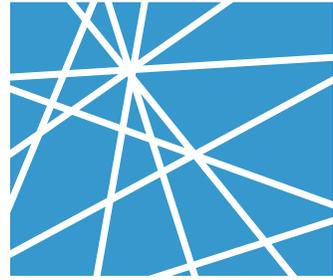


MPA Networks

Computer & Network Services



MPA Networks invites you to travel through history with us on our quest to improve the productivity and the lives of our clients.



[1970's]

Paul Allen and Bill Gates at the computer terminal donated by the Lakeside High School Mother's Club, Seattle. Microsoft was started here.



“When I was in high school, computers other than slide rules and calculators were controlled by large corporations or governments, locked up in air conditioned rooms with raised floors and plate glass windows.

Then, suddenly, at the small Lakeside High School I attended in North Seattle, the personal computer revolution was born. Bill Gates and Paul Allen, fellow students, took a mainframe computer programming language, BASIC, available to only a relatively few mainframe “priests,” and modified it for use on a hobbyist computer, the Altair. After that, all hell broke loose. The pace of technology development, by individuals and for individuals, hasn’t slowed yet.

The work of my heroes, including Bill Gates and HP’s Barney Oliver, inspired me with lessons of how everyday people could leverage themselves, become more productive, and, yes, have more fun, via the use of personal, computational technology.

MPA’s service in the past three decades has been devoted to improving the productivity and lives of MPA’s valued clients. Bill Gates had the goal of “a computer on every desk.” Our goal at MPA Networks is to make that computer on every desk do something of value for the person using it.”



– Michael Price

In this room in the Lakeside math building, on this terminal or an upgraded one, Michael Price learned to write code. He wrote a BASIC program that calculated the mass of the Moon and described its iterative orbital rotation around Earth.

The IBM PC Introduced – the revolution has arrived!

The transformational IBM Personal Computer with a hard drive was introduced on March 9th.

At the time, IBM held a monopoly position in the world-wide mainframe computer market. The mantra of the time was, “Nobody ever got fired for buying IBM equipment.” This was basically true. Consequently, the IBM PC was a smashing overnight success.

The PC put Michael's friends at Microsoft on the map. Microsoft BASIC and Microsoft Disk Operating System (MS-DOS) were included.



[1983]



Security Pacific National Bank – MPA's first client started MPA's legacy in financial services.

Michael wrote a program for the bank consisting of 13,000 lines of code. Designed to trade hundreds of millions of dollars a day in commercial paper securities, it was used by the bank for almost two decades. The program's defining characteristic was the ability, not built into the programming language, to calculate daily interest to 8 decimal places.

The bank was MPA's client for fifteen years.

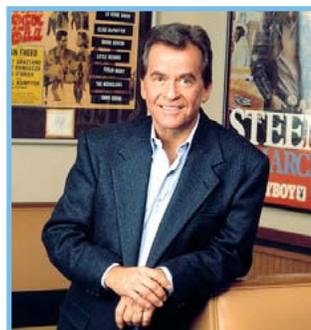
MPA Founded on April Fools Day!

“Within days of the release of the IBM PC, I started MPA. I figured people might need help with it...”

- Michael Price



[1983 cont.]



Levine & Leonard – Dick Clark and American Bandstand's law firm.

This Beverly Hills law firm started MPA's legacy in legal firm automation by purchasing the first IBM PC that MPA sold.

MPA supported their legal billing, word processing, and accounting systems for over a decade.

Portfolio Design



MPA's first financial planning & investment advisory client started MPA's legacy serving wealth managers.

Later, following a successful system upgrade, Michael Price married Deborah Abel, a principal of the firm.

Microsoft Windows



Focused on business, Version 1.0 was painfully unusable. Version 2.0 was a bit better. MPA began installations in Palo Alto medical offices. Apple copied Xerox's graphical windows. Microsoft copied Apple's windows. Apple sued Microsoft. Bill Gates and Bill Neukom (later of the San Francisco Giants), got Steve Jobs to agree to license windows to Microsoft for the entire future. Jobs had made a massive mistake....



Ray Charles Enterprises

MPA signed Ray Charles and his business empire, Ray Charles Enterprises. MPA supplied, installed, and maintained the accounting system, designed payroll for the Ray Charles Orchestra, and wrote a custom database for concert bookings and one for parts inventory for the band's touring airplane.

[1985]

[1987]

the David & Lucile Packard FOUNDATION

David and Lucile Packard Foundation

David and Lucile Packard Foundation and their counsel law firm, Finch, Montgomery & Wright.

Nate Finch wrote the legal documents which created the Foundation.

MPA served the Finch law firm for 25 years.



