



Collaborate. Innovate. Automate.

crystal Σ quation®

crystalequation.com

About Crystal Equation:

Crystal Equation serves as the Managed Services Provider (MSP) for clients through a service-level agreement that states the performance and quality metrics to be met throughout the relationship. The benefits of this approach include:

- i. Increased access to diverse sets of skills and knowledge
- ii. Reduction of costs by decreasing redundancy
- iii. Improved efficiency through automation of processes
- iv. Avoidance of complexities - Crystal Equation is the “One Stop Shop”
- v. Enhanced transparency through comprehensive reporting

Mission:

To empower people and advance technology initiatives by building trust.

Vision:

To become a nationwide leader in advancing technology initiatives by nurturing relationships, adapting to change, and embracing transparent communication. To exceed expectations by empowering diverse people and organizations through inclusion, engagement and teamwork.

Core Values:

Community

Curiosity

Change

Communication

Certifications/Affiliations:





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Crystal Equation

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Our Commitment

Crystal Equation is committed to empowering staff and candidates to advance technology initiatives for clients by building trust. **We will:**

- Engage others to promote teamwork
- Actively listen and establish transparent communication
- Adapt to needs through collaboration
- Match skillsets and experience to advance technology initiatives
- Follow up and follow through to develop long term relationships



Diversity and Inclusion

When people feel respected and included, they can be more creative, innovative and successful. Embracing diversity in age, gender identity, race, and ethnicity, empowers staff to accomplish goals through the inclusion of unique perspectives. Crystal Equation is a certified Women Business Enterprise (WBE) through WBENC (Women Business Enterprise National Council) and NWBOC (National Women Business Owners Corporation). CE integrates diversity and inclusion practices to create an environment where individual differences are valued and serve as a source for collective empowerment.

As we move forward together, Crystal Equation leads efforts toward embracing diversity by:

- Fulfilling the CEO ACT!ON Pledge to advance diversity and inclusion within the workplace
- Implementing a Diversity and Inclusion Strategic Plan to outline future actions
- Providing resources and training for staff that enable diverse, inclusive thought and practices
- Promoting and remaining accountable to Crystal Equation's Diversity and Inclusion Policy

Crystal Solutions Overview



Crystal Solutions streamlines IT by combining business, development and operations teams and applying automated processes. Medium to large sized companies utilize these managed services to cost-effectively scale their data operations and improve their data delivery capabilities to meet growing business needs. This integration-ready DataOps platform is UX-optimized for efficiency, and provides:

- A centralized view of your data operations and health in real-time
- Auto-remediation of issues and troubleshooting functionalities that minimize time spent for resolution and maximize team engineering productivity



What's the difference?

Many open-source solutions focus solely on streamlining pipeline development and monitoring, with little offering on what to do after detection. Other enterprise solutions mainly focus on organizing your data for governance or reducing footprints.

Crystal Solutions provides these features, plus:

- Battle-tested AI issue detection
- Triaging and troubleshooting
- Resolution through our zero-friction platform

Collaborate

A photograph of two women in an office setting. One woman is seated at a desk, looking at a laptop screen with a smile. The other woman is standing next to her, leaning over and pointing at the screen, also smiling. They appear to be in a collaborative work environment.

Through consistent, inclusive and adaptable processes, Crystal Equation collaborates with clients to provide:

- Experienced managers who effectively communicate with Clients and coordinate engineers' work
- Appropriate engineers based on skills and expertise
- Ongoing training, tools and resources necessary for success
- Transparent communication and honest feedback to begin projects

Managed Services Process

- Client identifies project and process needs to be fulfilled
- Client and CE collaborate to determine scope of project, deliverables, employee management, Key Performance Indicators (KPI's)
- CE identifies candidates and hires the right staff to complete the Managed Service
- CE manages project and deliverables with ongoing reporting of KPI's from start to finish

“While Crystal Equation is not only a top 3 supplier for the CWX Meta Program, they also provide excellent customer support and relationship building with our PMO. They have been a great partner with our program since Go-Live and continue to expand their reach and continuously provide great candidates and service to the business; they have quickly become one of our most trusted suppliers.”

