

## Global Technology and IT Consulting for Worldwide Clients



**Hernan Clarke- CEO**

4Sight Technologies is a global technology and IT consulting company with worldwide clients. With decades of experience and expertise in business intelligence and cutting-edge technology development, 4Sight is a leading provider of solutions for companies in a variety of industries and business sectors, including banking and finance, insurance, aerospace, transportation, defense, and the government.

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

**CEOCFO: Mr. Clarke, what is the range and scope at 4Sight?**

**Mr. Clarke:** 4Sight empowers international enterprises to achieve greater operational efficiency and more strategic long-term success through business intelligence and in-depth data analysis. 4Sight Technologies is headquartered in Boston with a Center for Excellence and Latin American headquarters in Panama, and software development and corporate offices around the world. By focusing on two, complementary key business pillars—a proprietary enterprise performance and optimization platform, and expert consulting services—we help Fortune 100 and Global2000 companies with multifaceted operations and intricate technology infrastructures to solve complex workflow and business challenges. By intertwining IT and corporate thought processes and empowering executives with data-driven, actionable insight, 4Sight influences business transformation, bridges interoperability gaps, and streamlines operations for our clients.

**CEOCFO: What is the key to evaluating a project and what do you look for when you are talking with a potential client to understand what they need?**

**Mr. Clarke:** We consider ourselves a transformation company. This means we approach clients as partners and embark on three- to five-year missions instead of individual projects. We look at their current technical infrastructure and business processes to identify performance and capability gaps and make recommendations to improve efficiency. Often, there are opportunities to optimize project management by carefully reviewing how resources are assigned to various projects and ensuring that all project hours are accounted for and being used properly. Many times, executives don't have the information necessary to make strategic business decisions, creating a gap where business intelligence solutions can be implemented to power data-driven decisions. We also see a variety of business and government organizations that can benefit from streamlining IT investments or ensuring compliance with enterprise quality standards.

Based on these assessments, we provide companies with a comprehensive solution specific to their individual needs. The solutions can include our own proprietary software solution or simply focus on our expert consulting services. Either way, we implement proven processes and provide education and training to help our clients become more efficient, higher quality organizations.

**CEOCFO:** *With technology changing so rapidly, how do you see three years down the line when conceivably there could be so many other things available at that point; what is key in a long scope project?*

**Mr. Clarke:** Though technology is rapidly changing on a yearly, monthly or even daily basis, there are some overarching trends and capabilities that provide insight into what the future may hold. For example, the prevalence of mobile devices speaks to the movement of business activities away from stationary computers to smartphones or tablets. To enable this movement, businesses will continue to increase their usage of the cloud to ensure ease of access to vital business solutions. Because the cloud is accessible from any device, anywhere in the world, data can be gathered and shared across multiple locations. These concepts point to a future, three to five years from now, that would require a virtual, mobile, and data-driven business environment.

To truly ensure that our clients are ready for these changes and continue to become more efficient as our relationships progress, we must create a baseline of where the companies currently are and set realistic expectations of how much they can evolve within this time.

For instance, we worked with a major aerospace company to optimize its resource allocation in an aircraft maintenance environment. 4Sight evaluated the company's current processes, identified opportunities for improvement, and created a plan to incrementally improve the processes' efficiency. We recommended a new configuration for the maintenance line to streamline operations, and implemented our resource optimization solution to identify resources that were not performing at their full potential. By not only creating physical changes in the way their workflow is structured, but also providing the technology that allows them to monitor and incrementally raise the level of productivity, 4Sight enabled this company to ensure resources are yielding higher quality and positive output, ultimately increasing overall efficiency. The cost and time savings associated with this optimization allowed the company to be better prepared to adapt to changes in technology over the coming years.

**“By intertwining IT and corporate thought processes and empowering executives with data-driven, actionable insight, 4Sight influences business transformation, bridges interoperability gaps, and streamlines operations for our clients.” - Hernan Clarke**

**CEOCFO:** *Are there many companies that work in your space?*

**Mr. Clarke:** Yes and no. There are many companies in the market that offer business intelligence or project management technologies, but they are generally standalone solutions. 4Sight has developed a comprehensive enterprise performance and optimization platform that uses a company's or government's current technology investments and infrastructure to pull data and information together in a way that corporate and IT thought processes can be intertwined. For example, in our business intelligence solution we produce a super cube that connects to existing data sources or implemented solutions such as an ERP, CRM, etc. bridging the interoperability gap among them. This allows our clients to maximize their current technology investments, while gaining additional value and actionable insight from in-depth analysis and visualizations of organization-wide data.

**CEOCFO:** *When you are speaking with a prospective client, is there an aha moment when they understand the difference and realize the depth of what you can provide at 4Sight?*

**Mr. Clarke:** I think the moment is different for different clients. For example, the Government of Panama invited us to become one of its strategic partners in the technology transformation of the country. This invitation came only after The National Authority for Government Innovation, the entity responsible for modernization of the IT infrastructure of the Government of Panama, realized that we could offer a solution that was more than another set of tools or another system. They understood that we could work with other strategic partners to help create a best-in-breed technology infrastructure for the country. The agreement with the Government of Panama may have actually been the aha moment for other Latin American clients, including, for example, the Panama Canal.

For many business sector organizations, the aha moment may occur when they realize the technology solutions we offer are not just another out-of-the-box system. We practically become part of our clients' organizations. With our business intelligence solution, we set up a Business Intelligence Office (BIO), which includes technology, workflows, processes, training, education and a portal for the internal community to access resources. This ensures our clients become adept at using data and analytics to make critical decisions for their organizations. We do the same with a Governance Risk and Compliance Management Office that helps our clients implement and maintain the highest level of compliance with industry standards and best practices. By focusing on creating a continuous process improvement framework, we have enabled companies and organizations to become a quality-focused company along the way. We have clients that have been with us for a very long time, and we are very proud of that fact.

**CEOCFO:** *How do you reach potential clients or are you so well known that people just come to you?*

**Mr. Clarke:** We have been in the market for nearly 20 years and many companies do know about us, especially in our core vertical expertise areas such as aerospace, banking and insurance. In the case of government clients, our strategic alliance with the Government of Panama signifies a unique relationship and a vote of confidence from one of the technical leaders in the Latin American region. Our general manager of Latin American and Caribbean operations has been instrumental in promoting transformation of governments through technology in Panama and across the region. We also have a large development office in Bogotá, Colombia with many talented software developers.

Looking ahead, we plan to further expand our presence in new vertical and strategically selected geographical markets. We will continue to form partnerships and demonstrate how technology can make a difference for these areas. We are also very passionate about making a difference in the future of the technology industry, and we are forming partnerships with leading universities, like Universidad Catolica Santa Maria La Antigua, to help develop new talent for the industry. As part of this initiative, we hope to provide in-class tools to help students better understand established systems, while creating a work-study program that will give students hands-on experience in the technology sector. With programs that award scholarships and study abroad opportunities, 4Sight will continue to support the advancement of education in technology. We are proud of our commitment to the future of technology and the legacy we are building.

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**BIO:** Hernan J. Clarke is the president, CEO and founder of 4Sight Technologies, a worldwide leader in Business Intelligence (BI), resource optimization, and continuous improvement enterprise software and IT professional services. With nearly 20 years of experience as a leading expert in the field of computing project management, Clarke is passionate about guiding enterprise-wide transformations for global organizations that enforce lean and Six Sigma standards and drive innovation, efficiency and quality.

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