

# SPRC SMART PR Communications

April 16, 2013

FOR IMMEDIATE RELEASE

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RE: Ace Computers' Massive Military Build Shows Custom Computers Reign.

CHICAGO---As technology resellers' profits cool, custom technology sales are heating up; Ace Computers' recent 800-plus unit order from the U.S. military is a good example. This trend toward custom is driven largely by organizations that require large numbers of desktops, massive computing power or both. Here's why:

1. As the number of desktop manufacturers continues to dwindle, organizations are naturally nervous about a major buy from a company that they aren't sure will be in business in another year.
2. When it comes to massive computing power, an off-the-shelf desktop isn't going to have it. Yet, custom computer builders can now make desktops that have impressive computing capabilities with footprints not much bigger and at a cost not much more than off-the-shelf desktops.

This radical shift toward custom computers is especially evident at Ace Computers. "We've been in business for 30 years and have never been busier," said Ace Computers CEO John Samborski. "The mass market has always been one-size-fits all, but now I think it's even more so. If you go into an electronics big box store, there's not much left to choose from anymore. Even though custom has always equaled value, the custom builds we're getting now are from organizations that can't find what they need at any price."

Samborski added, "Although this is by no means our first military order, we were awarded the recent contract because they were looking for a best of class workstation with the performance, precision, and price that the government requires. It was evident to them that we could deliver all three and off-the-shelf could not."

So while the market for off-the-shelf desktops continues to wane and mobile devices don't have the power, capacity, or longevity that most organizations need, today's high performing custom computers are filling the gap.

Multiple award-winning Ace Technology Partners (Ace Computers) is a Woman-Owned Small Business custom technology systems builder and reseller for the public sector as well as the commercial sector. It has been an industry leader since 1983. In addition to some of the finest academic institutions in the U.S., long-term clients include the U.S. Department of Energy and the U.S. Department of Defense. Ace Computers builds custom technology with the same components that top manufacturers use without the premium price. Its principal, recognized industry expert John Samborski, is an alumnus of Intel's prestigious board of advisors. In addition to its Greater Chicago headquarters, Ace Computers has locations in New Jersey, Pennsylvania, Minnesota, and Idaho. To contact Ace Computers, call 1-877-223-2667 or 1-847-952-6900 or visit [www.acecomputers.com](http://www.acecomputers.com).

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Visit the Media Room at: <http://acecomputers.com/MediaRoom.asp>

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