

California Here We Come

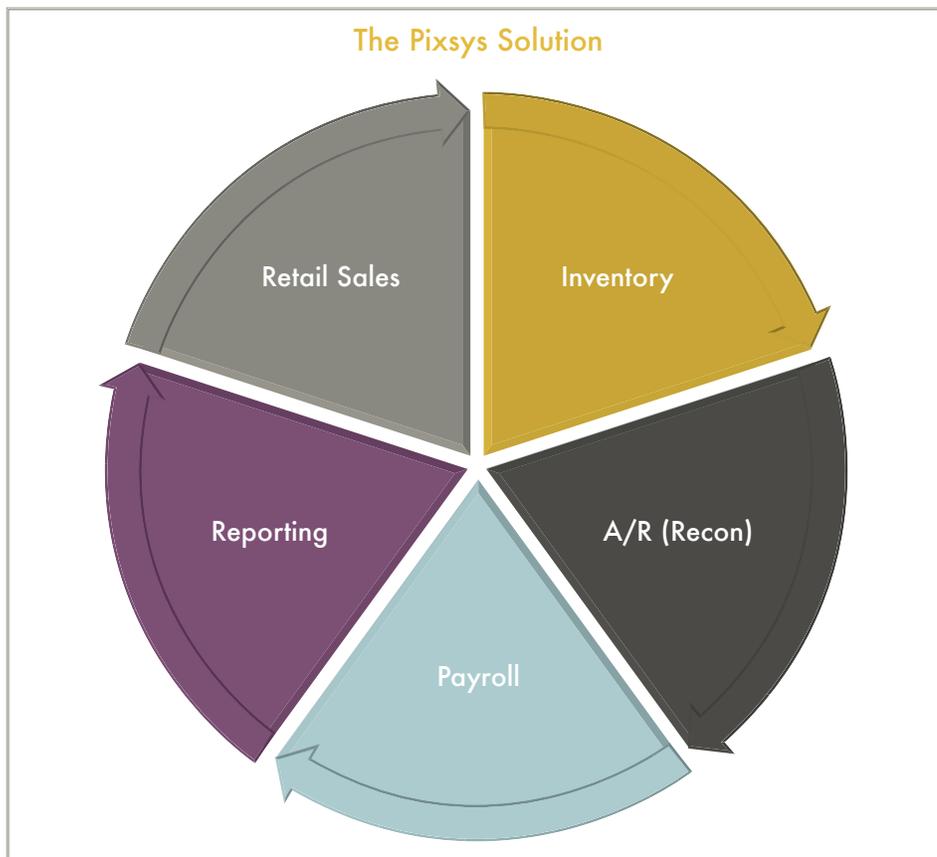
LinkUs Enterprises is one of the largest Dish Regional Service Providers (RSP) serving customers in California, Nevada, and Oregon. Headquartered in Fresno, CA, and with over 20 branch offices, the LinkUs team consists of over 300 technicians visiting approximately 900 customer homes each day.

WHY PIXSYS

Prior to selecting Pixsys as their software solution, LinkUs faced challenges with inventory control, accounts receivable (recon) efficiency, and performance management in the field.

- ★ How did you hear about Pixsys?
 - “The RSP community is very close. We heard about Pixsys from another RSP that had been steadily improving and we wanted to know how they did it.” (*John Dailey, CEO*)
- ★ What attracted you to Pixsys?
 - “We liked that it was easy to use, was comprehensive, and built by guys who understood the Dish business and had strong relationships within the Dish community.” (*Jenifer Jehn, Manager of Administration*)
 - “We knew that Pixsys was successful in another large

- RSP and had helped that RSP improve to a top three position on many metrics.” (*John Dailey, CEO*)
- “The world of Dish changes constantly and we were tired of having software that could not quickly adapt to these changes. Knowing that Pixsys came from a fellow RSP gave us the peace of mind that our interests are aligned and that they will always quickly adapt to any change.” (*Jon Warren, Principal and CFO*)
- ★ What benefits did you expect to get from Pixsys?
 - “In order to improve the core metrics, I needed better data in a timely fashion for my managers. Pixsys provided that data in a useful way to my field ops team.” (*John Dailey, CEO*)
 - “Lost inventory was a major problem for us and directly affected our bottom line. Pixsys gave us the ability to accurately track our inventory and hold the right people accountable.” (*Jon Warren, Principal and CFO*)
 - “My team was taking too long to complete their recon and their methods were very manual. I heard that Pixsys customers use a lot less people and can still process more invoices!” (*Jenifer Jehn, Manager of Administration*)



★ Why Pixsys over other solutions?