Family Service Agencies of San Mateo and Santa Clara County

MPA served the Family Service organizations for many years and helped them with their growth and service to the community.

[1986]

Physicians for Social Responsibility

The recipient of the 1985 Nobel Peace Prize, the non-profit is composed of doctors who lobby against nuclear weapons.

Physicians for Social Responsibility started MPA's legacy of service to medical and non-profit organizations.





Loma Prieta Earthquake

Many MPA clients were affected by the quake. Computers broke when they flew through the air and external cables shredded the attached internal circuit boards.

The quake caused MPA to be an early advocate for small business clients to install servers and other mission critical gear in earthquake proof equipment racks.

[1989]

Invention of The World Wide Web

A novelty at the time, MPA clients did not use the Web until three or four years later as there were few immediate business applications for the new technology.



MPA becomes Apple Authorized Dealer

Venture Capital and Investment Advisory clients located on Sand Hill Road wanted to try using Macs in their businesses. MPA trained and hired Apple technicians and began selling Apples.



Later, Macintosh PowerBooks began to randomly smoke and burst into flames in client offices, burning desks and rattling nerves. Apple refused to repair the laptops or supply replacements. "When we know how to fix them, we'll let you know." Clients were furious.

Quality problems continued to plague client productivity. To protect clients after two years of trouble, MPA fired Apple in 1992 for poor engineering and not standing behind their products. These were not the Steve Jobs years...

Data Switch

PC Networks Begin
To Oust Mainframes
In Some Companies

Small Machines and Software
That Operates Them Are
Cheaper and Often Better

Still Work for the Big Systems

By WILLIAM M. BULKELEY
Staff Reporter of THE WALL STREET JOURNAL

The Wall Street Journal
May 23rd, 1990.

[1991]

Client Productivity Breakthrough

MPA's team of wizards figured out a remarkable way to lower the cost of installing and maintaining desktop software. Labor savings were as high as 90%. Hardware savings were as high as 40%. And software savings sometimes approached 90%. More importantly, computer glitches, slowness, and user downtime were greatly reduced – boosting efficiency and productivity.

Before long, MPA was serving McAfee, Safeway, Palm, Carr McClellan, Le Boulanger, and other Bay Area institutions.



McAfee Associates

MPA began serving McAfee as their IT department when they had 25 employees. McAfee founded the anti-virus market sector.

MPA supplied all of McAfee's computers, software, and IT labor for years until their headcount reached more than 500.

McAfee's PR group encouraged LAN Times to run an article, "Even the Pros Need Help." A goal of the article was to make McAfee look good because they hired MPA to clean up their act!

G.W. Williams Company

The real estate development firm was started by George W. Williams in 1924. MPA was hired to replace an IBM mini-computer with a PC network. Not exactly "mini", the aging IBM was the size of a deep freezer. It was nick-named "G4" as the President at the time was George Williams III.



At MPA's 30th anniversary, G. W. Williams is our oldest continuous client relationship.

Le Boulanger

The best sourdough bread in the Bay Area needs the best leavened IT support.

During the past two decades, MPA has helped keep Le Boulanger's sizable bakery, store chain, and restaurant delivery operations running smoothly.



[1994]

CARR McCLELLAN INGERSOLL THOMPSON & HORN

Carr, McClellan, Ingersoll, Thompson & Horn

After more than a decade specializing in law firm automation, MPA was honored to begin serving Carr McClellan.

One of the Peninsula's iconic law firms, Carr McClellan has more than a dozen departmental specialties, requiring the information technology complexity of a firm many times its size.

One of MPA's first assignments was to seamlessly connect text based "green screens" to the firm's IBM minicomputer, which was the size of two refrigerators and had its own room. Today, the firm uses productivity enhancing integrated document management, automated document generation, multiple windowing monitors, high speed servers, and hybrid cloud systems.

STANFORD UNIVERSITY PRESS

Stanford University Press

The August Stanford Press was established in 1892 and occupied an historic building in the center of the Stanford campus.

MPA managed the network systems for the Press, the only network on campus not controlled by the Stanford IT Department.

charles SCHWAB

Schwab

Schwab's corporate IT team consulted with MPA on how to improve their company-wide network.

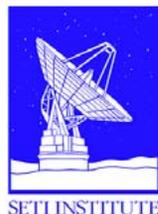
Before long, referrals to MPA began from Schwab Institutional to Registered Investment Advisors (RIAs). Relationships gained have deepened MPA's knowledge of investment advisory automation, productivity, and compliance.

The referrals have continued for two decades and counting...

[1993]

The SETI Institute – The Search for Extraterrestrial Intelligence

MPA took over management of SETI's computer network after freshmen Republican congressmen cut funding and SETI scientists left NASA to setup operations in Mountain View.



