

Comprehensive Managed Services and Solutions



Jake Spanberger
President
Entech

CEOCFO: *Mr. Spanberger, what is Entech?*

Mr. Spanberger: Entech is a Managed Services company that essentially becomes the IT department of small and medium sized businesses, depending on your definition of medium. We have clients with two computers and clients with five hundred computers. We have a helpdesk, where we help with their support issues, IT strategy, IT budgeting, their project related technology items and making sure that our clients are having a positive experience with their technology. We make sure that the technology is positioned properly to allow companies to pursue and achieve their growth goals.

CEOCFO: *Your website indicates your vision is to provide innovative solutions that enable organizations to achieve their goals. Where does innovative come in when working with a client?*

Mr. Spanberger: Innovative in my mind means not accepting the status quo; always believing that there is something else that you could be doing to make your business successful, whether that comes to our business at Entech or to any business in general. What is it that they are doing now and could they be doing something differently that could either help them achieve better efficiencies or even help them provide more ability to do their business better. Therefore, that is where the innovative side of things comes from. In addition, the key part in what we do with regard to helping organizations and what is an important part of organization is its people. We really want to help people achieve their goals and that allows us to strip everything down to each interaction that we have with our clients. If a person's goal is to do their job and they cannot open up Microsoft Word, which is needed for their job, then they cannot do their job. Therefore, their goal is to get their Microsoft Word going. I can go to each one of our team members at any time and they know that their goal as to help our clients stop having problems.

CEOCFO: *When a company first starts with you, what do you look at when evaluating the big picture that others may not realize is important so you can provide the best solutions and strategies?*

Mr. Spanberger: The majority of the time when someone calls us looking to make a change, it is typically because they are not satisfied with the response time that they are currently getting. They accept that it may take one to three days for someone or some other company to react to their issues. Therefore, many of our initial discussions highlight the fact that we offer under 15 minute response times guaranteed. In fact, we are typically under 10 minutes. That is our typical expectation. Inside of our office you will see numbers on a TV that we are always looking at and one of the main things that we are looking at is response time, because that is what our clients expect. Our clients expect that when they have problems, to be able to get help when they need help. Currently, our response time is 8 minutes, as I just looked at the TV. Where we provide even more value to our clients is that we really look at everything from a strategic approach. We provide our clients with the ability to instead of reacting to IT problems, to be able to plan for IT upgrades and be able to build on their IT in a more proactive manner. Therefore, not only will we provide amazing response times, but we will also provide them with the ability to grow and the ability to leverage technology more than they even expect.

CEOCFO: *Would you give us an example of how you can them leverage the technology and grow?*

Mr. Spanberger: One of our clients is an independent school in our area and your average IT company would go in and help them with questions and if they need a computer or with something that they want to do better. Where we take it to another level is we have actually taken the school to a completely different technical level. We evaluated their environment and provided them with a three-year plan, that has now become a five-year plan for how to take their environment up a notch to where it is A) acceptable and B) to another level where we can add things that we do not even

know. For example, last summer we moved them to Google apps for education, which is something five years ago they would not have been able to do, because their infrastructure would not have supported it. Therefore, it took three years of planning. We had to budget each year and show them what they were going to change each year. We provided them with the ability to take advantage of all of the technical changes that are out there and all of the advancement in IT from an educational perspective. Once we got them to a certain level, which was about two years ago, now we are able to add functionality that their teachers would not be able dream of back several years ago. I received an email from their principal saying, "Thank you so much for making it possible to conduct a joint intermediate school and middle school faculty meeting this morning using Google Hangouts". We have a director of instructional technology there now, which they did not have last year that operates part time from Tennessee. She is able to provide instruction to the teachers over Google Hangouts, make it so that they can learn and then do the same thing with their students. Five years ago that was not even possible and it is being able to draw a picture of, here is how we can get you year-over-year, into a better environment, so that you can basically do whatever you want. However, it is an understanding of where they want to be from day one, to get there and if we do that, then we can create a partnership that allows us to do that.

"We provide our clients with the ability to instead of reacting to IT problems, to be able to plan for IT upgrades and be able to build on their IT in a more proactive manner. Therefore, not only will we provide amazing response times, but we will also provide them with the ability to grow and the ability to leverage technology more than they even expect."- Jake Spanberger

CEOCFO: *How do you deal with the challenge of a long-range project when technology changes so frequently?*

Mr. Spanberger: It is interesting that you bring that up, because that is exactly what we had to do. One of the things that we needed to accomplish three years ago was to be able to provide wireless access across campus. Three years ago we were planning for the teachers to be able to get online, where they were on campus and then accept the fact that students were going to get online as well. Therefore, we created a guest network, allowing students to get on line. Here we are three years later and planning for one device per person on campus to get on line is no longer acceptable. We are now planning for three devices per person on campus, so essentially the load had tripled at the blink of an eye. The reason that the load has tripled is that this coming year is to implement a BYOT (Bring Your Own Technology) platform at this school. Therefore, we constantly have to be revising the technology plan and take into consideration that we have gone from one device per person to three devices per person, we then needed to explore what we needed to do to make this happen. That required a great deal of discussion with the upper level leaders at the school, but we actually have a seat at their management meetings on a weekly basis. Therefore, we can constantly be discussing this and understanding where they are going and be able to provide with our input from a technology perspective, for what they want to do from an education perspective. In that case it was that they wanted every student to have a school email and take everything into a cloud based environment. Then it was what we had to do to get there, because three years ago we did not even know that this technology and the ability to do this existed. That is the collective we of the school and us. We then had to route our technology plan around that. In this particular case we were planning to go into one direction and we had to take another turn to make it happen and provide a different experience for the end users, which are in their case the teachers and students.