- “We looked at other solutions and even considered building our own software. At the end of the day, Pixsys offered **the best value for our money and shared a lot of best practices** that changed the way we operate.” (*Jon Warren, Principal and CFO*)
- “The Pixsys team was very knowledgeable about our business and were very professional. The software offered more features than others that we looked at and the **automation led directly to cost savings.**” (*Jenifer Jehn, Manager of Administration*)
- ★ What did you use before Pixsys?
 - “We used another system that was a desktop application that had to be installed. It made it difficult to support over our large territory.” (*George Mize, IT Administrator*)
 - “We tried other web-based software, but they did not understand our recon, payroll, or inventory needs as well as Pixsys. We had concerns with the accuracy of that other software and that was a deal-breaker for us.” (*Jenifer Jehn, Manager of Administration*)

IMPLEMENTATION

The LinkUs implementation was unique due to their large territory (approximately one thousand miles apart between the two farthest offices). To kick off the engagement, Pixsys sent two resources to LinkUs to conduct a gap analysis between existing operations and the new software. Issues such as Pixsys’ lack of support for retail sales (since remedied) and LinkUs-specific bonus calculations were addressed, resulting in process changes to coincide with the implementation. Next, Pixsys invited LinkUs to visit an existing customer to see software in action. This allowed LinkUs to talk directly with end users and see how they use the system. Based on their observations, the LinkUs team was able to identify more nuances to focus on during the training stage.

Pixsys took a “train the trainer” approach and worked with LinkUs so trainers would have sufficient time to travel across the territory to train others. Training was conducted remotely via Go To Meeting sessions prior to the staging period. During the staging period, the Pixsys team loaded all of the customer data into the system and handed the system off to LinkUs for testing. Users were

able to “play” in a sandbox environment to help with the learning process. At the end of the staging period, all test transactions were cleared and the system was prepared for the Go Live Date.

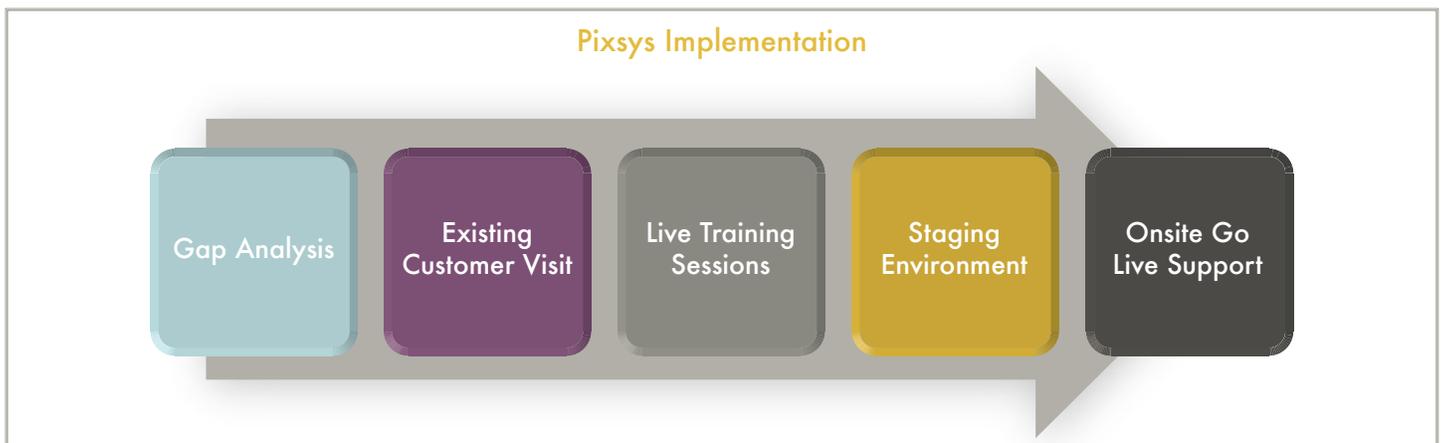
The LinkUs Go Live event was split into two stages. First the corporate office and half the branches came online. Two weeks later, the remaining branches started using Pixsys after the LinkUs training team was able to travel to their locations. Pixsys supported the Go Live by sending its best implementation specialist to California for an entire week of onsite support.