SETI's systems included Apple, PC, and UNIX.

At SETI, MPA had the pleasure to serve Barney Oliver, the former head of NASA SETI, who had been the lead developer of the HP 35 calculator as well as Founder and Director of HP Labs.

Barney hated "Bill Gates' Calculator" in Windows. MPA was able to implement a Windows calculator for him that used Reverse Polish Logic, the method behind his HP calculator. Barney was thrilled.

Palm Computer

When MPA was hired by the fledgling Palm Computer, Palm was assisting Apple to try and fix the Newton, Apple's PDA disaster.

Jeff Hawkins and Donna Dubinsky of Palm decided to reach for the stars and create their own PDA, the "Pilot."



The PalmPilot, the first successful PDA in the World, was developed on MPA installed and maintained servers and workstations. Palm's technology environment was complex and included Macintosh, PC, and UNIX systems.



[1997 - 2000]

Y2K Upgrades

Protecting the businesses of MPA's valued clients while getting them ready for Y2K was extremely challenging. MPA's team rose to the occasion.

Until then, it had been common for networks to be installed and not modified for many years. The superb reliability of Novell servers and Microsoft DOS meant most organizations were not Y2K compatible without significant change. This required complex conversions.

Microsoft servers replaced Novell. Faster cables replaced slower ones. Windows replaced DOS. Significant user training & retraining was needed. "What's a Window?" "How does my mouse work?"

Labor-consuming upgrades were required to be ready for January 1st, 2000. By 1997, the rush was on.

To fit the labor required into the available time, MPA took Y2K upgrade reservations more than two years in advance! The schedule was booked solid including weekends.

MPA's team came through, got our clients ready, and prevented downtime throughout these remodels. Not a single client had trouble at Y2K.

Windows 2000, a breakthrough

After 15 years of trying (!), Microsoft finally produced the first reliable version of Microsoft Windows.

Rejoicing was heard around the World.

Client productivity increased because Windows 2000 allowed significantly improved multi-tasking; you could work with a number of apps at once and switch between them.

Since the ROI was positive, MPA recommended and helped many clients upgrade.

[2002]

MPA Networks Incorporated

Our company name was modified to better reflect the substantial contributions of the entire MPA team.



Our new logo was designed by the international industrial designer, Peter Muller of Interform.

The Technology Revolution of 2002

For the first time, more MPA clients said they would rather have their phone system down for an hour than their computer system. Yet state-of-the-art computer systems were less reliable than phone systems. Consequently, high productivity, reliability, and downtime prevention became Job One.

MPA's Response

To protect and enhance client productivity, MPA developed a radical new approach: Planned Maintenance programs focused on proactive service.

MPA adapted service methods from non-computer industries where machinery failures are expensive: ship and airplane fleet maintenance.

"Oil-Check," "Oil-Change," and "Tune-Up," service programs were designed to fix problems before they happened and keep systems running reliably.

Client productivity and uptime increased.



The iPhone is released.

The revolutionary iPhone Personal Digital Assistant (PDA), a full blown computer in a small package, put a remarkable number of productivity enhancing apps into one's pocket.

Suddenly part of the business productivity ecosystem, MPA responded by connecting iPhones to computer networks. Service programs were modified to include support for PDAs.

Patent Application filed for Technology Care Insurance

Hoping to spawn a new industry, the patent application grew out of experiments with insurance components in the Reliable Networks service program.

MPA launched the SafetyNet division.

To promote a revolutionary hybrid Cloud backup and disaster recovery system, MPA created a division to offer the system under the marks, SafetyNet™ and SafetyNet for Advisors™.



While excellent for the disaster recovery program of any firm where downtime is expensive, SafetyNet is particularly suited for Investment Advisors due to the multiple compliance challenges it solves.

[2007]

[2009]

[2004]

[2010]

Reliable Networks

Driven by client needs, MPA invented the Reliable Networks program. MPA boldly combined insurance policy components from Health Care with technology maintenance programs.

Insurance components provided incentives for MPA and clients to be proactive and not kick the can down the road.

The result: increased client productivity and lower costs! It's better for clients to have insurance and be proactive than to suffer nasty unexpected costs and poor computer health.

Reliable Networks was a hit!

MPA writes a book:



The iPad is released.

Essentially a large format iPhone, the iPad transformed business networking by combining laptop features and the iPhone app ecosystem in a light and elegant package. Keyboards, speakers, and other hardware could be modularly attached.

The iPad put more of the "personal" into the personal computer. MPA responded by integrating productivity enhancing iPads into computer networks.



We continue to attract and keep a talented and friendly team to serve you and are proud to be the oldest IT service company in Northern California.