

## Notes

Client – SBT Partners

Title – Who are SBT Partners' clients?

Beginning and end of video – SBT Partners and animated logo like we did with “who is SBT partners video”

CSBexcellence copyright logo at bottom? Yes

Vanessa, you'll see quite a few commas, where I'm trying to emphasize some pauses.

Dima, we need to make sure the SBT videos don't look too much alike.

Thx,

Hey there, it's the SBT Partners team here, yes, SBT Partners, “Your Technology-as-a-Service experts”, or as we like to say, your TaaS experts.

In this cool video we answer one of the most frequently asked questions we get, who are SBT Partners' clients?

We love that question. Why? Because we believe we are living in a technology world where a technology provider cannot be great at being everything to everyone. The technology world is simply too complicated today and is getting more complicated and complex as each day passes, and that means specialization and focus is mandatory to deliver greatness.

So who are our clients?

Our clients are SMBs off all sizes and types that have one thing in common, they believe technology can truly help them achieve greatness in their business, they understand that the technology world is rapidly changing and they want to capitalize on technology to achieve their desired business outcomes, and they know they can't do it alone. They are looking for a trusted and proven partner.

Lastly, and very important, within our clients, we serve several different non-technology personas such as the CEO, CFO, heads of marketing and sales and so on to help them achieve their desired business outcomes.

We hope this helps.

Give us a shout at [TaaS@SBTPartners.com](mailto:TaaS@SBTPartners.com).