

Understanding the Intersection of Business and IT, Infrastructure Consulting, Application Development and Managed Services Provider Arraya Solutions is Enabling their Customers to be better and not just solving an IT Problem

**Business Services
Infrastructure Consulting**

**Arraya Solutions
523 Plymouth Road, Suite 212
Plymouth Meeting, PA 19462
866-229-6234
www.arrayasolutions.com**



**Daniel Lifshutz
CEO**

BIO:

As founder and CEO, Dan is responsible for driving the company's business innovation and strategy. An experienced and accomplished sales executive, Dan has built an effective sales team for the company from the ground up. He co-founded Arraya Solutions in 1999 and transformed the company from a four person consulting firm into a leading IT consultancy and reseller, servicing clients in all industries throughout the Mid-Atlantic region.

Dan works with customers to efficiently meet their IT business needs, through an understanding of their IT vision and goals. He develops strategic partnerships with manufacturers in the industry and nurtures those relationships to grow Arraya's business. Dan has secured Arraya Solutions as a top partner of best of breed, leading edge IT manufacturers, to ensure that Arraya has a solution for any IT infrastructure. In addition, Dan plans and oversees the company's annual budget and overall business plan.

About Arraya Solutions:

Arraya Solutions is an infrastructure consulting, application development and managed services provider, specializing in technology solutions that help our clients achieve business success. Arraya enables its clients to optimize investments, improve productivity and minimize risk by leveraging our people, partners and proven methodologies. Comprised of leading technology experts, we create scalable, manageable and highly available technical solutions. By designing and building complete business systems, we enable our customers to use information technology strategically.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Lifshutz, would you tell us about Arraya Solutions?

Mr. Lifshutz: Arraya Solutions is a full service enterprise solutions and managed services company, specializing in the IT infrastructure. We service customers throughout the Mid-Atlantic or Delaware Valley region,

which constitutes South Jersey, Metro Philadelphia, and the State of Delaware.

CEOCFO: Why are companies choosing to work with you? What are you doing that is better, cheaper, faster, and easier?

Mr. Lifshutz: One of the things that we do is we provide a guarantee to our customers. That guarantee ensures that we will deliver our solutions to not only meet, but exceed expectations. In the event that we do not we actually provide customers an opportunity to get credits towards future services, up to twenty five percent. We can do this because of the confidence we have in our consulting and delivery organization. We have invested a considerable amount of our working capital back into the business, into the engineering delivery side. We have a staff here that is more typical of the national companies we compete against. We have depth and experience that is not typical of the regional companies in our space.

CEOCFO: Are there particular industries that you focus on or is it across the board?

Mr. Lifshutz: We provide our products and services across all verticals. However, we have internal vertical areas that we focus on. The first being healthcare, the second being legal, and the third being gaming.

CEOCFO: Where was the gaming actually born?

Mr. Lifshutz: The gaming was actually born as a result of our core territory being Metro Philadelphia. When

Pennsylvania passed the legislation to allow gaming, first for slot machines and then for table games, it opened up all kinds of opportunity for companies like Arraya. These casinos have significant IT requirements. We went through a pretty stringent approval process to be authorized by the state to provide these kinds of services to the gaming industry, and as a result there are a very, very small handful of companies like Arraya that can do this.

CEO CFO: What is an example of a basic project and then an example of something that people would be surprised that you could even put together?

Mr. Lifshutz: A basic project, which is pretty routine for Arraya, would be implementing a company's backup and recovery solution. An example of a larger scale project would be that we provide end user computing solutions for healthcare companies, specifically in the area of clinical applications. I think there are certain companies that are synonymous with the clinical side of these healthcare institutions; not necessarily companies like Arraya. However, we leverage best of breed products from VMware and Microsoft to provide and enhance end user computing solutions for our healthcare customers.

CEO CFO: How do you reach potential clients?