- Ashton L.,
Allegis Global Solutions

Innovate

Crystal Solutions advances business growth through efficient, user-friendly IT solutions. Discovering the most direct path toward achieving business goals opens the path to innovation. Managed Services may be initiated to achieve a variety of functions, including:

Data Operations

The Data Operations Team (DataOps) provides 24/7 “white-glove” global service for data pipelines at scales since 2016. We specialize to drive operational efficiency in data workflows, help deliver data faster and more reliably across your data warehouse

Database Engineering

The Database Engineering team maintains and extends the current landscape of a wide variety of database solutions, both on-premise and cloud-based. We specialize in technologies like MySQL, MSSQL, PostgreSQL, Redis, MongoDB and Cassandra.

Data Services

The Data Services team provides the capability to measure and influence the performance of any KPI that is important to you and your company. To advance through insights is to create a window into the most important dimensions of your company and optimize them.

BI Platform Integration

The team deploys, integrates, maintains, and supports Business Intelligence (BI) applications on-premise and cloud services, providing 24/7 on-call operational support for active systems and application administration.

For all Managed Service positions, Crystal Equation provides full support from start to finish, including onboarding training and support, payroll management, coordination of benefits, performance evaluations, communications and guidance, and offboarding documentation and support.

Automate

Increasing efficiency in processes leads to greater organizational flexibility for clients. Crystal Solutions automates entire processes and tasks to decrease risk, time and cost. As business needs continue to evolve, clients have found that automating tasks has led to greater job satisfaction for employees, eliminating the need for staff to manage antiquated processes.

- Automating process to achieve results
- Identification of client needs for automation
- Review of pathways to achieve optimal level of efficiency
- Testing and review with client
- Deployment of automation process

“Julie and her team at Crystal Equation have proven to be a superior recruiting partner for Apstra since the company was in stealth mode. Julie took the time to not only listen to our needs but understand key characteristics of people who will be successful in our environment. I would highly recommend Julie and her team to companies in need of top talent in the Bay Area.”

- Mansour Karam
Tech entrepreneur and executive



A woman with dark hair and a man with grey hair and glasses are looking at a screen together. The woman is on the left, looking intently. The man is on the right, resting his chin on his hand and looking thoughtfully at the screen. The background is blurred, suggesting an office or meeting environment.

Advancing Technology Initiatives

Crystal Equation builds trust with clients through active identification of needs, appropriate placing of skills and expertise and ongoing communication efforts. Candidates are pre-screened to ensure an appropriate fit, and Crystal Equation employees actively pursue feedback to establish transparency in each partnership. Through a vast network of candidates, Crystal Equation locates “hard to find” talent and provides 24/7 support to ensure advancement of technology initiatives. As each relationship develops, Crystal Equation collaborates with clients to implement time and cost reduction strategies.

How do we Advance Technology Initiatives?

Through consistent, inclusive and adaptable processes, Crystal Equation has built trusting relationships with a diverse range of clients, from startups to Fortune 500 companies. Clients include technology companies, social media companies, marketing and design companies and many more. Crystal Equation collaborates with clients to:

- Identify of client initiatives
- Submit appropriate candidates based on skills and expertise
- Partner throughout the process, from submittal to placement
- Communicate transparently and provide honest feedback
- Automate processes through technology



Meet the Leadership



Christine Terman, *President and CEO*

As Chief Executive Officer, Christine is responsible for all business operations, marketing, strategy, financing, creation of company culture, human resources, sales and public relations at Crystal Equation Corporation. She has more than 30 years of experience in business operations and strategic development, applying her experience and personable demeanor to create lasting relationships through the years. Prior to Crystal Equation, she served as partner, COO and VP of sales at Chemtech Ltd. Her ability to navigate through change and adapt to the needs of staff, candidates and clients has proven integral to her success. She is dedicated to building trust with anyone she encounters through transparency in communication, active listening and empowering others to create positive solutions. Christine enjoys dinners with friends, traveling, working out and exploring new cultures/ways of life.



Julie Selders, *Vice President*

Julie is an accomplished business development leader with over 15 years of experience in the staffing industry. As Crystal Equation's Vice President, Julie is responsible for diversifying Crystal Equation's customer base through relationship building with some of the most sought-after companies in the world. She is also responsible for overall management of Crystal Equation's sales and account management teams, executing strategic efforts for relationship development. Julie started with the company in 2005 as a recruiter and quickly advanced within the company taking on such roles as manager of recruiting, manager of strategic alliances and principal of strategic marketing. She enjoys sports including tennis, skiing, jet skiing and snorkeling, Hallmark movies and traveling with family.

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