



Rocky Dunkman
Owner/CEO

Computer Consultants & Merchants Inc (CC&M) Invited to Technology Assurance Group's 25th Annual Convention Focused on AI-Driven Business Growth

Leading MTSP to Acquire AI Strategies to Help Customers Improve Efficiency, Security, and Customer Experience

GREENWOOD & GREENVILLE SOUTH CAROLINA – March 26, 2026 – Computer Consultants & Merchants Inc (CC&M), a leading managed technology services provider (MTSP), announced today that the company has been invited to attend the 25th Annual Technology Assurance Group (TAG) Convention, taking place April 26–28 in Las Vegas – one of the technology industry's premier events focused on innovation, collaboration, and the future of business technology. This year's theme, "AI – Embrace, Capitalize, Dominate, Profit," reflects a pivotal moment for business innovation. Artificial intelligence is no longer a future concept – it is actively reshaping how companies operate, serve customers, and compete. For CC&M, attending this milestone event is about one thing: bringing back real-world strategies and technologies that directly improve outcomes for their customers.

"AI isn't about automation or replacing people," said Rocky Dunkman, Owner/CEO of CC&M. "It's about helping businesses make better decisions, respond faster, and

deliver a higher level of service without increasing overhead. Every single business is looking for ways to do more with less, but few are leveraging AI significantly. We have been educating our customers for quite some time and we're constantly looking for new ways to utilize AI."

Throughout the convention, CC&M will participate and provide insight during sessions focused on how AI can be applied across service operations, cybersecurity, and internal workflows. A keynote presentation by Matt Mayberry, a two-time Wall Street Journal and USA Today bestselling author, will share unique applications and forecasts on how AI can be used as a strategic thought partner – helping leaders think more clearly, identify opportunities faster, and execute with greater confidence.

"CC&M has always focused on helping our customers maximize their profitability and productivity," added Mr. Dunkman. "What excites us about this year's convention is the emphasis on turning AI into real business outcomes – not just theory, but practical strategies that improve profitability, enhance and protect operations, and elevate the

customer experience. We're excited to teach what we know to others in the industry, while also gaining exclusive, battle-tested insights from other technology leaders."

"We're thrilled to have CC&M share their expertise and valuable insight with TAG Members throughout the U.S. and Canada," said Brian Suerth, President of TAG. "CC&M is at the forefront and our Members have great appreciation and respect for their knowledge."

ABOUT Computer Consultants & Merchants Inc (CC&M)

In 1992, Computer Consultants & Merchants was founded to bring technology services and equipment to businesses in the Orlando, Florida area. In 2001 they expanded their footprint by adding offices in Greenwood and later Greenville covering the Upstate of South Carolina. CC&M streamlined the way companies do business, and the Company became successful for its expertise and service. Providing consulting, business acumen, and of course maintenance services that have always included parts and labor for clients.

Computer Consultants has evolved to meet the changing needs of businesses, providing clients with exemplary technology consultation, Business phone Systems, Access Control with Video surveillance, Cyber Security, Managed Print, integration and Managed services are still the core of everything we provide.

Thirty years later CC&M is still doing what it does best, providing its clients with advanced technology solutions and stellar service!

ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)

Founded in 1998, Technology Assurance Group is an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$1 billion in products and services. TAG Members integrate all technology solutions including IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control and copiers/managed print. Members benefit from best business and management practices, advanced sales training programs and processes, in-depth financial analysis and industry benchmarking, professionally led peer group interaction, marketing and lead generation programs, and strategic partnerships with technology manufacturers. For more information, please contact (858) 946-2108 or visit our www.tagnational.com.