

ANTEO NEWS

PASSIONATE ABOUT PEOPLE

ANTEO NEWS

Anteogroup.

Spring Edition

Volume 1 Issue 2

Anteo Group Launches TeamAnteo Campaign

Anteo Group extends *Passionate about People* to the community through charity and association involvement as well as sponsorship. The TeamAnteo campaign includes Anteo Group employee participation in at least one charity event and two associations per quarter. Anteo Group as a company will sponsor at least one association and/or charity per quarter.

Although Anteo Group and its employees participate in numerous associations around Metro Atlanta, and Anteo Group is currently a sponsor of the Atlanta Java User Group, TeamAnteo is a concerted effort to increase contributions to the Atlanta

community.

Anteo Group's first philanthropic event was the Hands on Atlanta Technology Day held on March 20, 2004. Anteo Group employees installed educational software and painted murals for Humpries Elementary School in Atlanta.

In addition to charity involvement, Anteo Group will partner with other members of Atlanta's technology community to sponsor WIT Connect 2004 this June, an annual networking and auction event hosted by Women in Technology (WIT), a founding society of the Technology Association of Georgia (TAG).

Anteo Group has also joined the Metro Atlanta Chamber of Commerce as an Executive member.

"Even though our company is young, we knew that it was our corporate responsibility to give back to the community through charity and association participation and sponsorship," said Anteo Group President Dion DeLoof.

TeamAnteo.

For more information about TeamAnteo, visit our website at http://www.anteogroup.com/know_anteo/teamanteo.html

Market Fast Facts

Atlanta #1 City For Doing Business:

According to the INC. Magazine, Atlanta is "the hottest of the hot economies of the country. Pummeled in the early days of the 2000 recession, the sprawling Georgia metropolis has roared back, mostly on the basis of its strong service sector, pro-business culture, and a relatively affordable housing environment

in comparison with other big-time cities.

IT Decision Making:

"CIO's will spend money on information technology only to raise ROI," said Hewlett-Packard Chairman and CEO Carleton S. Fiorina.

Future Predictions:

From a recent Business Week

article:

"We could have a very short-term return to previous growth if the economy really booms," said Steven Minton, Director of the Worldwide IT Market Research Group at Tech Tracker IDC in Framingham, Mass. "But after that, we think that IT spending will settle around the 7% to 8% growth range."

Inside this issue:

The Next Five Years: Atlanta Flourishes	2
Hot Technology-The Heart of a .NET Consultant	2
Anteo Group Starts 2004 with New Clients	3
What's On Your Label?	3
Tips of the Trade-Interviewing	3
The Future of the Wireless Industry in Atlanta	4

Visit us on the web at
www.anteogroup.com

The Next Five Years: Atlanta Flourishes

By James Yeagle, Director of Sales US



"Atlanta's biggest asset is its economic diversity," said Yeagle.

While the departure of programming jobs is a major concern across most major cities of the US, Atlanta looks like it will weather the storm and actually flourish in this area over the next 5 years.

At the heart of the outsourcing issue is the movement of the less-creative software jobs: bug-fixing, updating antiquated code, and routine programming tasks that require many hands. These less-creative jobs are performed for large companies that have massive systems to support their 5,000 to 300,000 employees and/or large customer bases. These companies tend to be the more ma-

ture Fortune 500 type companies like Sears, GM, IBM, GE, Tyco, etc.

Atlanta's economic history is relatively new compared to the other major US cities. It is not centered on cars like Detroit, manufacturing like Chicago and LA, telecom like Dallas or finance like New York and Boston. Atlanta's biggest asset is its economic diversity.

Atlanta will be affected by overseas outsourcing by companies like Bellsouth, UPS, Coca-Cola, Norfolk Southern and Delta as they seek cost saving options while evolving and maturing their large systems, but Atlanta is now anchored economically by a strong group of

small and mid-sized companies that help companies of all sizes realize cost ROI and competitive advantage. These small and mid-sized companies are moving too fast and their systems are too complex to go overseas.

These dynamic, small and mid-sized software and IT services companies will drive through and grow past any outsourcing affects of the big companies in Atlanta. Atlanta-based companies like Revenue Technologies, Connecture, Aelera, Macquarium, Checkfree, Witness Systems, TechDiscovery, NDC, and Global Payments will spearhead a prosperous next 5 years for the IT market in Atlanta.

Hot Technology - The Heart of a .NET Consultant

By Chris Burge, Technical Architect

In today's world of increasing offshore developmental practices and "scope limited" projects, IT managers are becoming more reliant upon cost effective technologies and the consultants that can effectively wield them into corporate strategy. Microsoft's vision has never been to provide the most neatly packaged code-base for the IT guru but has always been to provide a product for the "budget" strapped Project Owner.

In the ".COM" days, we had two competing technologies: J2EE and Microsoft. J2EE was the most efficient of the two

technologies but with the caveat of much longer development times which, in turn, incurred substantial cost. Microsoft's ASP model was the easiest to code but could wreck havoc upon those who did not study how to correctly use the technology. In the end, J2EE won support among industry gurus.

