train, and retain staff delivering qualified skilled software developers to organizations nationwide.