



ceocfointerviews.com
All rights reserved!
Issue: October 12, 2015

The Most Powerful Name in Corporate News



Cloud Hosting Provider Offering Virtual Server and Desktop Hosting for IT Systems Management in Delivering Applications and Data to Mobile Devices

Interview with: *Clayton Hart* – CEO, Diverse Technology Solutions, Inc.

CEOCFO: *Mr. Hart, what is the idea behind Diverse Technology Solutions?*

Mr. Hart: Diverse Technology Solutions is a cloud hosting provider. We have been in business approaching 20 years. We specialize in helping our clients save money by relocating their data and applications to the cloud. We typically engage clients to help them determine if the cloud can offer better return on investment and a better way for them to manage their IT systems.

CEOCFO: *When you are helping a company decide, what might you look at about their methods that others do not realize is important to consider?*

Mr. Hart: We are in the business of managing clients IT systems and their data or applications. What we really like to look at is positioning IT to be used as a profit generator in an organization. We are looking at how a client's business workflow functions, how their business operates and we look at their IT systems and the manner in which they are using information technology. We then try to position our products and services in engagements where we can enhance business operations, productivity and business workflow to deliver a dramatic return on investment to the client. I really like to see clients using IT as a tool to help the bottom line of their business, grow their business and put the pieces in place that bring better productivity to their organization. One of the ways that you can do that is by leveraging cloud hosting. That simple aspect of being able to get access to data and applications anytime, anywhere on any device can be very powerful for your business.

CEOCFO: *Do your customers believe that you have their best interest at heart and realize that data can be a revenue driver or just a pipedream?*

Mr. Hart: That is a very good point and I think that business executives that have a good financial sense, but also have a good knowledge of how to use technology can really understand the concept of information technology can be the epicenter of profit in their business. They understand that it can really lend significant advantages to productivity, business workflow, fast remote access to data, as their employees on the road will be able to access information quickly, process orders faster. The businesses that do not understand that concept are the ones that we try to educate, to position IT to be used to help the company grow. Some of the best companies in the world, such as Federal Express, obviously know how to use technology. They can ship a package from one side of the world to the other overnight, and you can track that package online minute by minute and know every city that it has gone through. You have fast access to your data and applications over the web, because they have put in systems and technology systems that have made their business run at an extremely high productivity level. That is an example of how an enormous company has leveraged technology. All of the other big companies in the world such as Wal-Mart and Target are examples of companies that have also mastered productivity. They do that by way of information technology. So yes, because I'm an expert in this philosophy, I can feel comfortable that my customers believe I have their best interest in mind.

CEOCFO: *Are their particular industries, types or sizes of companies that come to you?*

Mr. Hart: We have carved out a niche in the financial industry. About 30% to 40% of our business is with financial firms and CPA firms. For cloud hosting in general, manufacturing and professional services are probably to two leading industries that we see moving data and applications to the cloud. After that, it is a wide array of other industries. Wholesale and distribution are also very popular.

CEOCFO: *How do people find Diverse Technology?*

Mr. Hart: We have four sales offices in the US - Chicago, New York, Fort Lauderdale and Long Island. We have a very good web presence, so we do get many online inquires. However, we have a strong sales team of about ten that has been actively marketing different regions of the US for over a decade. From a sales perspective, we do inside as well as outside sales. We have also partnered with several application providers that exclusively deliver their services through our

platform and have a strong reseller partner program. Therefore, we are getting leads from partners and resellers of our services. We are actually quickly transitioning to a wholesale cloud hosting provider model.

CEOCFO: *Do you own the infrastructure that you use to deliver your cloud hosting?*

Mr. Hart: We own all of the infrastructure that we deliver our cloud services on, so we have invested heavily in building out infrastructure across multiple data centers to deliver our services and provided the highest level of security for private cloud hosting.

CEOCFO: *How has your business and approach changed over time?*

Mr. Hart: We are really not selling a product or a service, we are selling a mechanism to enhance the operations in people's business and we are selling a partnership relationship with the client. This company 20 years ago was a traditional IT consulting shop, and it then morphed into managed IT services where we were in long term contracts to manage on premise infrastructure for our clients. We got into the cloud game early on, almost out of demand. We did that so that we could bring options to clients other than traditional on premise IT. In the last 5 or 6 years, more often than not, people do not want to deal with IT infrastructure on premise anymore. While the cloud a few years ago was still a scary place for most businesses, the adoption rate over the last few years in cloud has been enormous.

"Diverse Technology Solutions is a company that can present options on how best to manage applications and data to deliver the greatest return on investment for your company." - Clayton Hart

CEOCFO: *How do you help your clients in risk management and security, which are two big issues these days?*

Mr. Hart: Risk management and security, when you are talking about cloud hosting are probably the two key buzzwords, although people do not always want to talk about it. However, it is one of the things that I teach and educate on through the AICPA and other organizations presenting on cloud security. When you are moving your data to the cloud or considering moving applications to the cloud, it is very important to understand the provider that you are working with and what their security features are that they have protecting your information and your data. From a risk management standpoint as a business executive, if you are considering moving your data or application to the cloud there are some major concerns and other items that I teach on as well, such as insurance with the provider and having business continuity insurance. Then making sure that provider has insurance protecting you and the end user from outages and data loss. There is a risk in making any new IT decision or bringing any new IT application, and when you are managing that risk, it is most important to make sure that you have a good education on what the pros and cons are with the provider that you are getting engaged with.

CEOCFO: *What are the intangibles you want in your people?*

Mr. Hart: Ethics, morals and dignity are what we look for in our people. Being in business so long, we have mastered the art of qualifying personnel to work in our organization. We have zero turnover in this company. It is almost like a cult and that is because everyone has the same principals and when we bring in a new employee, they do not have a choice but to follow the values and the principles of all of the other people around them. If they do not, they will not fit within the organization. The principals of our company have been together for 15 to 20 years, and most of our employees have also been here a very long time. We give a great opportunity for people to learn the latest and greatest of what is going on in technology. We really are on the cutting edge of what you can do with mobile devices and cloud hosting, so our engineers appreciate the opportunity to work with that technology and always be involved with what is coming out next. That is an advantage for us, as to why we are able to attract top talent, and then retain them.

CEOCFO: *What should people remember most about Diverse Technology Solutions?*

Mr. Hart: Diverse Technology Solutions is a company that can present options on how best to manage applications and data to deliver the greatest return on investment for your company.

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

For more information visit: www.diverse-technology.com/

Contact: Clayton Hart 631-224-1200 clay@dtstech.net