



Next Generation IT Firm Championing Cloud-based Technologies to Create Better Employee Lifestyle, and Business Efficiency



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CEOCFO Magazine

“CTECH is a full-service IT department providing unlimited no charge: vCIO services, unlimited no charge 24-hour helpdesk support, and unlimited no charge system monitoring 24 hours a day, 7 days a week.” - Carl Fransen

CEOCFO: Mr. Fransen, according to the CTECH site, ‘we truly believe we are unique in the IT industry.’ How so?

Mr. Fransen: We operate as a next-generation IT company. Our core infrastructure is built completely using the latest cloud based technology. So all our staff reaps the benefits of the cloud. Anyone at any time can work any place on any device, and access any information they need to do their job in a timely manner. No one is tied to an office or space to do their work.

CEOCFO: Why should your customers care about that?

Mr. Fransen: First off, CTECH offers the same solutions as our competitors, but at a lower cost. This is because we do not have unnecessary overhead such as offices or admin staff. The majority of our business processes are intelligent automated workflows reducing or eliminating the need for layers of administration staff. We are more efficient, more agile, and able to expand or contract our business with the elasticity of the cloud. On the client side, since we live in that environment, we can actively promote that environment to reduce their overhead, increase their efficiency, and become a stronger player in the market. We actually see our business as an enabler for our clients to become more competitive.

CEOCFO: Do potential customers understand easily and quickly, or do they need a little convincing?

Mr. Fransen: A little of both. Some customers see the benefit of a Next Generation type of business, it just makes sense. Others may need a little bit more convincing. They may be set in their ways or have heard from a friend that ‘the cloud is not safe’ or ‘you never know where your data is’ or even ‘you won’t own your data’. All these misconceptions are easily addressed. It all comes down to a conversation and an open mind.

CEOCFO: Who is turning to you for services? Are there particular types, sizes, locations of companies?

Mr. Fransen: There are many businesses turning to us for service monthly. We usually choose businesses between 10 to 120 staff in any vertical. Since we are cloud based, we can accept firms from anywhere in the world. But if they require our 24-hour unlimited onsite support service, they will have to be local for us to be able to send field techs.

CEOCFO: How do you help with security issues?

Mr. Fransen: That’s a very good question. We take security very seriously. First off, it’s staff education - security starts with the individual. We have several training programs to show users how to identify security threats and attacks and give them best practices in their day to day work. On the system side, we perform system audits and penetration tests and secure any weaknesses we discover. Going forward, we monitor all devices 24 hours a day and make sure they are regularly patched and administered.

With a cloud solution, the main concern is that now the workforce is no longer confined to a safe physical building with doors and locks. The users need an extra bit of training and the devices need an extra bit of security to ensure that, if they are lost or stolen, they can be remotely wiped or found.

CEO CFO: *How do you reach out to potential customers? How do people find you if they are looking?*

Mr. Fransen: We have been in business for over 15 years and have built a strong reputation in the market. A portion of our business is word of mouth/referral based. To augment that, we have a dedicated marketing team to promote CTECH and our services. We do specialized marketing campaigns to various targeted verticals that we feel would really benefit from our services. We post daily to LinkedIn, Facebook, and Twitter. We create and send IT articles to newswires and do TV and radio interviews. We also have a newsletter that goes out once a month to a large subscriber list.

CEO CFO: *Does being based in Calgary make a difference in any way? Does it matter to potential customers?*

Mr. Fransen: Not really. There is still a lot of opportunity here in Calgary (even with the price of oil being so low) and with CTECH being so lean, we are not majorly affected by the current downturn. In fact, we are actively purchasing IT firms who have more of a traditional model.

CEO CFO: *Did CTECH start physically and then move, or were you remote from day one?*

Mr. Fransen: Fifteen years ago when I first designed CTECH, I decided from the start that we were going to be cloud based. So really, CTECH was born in the cloud. We figured out how to create the cloud-based lifestyle before the cloud became mainstream.

CEO CFO: *What surprised you as the business has grown and evolved?*

Mr. Fransen: I was surprised by how quickly the technology is shifting towards the cloud and that a lot of other IT firms/businesses are not taking advantage of it. I come across a lot of 'IT experts', and they still prefer their on-premise solutions and turn a blind eye to the benefits of the cloud. I can do what they do but at a fraction of the price, a fraction of the administration, all with the expandability of the cloud.

CEO CFO: *Some companies are going to hybrid models, as they are coming back from the cloud. Is it that people have not figured out quite how to make it work?*

Mr. Fransen: More likely, people have not figured out how to properly use the new cloud technologies. The cloud is not the end all, be all. The cloud is just a solution with its own pros and cons. Even with us, some of the clients we deal with have strictly on-premise solutions because it makes sense based on the way they do business rather than ignorance of the cloud. It does take an experienced IT firm, that has the knowledge of on-premise/hybrid/cloud to create the right solution based on the client's business needs.

CEO CFO: *Do you encourage your customers to be proactive in reaching out to you before they do an upgrade or a quick download?*

Mr. Fransen: As a general rule, we allow all our customers to do whatever they need to do so they can perform their job. Some may require specific file access or downloads from websites, while others may need access to applications, etc. Our job is to apply the proper security based on job role and have protections in place so that if something negative could happen – we stop it before it happens or have the systems in place to handle the situation.

CEO CFO: *Put it all together for our readers. There are many companies in your space. Why CTECH?*

Mr. Fransen: CTECH is a full-service IT department providing unlimited no charge: vCIO services, unlimited no charge 24-hour helpdesk support, and unlimited no charge system monitoring 24 hours a day, 7 days a week. We cover literally everything that can be plugged in. The client will never have to wonder if a call for help is going to cost money.

With CTECH, IT is no longer considered a black hole money pit. Since we are all inclusive, one set price per month, we are the ones penalized each time we have to take our resources to fix IT issues. So, every solution we perform is essentially warranted by us for life. It is in our best interests to work with our clients to find the right solutions so that we can grow their business together.

Also, we have been recognized as one of Canada's best managed IT firms for the past two years. Our processes and systems allow us to be proactive instead of reactive in today's market and pass that onto our clients.