

A Message on Coronavirus Crisis

As the impact of the COVID-19 crisis continues to grow, the health and safety of our Clients, Team Members and Community remain our top concern.

First and most importantly, we hope you, your loved ones and business associates remain safe and healthy throughout this difficult period. We're in the midst of a crisis unlike any other, tough times lie ahead for sure, and the rebound may take months.

Businesses everywhere are doing their best to survive and people are working hard trying to adapt to a new (and hopefully temporary) normal. Like you, we are very concerned and are doing everything we can to continue providing value to our clients, until this passes.

What are we doing at PDS to weather the storm?

- **Working Remotely:** We remain open and continue servicing our clients, albeit remotely. We've transitioned all workflows to a remote-work model, consistent with the State of Michigan's stay-home stay-safe orders. Doing so minimizes our team members' public exposure and improves the likelihood of our team remaining fully staffed and functioning.
- **Maintaining Communication and Support:** We are fielding calls and taking inquiries from our clients and vendors in our usual manner. If you reach out to us by email or phone, you can expect a typical timely response from our team members. We are tending to both existing and new project requests.
- **Reviewing Security:** We've undergone a review of our security profile with all team members. What better time than now to go over these key details, all of which are critical to ensuring our entire operation remains safe and secure. Our prior investments in infrastructure, security and personnel training have made this transition easier for PDS.
- **Strengthening Alliances:** We've assured that our relationships with our key data partners, datacenter and technical support partners remain solid, guaranteeing seamless, transparent and secure operation during this time.

- **Monitoring Situations:** We continue to monitor advisories from public agencies like <https://www.cdc.gov/> and <https://www.michigan.gov/whitmer/> and will use this info in driving future operational decisions.
- **Thinking Ahead:** We're staying proactive marketing-wise and projecting forward to the day when this crisis is behind all of us and companies, like yours, are eager to get back to "normal" in the marketplace. We're keeping our ear to the ground regarding expected surge activity, preferred marketing methodologies, service needs and the like, and being otherwise forward-thinking about the needs our clients may have as we emerge from this crisis.

Now, more than ever, it's important to re-evaluate your marketing and sales efforts and what drives (and will drive) success for your business. As difficult as it may be to fathom right now, we will get to the other side of this crisis. Consumers will one day return to the marketplace and we want to be there, partnering with you towards a brighter future. We stand ready to bring our broad-based capabilities, ingenuity and experience to bear in crafting solutions for these unusual times and hope to be there for you and your company when things come roaring back, stronger than ever!

At this time, we urge you to stay safe, be kind to others, and to do your part to help others where you can. We are, truly, in this together.

If you have additional questions or concerns, please contact our office at 248-313-9120 to speak to me or one of our associates.

From all of us here at PDS...Be Well, Stay Strong,

Brian

Brian Allen

VP/Managing Member

Progressive Data Services, LLC