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**Professor Clayton Christensen of the Harvard Business School Joins The Digiticians® Board of Directors**

May 23, 2002, Waltham, MA – The Digiticians®, a leading provider of on-demand and managed IT services for small businesses and home office professionals, today announced that Professor Clayton Christensen from the Harvard Business School and author of *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* has joined the company's Board of Directors.

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"This is second time I have had the privilege to work with Clayton and I am thrilled to have him on the Digiticians' Board of Directors" says Ken Smith, Founder and CEO of The Digiticians®. "Clayton's research has been influential in directing the strategies of many successful companies. Our strategy could not be more closely aligned with his disruptive innovation model and we are very pleased to have his clarity and vision on our Board."

"There's a real pattern where, in an industry, profitable growth businesses emerge." Says Christensen. "In the first wave, it is the makers of the platform that make money. In the second wave, the makers of products which augment what can be done with the platform make the money. In the third wave, service companies that make use of the platform so that it is easier, simpler, and more convenient captures the growth and profit in an industry. My sense is that the first wave ended some time ago; the second wave, the provision of software, is near the end of its growth in the home and small office space. We're now poised at the beginning of the third wave. I think Ken Smith's business model and strategy for The Digiticians® is ideally positioned to catch this wave."

Clayton M. Christensen is a professor of business administration at the Harvard Business School, with a joint appointment in Technology & Operations Management and General Management. His research and writing interests center on the management of technological innovation, developing organizational capabilities, and finding new markets for new technologies.

Christensen holds a B.A. with highest honors in economics from Brigham Young University (1975), and an M.Phil. in economics from Oxford University (1977), where he studied as a Rhodes Scholar. He specialized in applied econometrics and the economics of less-developed countries. He received an MBA with High Distinction from the Harvard Business School in 1979, graduating as a George F. Baker Scholar.

His book, *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*, won the 1997 Global Business Book Award for the best business book published in 1997. Christensen has served since 1986 as a member of the Program Review Board and Strategic Planning Committee of the Brigham and Women's Hospital in Boston, and has been a member and

chairman of the board of directors of the Massachusetts Affiliate of the American Diabetes Association since 1984.

**About The Digiticians®**

The Digiticians® is the leading provider of on-demand and managed IT services to small business and home office professionals nation-wide. The company combines enterprise-class technology and best practices with a cost-effective, innovative deliver model that dramatically reduces the time and cost of information technology support. The company's proprietary solutions include PCCare® automated computer maintenance, DataSecure automated data back up, and eSupport on-demand computer support. On-site IT services are also available through partnerships that cover over 200 domestic markets.

Founded in 2000 by a team of successful high technology entrepreneurs, The Digiticians® is a privately held company based in Waltham, Massachusetts. For more information on the company please contact us Ken Smith, Founder & CEO, or email [info@digiticians.com](mailto:info@digiticians.com).

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