Now with tighter controls on IT expenditures, Microsoft server technologies is making a comeback with a more robust, tighter code base while still allowing for a relatively quick turn around time for results. With this in mind, the senior

level .NET developer/architect is able to sell his services to a broad market of corporations who are willing to expend resources if the Total Cost of Ownership (TCO) and the Return on Investment (ROI) is presented as a palpable substance.

Even in an offshore market frenzy, locally knowledgeable IT consultants are needed to assure that a corporation's hard earned money brings back an enterprise-wide positive result.

"Even in an offshore market frenzy, locally knowledgeable IT consultants are needed"

Anteo Group Starts 2004 with New Clients

In just the first quarter of 2004, Anteo Group has broken accounts at Fortune 500 as well as mid-sized companies.

Recent client additions include:

ING. ING Investment Management, a subsidiary of ING, has engaged Anteo Group for .NET

positions.

LeasePlan. Anteo Group provided LeasePlan with a contract resource to assist in development of a Truck Remarketing Project.

Revenue Technologies. Revenue Technologies has engaged the Anteo Group Atlanta office to fill

a Sr level Java Architecture position. Skills included J2EE, EJB's, CMP, Weblogic, Singleton, XML, JSP, Struts, LDAP and RMI.

SFW. The London office of Anteo Group supplied SFW with a Java architect for a central government project.

“Anteo Group has broken accounts at Fortune 500 as well as mid-sized companies.”

What’s On Your Label?

By Bob Klingler, Creative Director and Co-Founder Atomic Fusion

Many find themselves in a stressful situation when they are tapped to lead their company’s web or intranet initiative. Panic usually sets in when tasked to gather content from a variety of internal sources and organizing it into something that accurately represents their company’s offerings. The process is usually driven in the eleventh hour by a high-profile event. As a result, clear labeling and

organization are often overlooked.

When planning website or intranet navigation, think of it as your “label.” This is not the time to be cute and mysterious. You will lose prospects if they can’t easily find the information that matters to them and that translates into less business for you. When putting together your “label,” select words that best represents the content within the section.

Be sure the labels make sense to your target and not just to your company.

You may have only one shot at turning a prospect into a customer. Keep their needs in mind and they will think of you the next time they need a new pair of shoes, IT support services, or directions to the nearest video store. Put your website visitor’s best interests at heart, and everyone wins.

Tips of the Trade—Interviewing

By: Vince Mayers, Director of Resourcing

This may seem like common sense, but surprisingly few people cover all these steps in the interview process.

1. Be on time and/or early
2. Always dress professionally
3. Know who to ask for when you arrive
4. Be prepared

* Make sure your recruiter (if you are working with

one) has fully described the company, project, where the project is in its lifecycle, deliverables, etc.

* Have a copy of your resume as well as paper and pen to take notes

* Be prepared to talk about everything on your resume

* Read the entire company website before the interview

* Know any current events that may involve the company

* Have questions ready

If you were able to get the interview in the first place, then you probably have the skills on paper needed. Remember that you are being interviewed—not your resume...



“If you were able to get the interview in the first place, then you probably have the skills on paper needed,” said Mayers.

Anteogroup.

1372 Peachtree Street
Suite 201
Atlanta, Georgia 30309
Phone: (404) 897-5152
Fax: (404) 897-1920
Email: info@anteogroup.com

About Anteo Group

Anteo Group is a leading Atlanta and London based ROI Consulting and project based Information Technology Staffing Company. Anteo Group leverages over 30 years of experience in the Technology and Technology Staffing Industries.

After building businesses in the US and Europe, Anteo Group's leaders have refined a ROI proprietary software analysis tool and methodology known as Economic Modeling and Methodology (EAMM™) as well as a Staffing Engagement Requirements Definition and QA process.

Visit us on the web at
www.anteogroup.com

The Future of the Wireless Industry in Atlanta

By Melissa Lauderdale, Senior Account Executive T-Mobile

The dependency of wireless service has evolved from a creature of comfort to a necessity over the past few years. Atlanta's wireless market is highly developed with 96% of the eligible population having at least one cell phone per person.

The dependency on wireless has made competition between carriers extremely aggressive. The wireless marketplace in Atlanta is one where a wireless carrier must bring service, price, and coverage to the table in order to compete. Number portability has further increased the competitive nature of the market with customers being able to take their number from carrier to carrier.

The top players in the wireless

market are Verizon for their national coverage, T-Mobile for price, international coverage and data features, Nextel for their push-to-talk, AT&T/Cingular for tenure, innovative services and migration to GSM technology and Sprint for all inclusive packages.

As coverage and the necessity for mobile communications continues to grow in Atlanta, wireless users will look to replace their landlines with their cell phone. Many users have already done so, but billing usage per minute has kept some from replacing their landline. High-end cell phone users are looking toward 5,000+ and unlimited minute usage plans. In order to re-

place their landlines with wireless, a user must justify this decision with adequate coverage, monthly cost that is comparable, and quality service.

The future of wireless in Atlanta only continues to grow. As a T-Mobile Account Executive, it is uncommon to come across individuals who have never had a cell phone. Moving forward, customers are looking for a more cost effective solution with more minutes, more features and more quality service. The future of wireless in Atlanta improves at the beat of technology. I foresee the wireless and landline industries competing for years to come as users become more and more dependent on their cell phone(s).