Mr. Lifshutz: A number of ways. Through traditional marketing initiatives; for example, customer facing events where we provide subject matter experts to talk to customers about what is new in technology. Usually, the audience has some things in common; whether it is industry specific or maybe there are only folks from the executive suite. However, we try to key up the topical areas within the vertical, and talk to the key technologies that are important to that. Other forms of traditional marketing would include email blasts, mailer campaigns, and different tele-marketing initiatives. That is one way. Another way is through referrals from both our existing customer base as well as our partner relationships. The

four big ones are EMC, VMWARE®, Cisco, and Microsoft. We have established a lot of credibility and a very healthy track record of effective selling. Therefore, they look to us as one of the key channel partners in the region to help make happy customers. Therefore, we get many referrals that way. Of course, we have the additional business within our current customers. We do good jobs in one area or one project and that usually leads to other opportunities within the company.

CEO CFO: Business has been quite good for Arraya Solutions. Are there specific areas that are growing faster than others or where you see potential growth as far as your services?

Mr. Lifshutz: On the whole for our managed services organization we are forecasting one hundred percent growth this year. The managed services paradigm is resonating for most

"We understand the intersection of business and IT. Therefore, everything we do focuses on making the customer better, not just solving an IT problem."- Daniel Lifshutz

IT consumers. IT projects to support regulatory compliance have been very big for us. Companies within certain verticals have more and more requirements to do business in a certain way and we help them limit exposure. Another area is big data, both as it relates to the application side as well as the back end storage infrastructure.

CEO CFO: What does the company understand as far as putting together big projects and setting up infrastructure that perhaps other companies do not realize?

Mr. Lifshutz: Lynn, there is one thing in particular, and that is effective project management. We have been doing this a long time and we realize the value of properly planning and designing solutions; but also of managing the implementation and deployment, all the way through to properly training the customer. As a result of that we have invested a fair amount of money making our project management office state of the art through in house software tools, but

also through training, so that they are able to interact with our customers and be sure that the projects are done in a timely fashion, on budget. That allows us to essentially adhere to our policy of providing a guarantee.

CEO CFO: What are the intangibles that you look for in your people to allow them to interact with the customers at the quality level that you are looking for and that your customers expect?

Mr. Lifshutz: What we try to do with our project managers is develop a cross section of folks. Some come from big business, some come from small business, and some come from industry specific businesses. That way we are able to mix and match the right project manager, or for that matter, the right delivery resource, with the engagement of the customer. If there is common experience shared between the folks on our side delivering the solution and making sure things are going properly, and the folks who have decided to do business with us, we found that that greatly enhances our potential for success.

CEO CFO: What surprised you the most as the company has grown and developed?

Mr. Lifshutz: How important the people are. Our people and the culture that they are a part of is paramount to our success. Without that it makes it difficult for us to succeed.

CEO CFO: You have had recognition, both for your growth and for your products from a number of places. Is it nice to have the validation? Do you find that helpful for business? What recognition is most important to you?

Mr. Lifshutz: It is helpful, and it is an honor. It validates what we are doing here. I do not know that one particular piece of recognition stands out, but most of it comes from CRN Magazine. It carries some weight, because they are well know by the customer community. When you look at the list and folks that we are compared with, it is an impressive list with names that resonate with customers.

CEOCFO: Do you find that being more of a local company or a regional company is helping to find potential customers and feel a little more secure than working with the real big guys?

Mr. Lifshutz: Absolutely. We are finding that especially on the managed services side. When you talk about cloud solutions and outsourcing functional areas of IT, the ability to have a company that they know assist

them with the transition goes a long way. This has really been a selling point for us, so yes; absolutely. Without that, and without the personal touch it makes it hard to grow a business.

CEOCFO: Why does Arraya stand out for investors and people in the business community? What makes you a special company?

Mr. Lifshutz: We understand the intersection of business and IT. Therefore, everything we do focuses on making the customer better, not just solving an IT problem. What that ultimately means is that we are either going to save someone money or make someone money. That is our ultimate goal.



Arraya Solutions

523 Plymouth Road, Suite 212

Plymouth Meeting, PA 19462

866-229-6234

www.arrayasolutions.com