

Offering Deep Technology Expertise, Broad Engineering Certifications and Cloud Management as a Service (CMaaS), GreenPages Technology Solutions is helping Organizations Leverage Virtualization and Cloud Computing Technologies

Business Services Virtualization & Hybrid Cloud Management

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Ron Dupler
CEO

BIO:

Ron Dupler assumed the role of President and CEO of GreenPages in 2004 with a charter to drive and transform the organization's technology delivery and solutions model. During his tenure, Ron has worked collaboratively with GreenPages' management and employees, customers, and strategic technology partners to transform the company from a product-centric, value-added reseller to a consulting and integration firm that is now widely regarded as a virtualization and cloud computing thought leader.

Under Ron's leadership, GreenPages has received numerous awards and recognition, including VMware's 2011 Solution Provider of the Year for the Americas. Ron was also named VMware's 2011 Partner Executive MVP for the Americas.

Ron is a skilled technology business leader with more than 25 years of experience managing in dynamic, high-growth environments. Prior to joining GreenPages, Ron led a national technology solutions provider through a period of dramatic growth resulting in a 600% revenue increase from \$63 million to \$380 million over a five-year period. Ron was named a VAR 500 Executive of the Year for 2000 as a result of his team's accomplishments.

Ron has been in the technology industry since 1989 and has held many positions, including VP of Sales and Marketing, COO, President, and CEO.

About GreenPages Technology Solutions:

GreenPages is a 130M systems integrator and cloud services company that helps clients fully virtualize their environments and transform their datacenter and IT operations to strategically leverage the power of cloud computing. The company's deep technology expertise, broad engineering certifications, and Cloud Management as a Service (CMaaS) solution provides organizations across the U.S. with unparalleled visibility into and control of modern-era hybrid cloud environments. www.greenpages.com & www.JourneyToTheCloud.com.

Interview conducted by: Lynn Fosse, Senior Editor CEOCFO Magazine

CEOCFO: Mr. Dupler, on your website it indicates that GreenPages Technology Solutions is a consulting, engineering and integration organization. Would you tell us what you do?

Mr. Dupler: We help businesses of all kinds and sizes leverage virtualization and cloud computing technologies to significantly improve efficiencies within their organizations and ensure that information technology is supporting the business and allowing it to be agile and effective in its mission.

CEOCFO: There are a fair amount of companies in your space. What do you know that allows your clients to work better, faster, cheaper and easier?

Mr. Dupler: The big secret of our success starts with our people. That may sound trite but at the end of the day we're in a very exciting time because there is a great deal of change taking place in the information technology industry. We are moving from what are known as "old paradigm technologies" toward a new world dominated by virtualization and cloud computing. Virtualization and cloud computing technologies hold much promise but they are very complex and require extremely skilled, smart teams to architect, deploy, and manage effectively. GreenPages' differentiation starts with the fact that we have one of the top technical teams in the U.S. extremely skilled at deploying these technologies to successfully deliver business results. We have also been doing it for many years, so

our experience and the skill of our team allows us to accomplish our jobs with a high degree of excellence.

CEOCFO: What types of companies are typical clients?

Mr. Dupler: Our customers span across all industries and sizes from small business up through large enterprise customers. One of our top customer segments is the financial services industry due to our northeast geographical focus. We do a ton of work with financial services firms in New York City—it is a market that has been investing heavily on technology transformation over the last several years. We also do a lot of work in the healthcare space and offer these clients a dedicated team well-versed in tackling the unique technological and regulatory challenges that modern healthcare organizations face. Regarding size, we focus primarily on the midmarket and enterprise space but we also service a number of small business clients. The SMB is an interesting segment because smaller businesses today do not want to worry about IT—they just want it to work so they can focus on their businesses. They are looking for organizations like GreenPages to take those worries out of their hands and give them more of a turnkey experience in terms of managing their IT environments.

CEOCFO: Would you give us an example of a common, challenging project you work on that people may not realize has a solution?