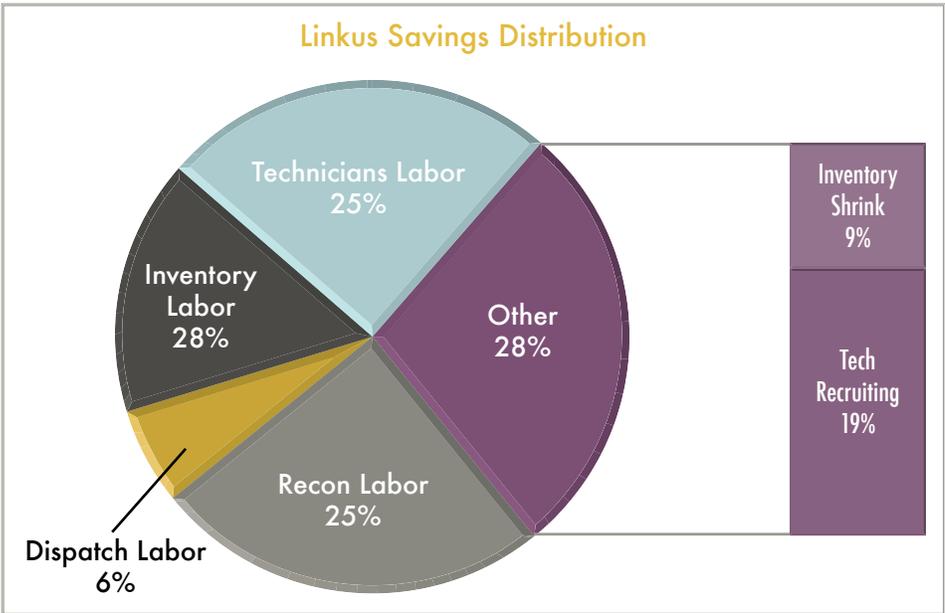
COST SAVINGS

“Pixsys was one of the best decisions we’ve made. We were able to **save over one million dollars annually** as a result of our relationship with Pixsys.” (*John Dailey, CEO*)

After a successful implementation, LinkUs conducted an internal return on investment (ROI) analysis. The total savings after Pixsys fees were estimated to be a little over one million dollars per year. **The savings came primarily from three areas: labor, inventory, and recruiting.**

Using a combination of efficient processes and software automation,





Pixsys was able to drastically reduce the amount of time spent by the Recon team. To deliver these results, Pixsys uses an innovative invoice generation engine that automatically generates accounts receivable invoices based on work order elements and is over 99% accurate. Additionally, Pixsys saves valuable dispatcher time by automating manual tasks and designing intuitive user interfaces for agents to work. For technicians, Pixsys saves each tech an average of 10 minutes per day, adding up to over 13,000 hours per year for the company.

On inventory, LinkUs realized over an improvement of over \$60,000/year in lost equipment. By using Pixsys' best practices and inventory management tools, LinkUs is now able to track each item to the tech level and account for each time the item changes hands.

The final piece of cost savings came in the technician recruiting department. The Pixsys Assessment Test allows LinkUs to screen applicants using a test designed specifically for satellite technicians. The Pixsys

Recruiting Portal feeds online applications directly into the HR Module and provides LinkUs with a seamless applicant tracking system. By utilizing both, LinkUs filters out unqualified applicants and prevents further (and costly) background tests, drug screenings, and training costs.

THREE YEARS LATER

LinkUs has become one of the top performing RSPs in the country through the teamwork and dedication of its employees. Pixsys is proud to be the catalyst that helped LinkUs achieve its financial and performance goals and looks forward to continued partnership in the future.

- ★ How has Pixsys impacted your company?
 - “Pixsys has allowed us to save time and resource with regard to the redundancy of manual labor by automating the majority of our processes. This has allowed us to apply focus to other critical pieces of our business. In addition, Pixsys has decreased overall

labor expense from a back office perspective, **allowing for more financial rewards to our employees overall.**” (*John Dailey, CEO*)

- ★ How would you describe the relationship between LinkUs and Pixsys?
 - “LinkUs and Pixsys have a very strong relationship. LinkUs appreciates and values our ability to submit our design ideas to the Pixsys Design Team and further appreciates the **quick response time from the support desk** for trouble ticket items and general questions.” (*Jenifer Jehn, Manager of Administration*)
- ★ Would you recommend Pixsys?
 - “Yes! Pixsys is a very critical piece of our business and what we do. The software provides visibility into the day to day operations of the field as well as daily inventory levels which provides insight for purchasing and financial data. **Without Pixsys, LinkUs would continue to be overstaffed and under-informed** with regard to inventory, recon, and metrics.” (*Jon Warren, Principal and CFO*)