

Innovative Technology Integration

About BCT Consulting Inc.

Located in the heart of the Central Valley, BCT Consulting, Inc. started serving clients in California from Redding to San Diego in 1996. Today, we support hundreds of clients throughout the United States.

BCT offers quality, reliability, and expert service and support for your technology needs. Our skilled technicians and application programmers will make sure your job is done right the first time. Our client's satisfaction is our guarantee.

BCT Consulting is a provider of computer network support, web design, application programming and other technology services. Our support staff and technicians specialize in technology in addition to computer networking services and premium application programming / website design. Our clients include law offices, insurance companies, government agencies, school districts, startups and other general business companies from 10 to over 400 employees.

In 1996, Eric Rawn started Business Computer Technology (BCT) as a single person consulting firm. Since then, the company has grown to over 25 employees to help support the needs of our clients and business affiliates. Our goal is to keep our clients efficient and effective in their business while maintaining technology and equipment at a price that is affordable.



Eric G. Rawn
Founder & President

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

CEOCFO: Mr. Rawn, what is BCT Consulting?

Mr. Rawn: We are a technology company that specializes on integration of state of the art innovative technology for clients, ranging from law firms, government agencies, school districts, non-profits. Anyone that uses a computer can call us.

CEOCFO: You mentioned state of the art. What might you utilize or work with earlier than others that keeps you so far up to date?

Mr. Rawn: We only hire the best employees. When we hire the best people, we end up having the best service and products. When we have the best, we are able to help predict the market, and where it is going with technology that helps us lead the technology moving to our clients. As an example, we predicted many years ago, technology moving to the cloud. We started our infrastructure and informing our clients about the move to the cloud. We invested heavily in cloud technology, including mobile applications, virtual desktops in the cloud, hosting email and even hosting voice over IP phones service, where our clients can be 100% cloud based and be able to realize the benefits, the cost benefits and also performance, reliability and stability of their networks, with the cutting edge, state of the art technology such as cloud based services.

CEOCFO: How can you be sure? Have you ever been fooled?

Mr. Rawn: We have been in business for over 18 years and we have always been able to help predict the market for our clients. We have never been wrong, not to say that we cannot in the future, but we are able to extract information, watch companies and where they are moving and as an example with companies, I mean industry leaders like Microsoft, Apple, Google and Amazon. They all have a specific pattern of where future technology is moving. We take their movement, future goals, 12 and 36 month plans and then we break that down and determine how that is going to affect small businesses throughout the globe. Although they are doing it on a large scale, they are much slower to implement but it gives us the time needed to determine how a small business medium, less than 2500 employees will be able to leverage this technology in the future.

CEOCFO: *Some of your clients shown on your site are schools and government where there are often some added challenges. What have you learned on how to navigate the waters in those arenas?*

Mr. Rawn: At the end of the day, everyone is utilizing technologies to be more cost effective or to streamline their current operation. That is the benefit of technology, to do more with less. One of the things that we have found is that surprisingly, governments, non-profits and in some cases, educational institutions are investing more heavily in technology than a corporation would for example. Although corporations are very fine tuned to their bottom line, they are also very tight with their technology budget. I am referring to an average. That is one of the reasons why we have been extremely successful with our technology. It is because we can take state of the art technology that is very cost effective and can go among all types of different industries. Non profits benefit because it allows them to get things done cheaper and faster, which helps them bring in more revenue through their non-profit events. Companies on the other hand have revenue that comes in, expenses that go out, but when it comes down to it, technology always seems to be an afterthought, but by the time we are done with them, it usually becomes something that we are able to help open their eyes to the advantages of utilizing the technology in this manner.

CEOCFO: *Do many of your clients take advantage of the full range of your services?*

Mr. Rawn: I would say the majority of our clients take full advantage of all of services. There are also specific clients that have specific needs, which is where we can come in with customer solutions designed specifically around that need whether it is an ERP system or a call center solution for telecommunications. A large part of that depends on what industry they are in and what their requirements and need are. Where along the technology process are they? One of our services us a complete top to bottom review of their technology. In some cases, we can go to a new client and find that they are very efficient with the way they are currently using all of their solutions. We are only going to help those that actually need the help.

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- Eric G. Rawn

CEOCFO: *When you are talking with a prospective client do they understand immediately that you are on their side as opposed to the typical feeling that a tech company wants to sell you the latest and greatest? How do you get the concept across?*

Mr. Rawn: Our company is founded on integrity, honesty, loyalty, and our visions for the future with technology. When we go and meet with a client on specific services or products, we do not push anything really. We do not currently market, we are word of mouth and we are well known throughout North America. We have government agencies, school districts and organizations that call us because they are simply looking for the best that is not going to push their product. We have actually chosen our products and services very specifically around presentation. If we were to offer a solution, we provide options and we let them choose what they feel is going to work best within their organization.

CEOCFO: *When you are engaging with a company, how do you know what they really want and need as opposed to what they think they want?*

Mr. Rawn: In many cases, our clients do not necessarily know exactly what they want. When I said I hire the best that literally is what we do. We hire not only those that are highly skilled in the industry but also those that are people. They are very skilled at reading what clients need. When we walk into an organization and we are presented with a problem, we can find solutions and then also be able to listen to the client to find out what their specific needs are and combine the two for what would end up being our ultimate solution for them.

CEOCFO: *You did an acquisition last November. Is that a typical growth pattern for you?*

Mr. Rawn: It was not a typical growth pattern. However, after that acquisition, we have been in the works of an additional four mergers and acquisitions that we plan to close this year in 2014.

