

**IT Services and Products Consultant Firm, DevFacto Technologies Inc. is enabling their Education Institution, Non-Profit, Government Agency and Fortune 1000 Clients to Make Real-Time Decisions and be Proactive while managing their Projects**

**Systems Integrator  
Managed Services  
(Private)**

**DevFacto Technologies Inc.**

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**Christians Izquierdo  
Chief Executive Officer**

**BIO:**

Chris Izquierdo was born and raised in Cuba where he attended the University of Havana. He immigrated to Canada 13 years ago and over those years, Chris accomplishments have included being chosen as one of Canada's Ten Most Influential Hispanics in 2011, winning an Award of Excellence from the City of Edmonton in 2005 and winning the Edmonton Chamber of Commerce – Small Business

Owner of the Year Award in 2010.

Chris Izquierdo founded DevFacto Technologies in March of 2007 and from the beginning, DevFacto blended a start-up culture with the professional needs of a mature consulting company. Many of their detractors said that it would not work and/or scale. Five years and 55+ employees later, DevFacto is a successful IT consulting company with 0% employee turnover in over five years of operation employing consultants in Alberta, Saskatchewan, Ontario and Mexico.

**Company Profile:**

DevFacto is a privately owned IT services and products consultancy specializing in SharePoint Solutions, Custom Development, User Experience Design, Enterprise Mobile Apps and Managed Services.

DevFacto has successfully delivered consulting engagements throughout North America for organizations of all sizes, including Fortune 1000 companies, educational institutions, non-profits and government agencies.

We work closely with our customers to create new products and services, streamline operations, and optimize collaboration across all groups. Our consultants deliver value according to each customer's requirements, timeline, and budget by combining insight, innovation and experience.

DevFacto is headquartered in Edmonton, Alberta with offices in Regina, Saskatchewan and Calgary, Alberta.

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

**CEOCFO:** Mr. Izquierdo, what is DevFacto all about and what is your mission?

**Mr. Izquierdo:** DevFacto is a consulting company specializing in Microsoft and Apple technologies building enterprise systems and integrations for enterprise customers across North America.

**CEOCFO:** What is the special extra level of expertise and service, and what do you bring to the table that perhaps other companies do not?

**Mr. Izquierdo:** We have consultants with deep technical skills and consultants that have deep expertise in our clients' industries. This allows us to facilitate the communication between the technical aspects of the project and the industry specific requirements. When working with our clients, our consultants know their language, understand their challenges, and have solved similar problems for similar clients in the past.

We specialize in the energy, construction, financial services, and government verticals.

We understand information management, information flow and how to link information with collaboration and communication in large enterprises. For example, we can help companies communicate better with employees around the world in a mobile environment.

**CEOCFO:** Would you give us an ex-

ample of something most companies do not realize but that you can point them to which will really make a difference?

**Mr. Izquierdo:** I'll give you an example of something they do realize but might not know how to solve. Project controls on the construction and energy companies is a big deal and today most companies are solving it with a combination of technologies that are patched together and require a great amount of human power.

For example, companies produce project controls reports with data that is a month old, so by the time the company is ready to make decisions the data is too old. What we can do and what our consultants have been trained to do is to integrate all those disparate systems that make reporting difficult and business intelligence difficult. We can integrate them all. We have been able to reduce reporting cycles from a month to about a day. Now a company can make near real-time decisions on projects and be proactive rather than reactive while managing their projects.

**CEOCFO:** How do you reach potential customers?

**Mr. Izquierdo:** We have not had to do much marketing and sales. Customers have been reaching us because we have this unique offering in the marketplace. Other than the social media channels, we have not done cold calls or anything of that nature.

**CEOCFO:** How did you decide on the particular verticals or did it just grow out of your early business?

**Mr. Izquierdo:** We are based out of Edmonton Alberta and the energy vertical is key to the growth of the province. When we started DevFacto in March of 2007, the economic meltdown happened. We saw construction and energy as two verticals that would grow even during the economic recession. My business partner and I both had experience with building systems and document management solutions for those verticals. It was

then a natural fit for us to target construction and energy companies; we actually managed to grow more than 4,000% in the middle of the economic crisis.

**CEOCFO:** Your website indicates that you have been recognized as one of the best work places of 2012 in Alberta. What is special about working at DevFacto?

**Mr. Izquierdo:** We care about our employees. When it comes to working at DevFacto, we realize that our employees are our main quantifiable asset way beyond anything else we can have on our books. In more than five years of operation, we have never lost an employee. We go out of our way to provide them with a great working environment, giving them a sense of purpose, showing them that they are changing lives, and showing them how thousands of users around the world are using the systems they are

**We have been able to reduce reporting cycles from a month to about a day. Now a company can make near real-time decisions on projects and be proactive rather than reactive while managing their projects. - Christians Izquierdo**

building. We have been successful at targeting the thirty to forty demographic and providing them with the sense of purpose that they want to be engaged, to succeed.

Both David Cronin, my business partner and I are very much engaged on how DevFacto runs today, our growth strategy and so on. We try to keep it as flat an organization as possible with pretty much all our consultants having access to us. Actually, David still has one-one-ones with everybody in the company on a regular basis.

**CEOCFO:** DevFacto is in three locations now, do you foresee additional locations?

**Mr. Izquierdo:** Yes absolutely! We are growing. Once we solidify the Regina and Calgary locations, I think the next natural expansion will be to the US. We will look at opportunities in the United States and figure out which locations make sense. At first glance, you would think maybe Houston is

natural choice for us when you take into consideration the verticals that we deal with.

**CEOCFO:** Are there services you are not providing now that you would like to make available to our clients?

**Mr. Izquierdo:** We just added a couple of services to our portfolio and one of them was Enterprise Mobile Application development and design encompassing iPad as well as Windows 8 and Android development. I would like to solidify this one before moving to a new service.

**CEOCFO:** How do you stay on top of all the technology changes and how do you know which will have staying power?

**Mr. Izquierdo:** It is a combination of listening to what our partners and what our customers are telling us. Customers just know they have a need but they do not know what technology can solve that need. We listen to their needs and we find out appropriate technologies to solve them. I spend a lot of time surfing the Internet, reading books, and trying to

figure out the feasibility of the new ideas. The main challenge is discerning between ideas, finding out which ones can be leveraged and which ones cannot. I am betting on some them to have potential in our industry. That is what we did with Mobility when we started seeing the marketplace adopt Enterprise Mobile Applications. We figure out that it was about enabling our clients' mobile/remote workforce to access enterprise information and systems. Most of our clients have employees using mobile devices to access email but that is as far as they have taken it, we wanted to take it to the next level and provide them with data, allowing them to collect data in the field and send the data back to the head office.

**CEOCFO:** Business is good these days; what is your strategy for the next year?

**Mr. Izquierdo:** For the next year or so, we are going to concentrate on

solidifying the Calgary location, growing and getting our name known better in Calgary. We want to continue to grow our services practice as well as our enterprise mobility application development practice.

**CEOCFO:** Why should investors pay attention to DevFacto today?

**Mr. Izquierdo:** We are a company that is growing. Our ambition is to

become a market leader, a recognized brand name, and one of the largest systems integrators in North America. Right now when you look at our footprint, we are fairly small when compared with some of the big systems integrators out there. Our current growth plans will have us changing all of that in the next five years, we are working really hard on making big strides to compete with the large systems integrators. We are humble

and hungry. We understand where we fit in the marketplace. We also understand our capabilities and we have a compelling story. If you are an enterprise in any of the verticals that we service, you can really leverage our expertise and you would be wise to pay close attention to us. At the very least, give us a call and see what we can do for you.



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