

## **Rice Computer Solutions Announces New Name and New Focus**

*Las Vegas based Rice Computer Solutions announced today that effective 01/March/2007 it will be changing its name to Rice Technology Solutions.*

February 25, 2007 (FPRC) -- 2006 was a great year for Rice Computer Solutions. We saw tremendous growth in every area, and would to say to our clients, thank you. We believe 2007 will be even better, and we have plans for growing our business and generating even faster growth . Part of those plans includes a decision to change our name from Rice Computer Solutions to Rice Technology Solutions.

A great deal of thought has gone into deciding to change our company name. It's a big deal, after all, since we've spent time and money building recognition around the Rice Computer Solutions name. Besides being really long to type, the Rice Computer Solutions name was creating some challenges for our team. It took 15 minutes to get new clients to understand that we did more than just fix computers. Why entrust the installation of a Cisco router to a computer repair technician? They needed professionals who were able to solve complex problems and provide answers to their end users. At the same time, we were frustrated that everyone thought we were break/fix specialists only. Some clients desire for this type of work, but we wanted work that was more specialized and complex.

As we listened to both sides of the marketplace, we realized that both were saying the same things in different ways. The Rice Computer Solutions name was a limitation.

What could we do to remedy this situation? Change the name.

So we did.

Now we are Rice Technology Solutions. Our new name tells the story of who we are today and who we hope to become. On-Site Service. Any Technology Based Problem. Outstanding Service

So welcome to the new Rice Technology Solutions. And welcome to the future.

### **Contact Information**

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### **Keywords**

[computer](#)

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