



August 3, 2010

**FOR IMMEDIATE RELEASE**

**Contact:** Bob Breitman  
IT That Works!  
(248) 593-1477  
[bob.breitman@ittw.net](mailto:bob.breitman@ittw.net)

**BTR Associates Expands and Rebrands**

**Bingham Farms, MI, July 28, 2010** – BTR Associates of Bingham Farms announces that it has completed its expansion and rebranding efforts. BTR will now be known as IT That Works! (ITTW). IT That Works has expanded its services and office space to meet the growing IT demands of small- and medium-sized businesses. ITTW services focus on providing Technology as a Service (TaaS) to enable its clients' business.

ITTW, a Microsoft Gold Certified Partner, and known for its product, "**A Better Outlook**" which provides Hosted Microsoft Exchange and SharePoint services, has added the following new services: "**A Better Tech Support**" (Managed Computer and Network Services), "**A Better Data Backup**" (Managed Backup and Recovery Services), "**A Better Comm**" (Telecommunications and Telephone Solutions), and "**A Better App**" (Hosted Desktops and Applications).

Many of the services have unique guarantees, a rare occurrence in the industry, yet welcomed by companies tired of dealing with increasing and unexpected IT expenses. The products can be used individually or collectively, depending on the needs of the client businesses. "We have realigned our services to provide secure, cost effective, and robust services that are easily available to the growing cadre of companies that need to expand their Information Technology," said Robert Breitman, President and CEO. "Our clients can now take advantage of advanced technology without having to make a capital investment. They no longer need to worry about the need to purchase and incorporate rapid and frequent technology revisions, and with the **ITTW** products, they will be able to accurately forecast and track expenses."

Breitman further stated that "If you are frustrated by your attempts to tap the power of technology to grow sales, improve customer satisfaction, or gain a competitive advantage... If you are upset that your current technology partner focuses only on the technology and not the business impact... If you are disappointed in past results and are concerned that your investment is not paying for itself... Go to our Web site, [www.ittw.net](http://www.ittw.net), and see how we can help."

Breitman and ITTW Vice President Mike Lakatos have over 50 years combined experience in Information Technology and Service, both having had senior management positions in major companies before forming their partnership in 2003. Since that time their firm has provided outstanding IT services to the metro Detroit business community.

ITTW may be reached at 248.593.1477 or at [www.ITTW.net](http://www.ITTW.net).

###

30150 TELEGRAPH ROAD, SUITE 120 • BINGHAM FARMS, MI 48025 • OFFICE 248.593.1477 • FAX 866.486.6681