



## Customer bill of rights

# ALIAS customers always come first

At Pyramidal Technologies, customers come first. When you purchase an ALIAS system, you can expect, and will receive, fair treatment, great support, clear and transparent pricing, and leading-edge technology. Here is what inspired Mike Barrett, CEO of Pyramidal Technologies, to create a Customer Bill of Rights:

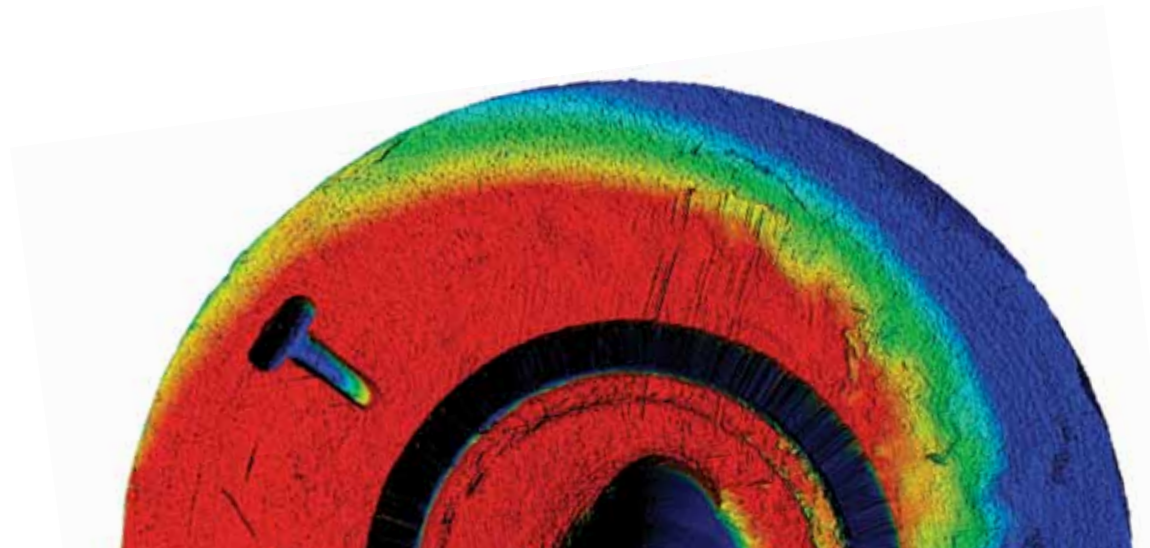
"I'm a former forensic firearms examiner for the Royal Canadian Mounted Police (RCMP). I know what it's like to be a happy and an unhappy ballistics systems customer," says Barrett.

... continued on back page

*Be treated fairly and never feel abused or ripped off by a company with a monopolistic attitude*

As an ALIAS customer, you have the right to:

- Receive a prompt, polite response to inquiries, suggestions and problems
- Get help with strategic planning so ALIAS serves you now and in the future
- Be confident that your budget estimates for ALIAS systems will not be thrown into disarray by hidden or surprise charges
- Count on technology that does not grow ineffective through indifference
- Own and control your ballistics data
- Rely on non-proprietary database technology that lets you share your ballistics data and collaborate with other law enforcement agencies
- Choose from a range of support plans, including a zero-cost option, versus "one size fits all" pricing
- Get prompt, knowledgeable support from a trained technician
- Be treated fairly and never feel abused or ripped off by a company with a monopolistic attitude



*We promise to treat you like a valued customer and a forensic professional. If we don't, contact me. I'll set things straight.*

*- Mike Barrett, CEO of  
Pyramidal Technologies Ltd.*

"I've heard too many unhappy stories in this business. An examiner I know needed a new mouse for his ballistics interface and assumed a quick trip to the computer-supply store would fix the problem. No way, said his vendor. Instead, he had to wait for shipment of a "special" expensive mouse. That's not acceptable."

Pyramidal's Chief Technology Officer insists on using the best and most appropriate technology for ALIAS, such as the computing architecture from Apple Inc. "You can order parts from us or buy them from Apple or another qualified source. It's your choice," says Barrett.

In another case of vendor arrogance, Barrett says a forensic lab needed to move their forensic ballistics system from one room to another 10 feet away: "Forget it, replied their vendor. Instead, they had to pay over \$10,000 and the cost of two technicians to make the simple shift. To move an ALIAS system, just shut down and unplug the components, insert the travelling

interferometer protector, and move ALIAS wherever you need it."

Barrett shares one other example: "When a light bulb burned out in a firearms examiner's imaging component, he was told fixing it himself would void the warranty. Instead, he had to wait several days and pay thousands of dollars for a technician's visit (including transportation and accommodation) to replace the bulb.

At Pyramidal Technologies, we move fast to keep you up and running. Just call support for help. We know every day your system is down is another day a killer is on the loose."

Barrett concludes by stating, "we promise to treat you like a valued customer and a forensic professional. If we don't, contact me. I'll set things straight."



**PYRAMIDAL**  
TECHNOLOGIES LTD.

### Contact us

Pyramidal Technologies Ltd.

Web: [www.pyramidaltechnologies.com](http://www.pyramidaltechnologies.com)

Email: [info@pyramidaltechnologies.com](mailto:info@pyramidaltechnologies.com)

Phone: 1-246-233-5353

