



## **Newstex: a virtual company**

In today's interconnected world, the best people and ideas come together virtually to form companies. It doesn't matter if you live in New York City or the mountains of Montana—with Web tools at our disposal, smart entrepreneurs create companies quickly, drawing on the ideas of the most creative people, and collaborate online.

Newstex was founded as a virtual company, one where no physical offices are required. We've learned that nobody knows (or cares) if you're hitting keys at Starbucks or participating on an important conference call from Cisco beach on Nantucket Island.

In our virtual company, no physical infrastructure is required. We use hosted, Web-based everything. That doesn't mean our technology is inferior. In fact, the opposite is true. By building the entire company around off-site redundancy, we're more secure and reliable than many companies with central technology operations.

In the virtual company, motivation and creativity are required. At Newstex, we pour resources into marketing and communications, not physical assets and tangible infrastructure. We meet with partners and business prospects rather than worrying about buildings and HR guidelines.

A virtual company is real in every way: a legal business infrastructure with terrific products and services.

We've learned that the virtual company isn't for everyone. Some people can't deal with the lack of procedures. Many people like to be a cog in the machine. But for those of us who like excitement and making a difference in the world, working at Newstex is rewarding, fun, interesting, and less stressful.

Work-life balance exists for us at Newstex. We wouldn't have it any other way.