Mr. Dupler: One of the common projects we undertake are datacenter infrastructure transformation initiatives. These are projects where we assess a customer's current IT infrastructure platform, look at the state of the platform, and devise a roadmap or strategy for how that client can move from a traditional IT platform to a fully virtualized, cloud-enabled environment. This enables clients to take the costs spent on infrastructure operations (or what we call "keeping the lights on in IT") and drive the IT investment up to the value layer which is the applications and data that differentiate and create value for busi-

nesses. Successfully navigating that transformation is a top priority for many organizations today and it is one of GreenPages' core business services. Another common project we work on is end-user computing transformation. One of the big trends we see today is the proliferation of end user devices, with many people merging their consumer and business lives; they are moving from a traditional desktop PC and want access to corporate applications and data through multiple mobile devices. We do a great deal of work around desktop virtualization technology which allows clients to give their employees and workers anywhere, anytime, any device access to corporate applications and data. One of GreenPages' new-

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est, and most exciting initiatives is our Cloud Management as a Service (CMaaS) offering which brings enterprise level management functionality to market on an as-a-service basis. The CMaaS platform allows organizations to effectively manage and govern enterprise hybrid cloud environments which is essentially the new IT architecture paradigm that most businesses are moving toward as we enter the modern cloud era.

CEOCFO: How do you reach potential customers?

Mr. Dupler: We get many clients through referrals because we are very good at what we do but we also have a traditional outbound sales force whose mission is to talk with clients and find out the best ways that GreenPages can help them drive forward with their IT initiatives and strategies.

CEOCFO: Would you tell us about the company name and does it attract the attention you hoped?

Mr. Dupler: Yes. The funny thing is, I did not name the company. I was not the founder of GreenPages but was brought in by the board of directors in 2004. The founder selected the name GreenPages because back in 1992 (when the company began) he saw GreenPages as a resource for IT professionals to acquire the products and services they needed to drive their IT operations. The concept was a take-off on the yellow pages which is a resource for information. Over many years, we have built a great reputation and strong brand equity behind the GreenPages name and have become known as thought leaders in cloud computing and virtualization.

CEOCFO: GreenPages has won a number of awards in a variety of categories. Is it nice to have the validation or does it help you attract more customers?

Mr. Dupler: I would say it is both. I am always proud as the leader of the organization when we win an award. When we speak at a company level, I always tell the team that they should be proud as well. We get much customer praise for what we do (which is

what is most important) but it is nice to get external validation for the work we are doing. There is also business value as well: being able to point out to clients that we are not just saying we are good at what we do, but that other people recognize it as well. The press it generates is especially helpful with new clients; it enables us to have a good reputation coming in the door.

CEOCFO: You have been recognized as one of the best places to work in Maine. Would you tell us about that recognition?

Mr. Dupler: Our product at GreenPages is our people. They are the foundation for what we do so attracting and retaining top talent is an overt strategy and a top priority. Smart technologists in today's market are in high demand despite the fact that the economy had some challenges over the last several years. People in those

roles can essentially work wherever they want, so it is a business imperative for us to be a best-in-class employer and we strive as a management team to make sure we are doing that. We make sure our benefits package is on the cutting-edge and we continually evaluate and enhance it as necessary. A big part of what we do is making sure we have very open lines of communication and that culturally we create an environment where smart people want to work, knowing that they are listened to and can make a positive impact on the business. In addition, we have a great number of awards and recognition programs to make sure that the great people in the company are getting rewarded and acknowledged for the work that they do.

CEOCFO: Do many of your customers come to you on the consulting side?

Mr. Dupler: Early on in the company's history it was most common for people to come to us knowing what they want. Today the vast majority of clients seek us out because they are looking for knowledge and expertise. They are not coming to us to just order something or do something they've already figured out. They are looking for our smart people to come in and help them rationalize a business problem or devise a strategy for their IT operations within their business.

CEOCFO: Why should the business and investment community pay attention?

Mr. Dupler: The industry is in an extremely exciting space right now, par-

ticularly with the new wave of companies that are enabling the IT transformation in the modern cloud era. We are undergoing a revolution in the way IT services are delivered for corporate America and GreenPages is on the cutting edge of that. Within that segment, the hottest space now is around cloud infrastructure management tools and our CMaaS platform is very well aligned with that market opportunity. We believe in April this year we are going to be coming to market with a solution that is unique in the industry and ready to address the present market needs. We are extremely excited about what we are doing and I think people watching GreenPages are going to see some great things in the years ahead.



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