CEOCFO: *Why is that?*

Mr. Rawn: One of the things that I have realized is how scarce finding good talent is. A great deal of it depends on the economy, of course the rougher the economy is, in some cases, good talent does not want to leave where they are, they are scared to venture out into the unknown. In a great economy, they are usually paid quite well, they are happy where they are and things are going great. It is kind of a catch 22 on both ends. One of the things that I have realized is through acquisition, we can acquire good talent, customer based, we can increase synergy between our companies and we can leverage consolidation, which allows us to gain huge advantages across the board as opposed to hiring head hunters or increasing marketing for bringing in new clients. It really allowed us to do everything that we need to grow and continue to provide the best service to our clients without moving in the traditional pattern. I think many large enterprises and companies have been realizing that the last few years. Yahoo as an example went on a huge acquisition trend. Google, Apple and many of the large enterprises are doing very similar techniques.

CEOCFO: *What is your geographic reach today?*

Mr. Rawn: We cover all of California with onsite service. We also have office in Portland and Chicago. For a limited number of other services, we cover the entire North America territory.

CEOCFO: *How did Chicago get in the mix?*

Mr. Rawn: A few years ago we brought on a few government based clients within the Chicago area and we just happened to have an employee that wanted to move to Chicago to start the office. The rest is history.

CEOCFO: *Do get many calls for on site? Why is that an important factor for you?*

Mr. Rawn: One of the things that we realized a few years ago was that onsite was becoming more rare as the technology improved. We are able to do almost 100% of everything that we perform through technology and virtual, not actually being present. That allowed us to grow significantly outside of our headquarters of Fresno California. Having the ability to be present as needed is important to our client base. One of your principles and goals is to provide that personal service to our clients when needed, even if it means stopping by to say "Hi." One of our areas of growth has been our client management position; simply reaching out and continuing to repay that relationship that we have had for the length of the client's stay with us.

CEOCFO: *One of the things I am seeing on your site is "Professional." What does that mean at BCT and why is that important?*

Mr. Rawn: In general, we like to maintain a professional environment. We have a strict dress code. As an example, we do not allow jeans, sandals. Slacks and business professional attire is our dress code. Even though we are in technology, we are a fast moving, innovative company; we still feel that maintaining a professional aspect on a day to day basis helps us to be the best in our industry. We found that over the years, if you can dress the part, you can be the part and especially when we are working with clients that are upper level management in large organizations or law firms or CPA firms. They are professional and we expect to uphold their standards within our organization also.

CEOCFO: *Did you have the philosophy from the beginning or did you realize that as you were growing and developing the company?*

Mr. Rawn: We have actually maintained that philosophy for the entire growth of the company since day one.

CEOCFO: *What surprised you as the company has grown and changed?*

Mr. Rawn: The biggest surprised that I believe I have found over the last 18-20 years is the fact that money is not the only motivating factor for employee retention. It is a misconception that I think many employers may have. What we have done over the last 5-7, potentially 9 years is move towards motivating our employees in other ways including free gym memberships. We provide our employees gas cards for business and personal use, unlimited gas and fuel for their vehicle. We provide some of the best health insurance, bonus structures, and commission. We provide a good working environment, a fun, teen based environment that allows them to be creative with their solutions and at the end, want to get up in the morning and come to work for BCT.

CEOCFO: *What is next for BCT?*

Mr. Rawn: The next stage of our growth is specifically that, through acquisitions and continuing to be a leader with state of the art technology. We spend our top engineers to events and seminars to be able to gain as much information about where the market is heading, to ensure that we can continue to stay ahead of the curve.

CEOCFO: *How do you keep the trajectory?*

Mr. Rawn: Every year since the conception of the company, we have consistently increased revenue year after year. That has been based off our products and services, innovative state of the art technology. That is what people want and need. Because of our high retention of our client base, we do not have much turn over. New customers are coming in every day, wanting and needing our services. As we grow, we also make sure to keep that personal touch that I mentioned before. One of the things that I have realized for the company, because of the types of products and services that we offer, which are cost effective, state of the art, innovative solutions, when the economy is great, we are doing great, when the economy is not so great, we are doing extraordinarily great. The worse the economy is, the more our clients are looking for technology to save them money. When the economy is doing good, they have the capital to invest further in technology. It seems that no matter what direction we are looking, our clients are always wanting to stay ahead of the curve also, which keeps them ahead of the competition, which helps them increase their bottom line, and it is all relative.

CEOCFO: *Due to what you have been able to show them, are long term clients more likely to move ahead with newer technologies?*

Mr. Rawn: The answer is yes and we see this day after day as technology increases, we make sure that they are aware of how it is benefiting them and how it is benefiting them over their competition, to be able go paperless for example was a huge deal many years ago. Today, it is like if you are not paperless, you are not even out of the Stone Age yet. As the

technology increases and becomes user friendly, cost effective and more innovative, our clients are ready to grab on to that technology and help take them to next level, which will just end up helping increase their business and become more effective in their overall plan.

CEO/CO: *Final thoughts? What should people remember most when they read about BCT?*

Mr. Rawn: BCT is that innovative, out of the box, state of the art company that puts their clients first. I always like to say that we treat our employees good but we treat our clients even better. When it comes down to it, it is that human perspective, that ability to create a relationship with your technology company that provides every solution needed to run your organization and give you the best results to take you to the next level.

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