



**ADT Always There®**

ADT Security Services  
P.O. Box 551200  
Jacksonville, FL 32255-1200

May 10, 2011

To Whom It May Concern:

It is with great pleasure that I recommend Strategic Software Systems, LLC (SSS). ADT contracted with SSS over ten years ago for Marketing data warehousing and analytics. Over the years, they have supported numerous strategic initiatives that have encompassed database design, database optimization, ad hoc extracts/analytics, list management, third party data integration, data cleansing/standardization, and performance analysis. In addition to these services, SSS was ADT's outsourced Marketing database vendor.

In my experience with SSS, I found that they brought a tremendous amount of industry expertise – grounded with the practical “everyday” business constraints that every company has to deal with. SSS offered innovative, cost effective, and pragmatic solutions to ADT to help maximize profitability of Marketing programs. They have truly been a strategic business partner.

Overall, SSS was a pleasure to do business with. They were always responsive and truly listened to our needs. These were invaluable in their success of delivering world class solutions.

I unequivocally recommend SSS to provide data solutions to any organization. If you have any questions, please feel free to call me at 904-564-5268 to discuss SSS's strategic core competencies.

Sincerely,

A handwritten signature in black ink, appearing to read "Brandon N. Choy". The signature is fluid and cursive.

Brandon N. Choy  
Director, Commercial Business Unit Support