CEOCFO: *Are prospective customers coming to you because they understand the depth of your commitment and your approach or something they find out after working with you?*

Mr. Spanberger: One of the things that we understand with prospective clients is that they are really coming to us because they want to be able to get that better response time. They are just sick of having to wait. They do not understand that the depth of service exists that we can provide them; not only from a reactive approach, but that we take everything from a pro-active approach. That means that we do not expect you to call us ten to twenty times a week. If you are calling us that many times, then our goal would be to get it to where you are only calling us once or twice a week. Most companies do not even understand that. They think that they need an internal IT person to react to them if they have a problem and give them an immediate response. When the truth is that the difference between a one person internal IT department, verses an outsourced IT department that has upwards to eighteen people in it waiting to take your call, is huge. Even though we are not on site with you, it is as though we are.

CEOCFO: *Does it surprise you that people still do not understand that?*

Mr. Spanberger: I am finding that when people have pain, they realize that they are not "fine". However, at the same time, it is very difficult to change IT providers, because the IT infrastructure is a very sensitive part of a business. The person responsible for the IT could literally ruin your business, so it is a very difficult thing to fire someone. Therefore, if we go to someone and they do not know what we have to offer, it is different from some in pain coming to us, which is a much easier sell. That is because they think that they are fine, but could be doing things much better.

CEOCFO: *How do you help companies with security?*

Mr. Spanberger: Everyone takes security seriously, but many do not understand the gravity of what could go wrong. Many places do not want to spend the money on insurance. Is it worth a couple of thousand dollars to defray the risk of something going wrong from a security standpoint. The other thing that people do not understand is that they are not educated in the things that could go wrong and what the regulations are that are out there that you will need to follow. They would rather pretend that a security problem does not exist, than spend the money or invest in the things that they should be doing differently. However, we get all of our people certified in the security equipment that we use, such as firewalls. We do quite a bit in medical, so we are actually sending ourselves through a HIPAA audit. We have hired a company to come in and audit our systems, so that when we go out tell our clients about it, they know that we are educated in such a pervasive regulation like HIPAA. We can speak confidently about it. That is the challenge. One of the biggest things that we focus on is not talking above our clients, and making sure that we are doing what is best for them.

CEOCFO: *What do you look for in your people over and above technical skills?*

Mr. Spanberger: The number one thing that we look for is cultural fit. We are very proud of our culture and we are very proud of the people that we have in there, because they fit together and enjoy working together. When we off board someone or bring someone on it is very important, because of the camaraderie that we have and we do not want that affected negatively by someone else that does not fit. Therefore, we try to involve all of our people inside of our hiring process or at least the majority of them. We can teach technical and the unique process that we have to get that 15 minute response time that we measure, but what we cannot teach is camaraderie. Therefore, it has the right person to come in and match what we do.

CEOCFO: *What is next for Entech?*

Mr. Spanberger: As of May 1st, Entech acquired a business that is similar in size, culture and business value that Entech offers. That is our immediate growth plan, which is growth through acquisition. However, we are also looking for smart growth in the area that we want to be in. We have expanded our onsite service area. We have clients all over the US, but our main footprint is in the Ft. Myers, Naples area of Florida. That is the South West side of Florida, so by bringing on this company in Bradenton, which is an acquisition, but also a merger, where we are merging our two systems together and making smart decisions based on who does what better. Therefore, our footprint goes from the West Central, Tampa Bay area to the South West Naples area of Florida. It allows us to expand our client base and do a great deal more things than we were able to do before the deal. We have also had a hyper focus most recently on what we do really well, which is our Managed Service formula and we have become more devoted to security and how we are able to offer products and services based around that. In addition, we have been focused on the medical side of our business to make sure that we are able to provide a place to call if there are issues, but also knowledge based around their particular field. We are trying to get more vertical specific. We also have a certain knowledge in manufacturing. We are very much a generalist when it comes to IT support, but we are also starting to develop in areas of need for our clients and security and medical are areas where we are starting diversify. Then there is the education area, where we are very strong and especially independent schools.

CEOCFO: *The acquisition seems to have made a big difference!*

Mr. Spanberger: The acquisition has allowed Entech to double in size in one day.

CEOCFO: *Put it all together for our readers. Why choose Entech?*

Mr. Spanberger: The most important thing is our focus on providing the right product for our client needs. One of the main things is the fact that we are very organizationally mature, having been in business since 1998. We have seen what things are successful and what are not so successful. Therefore, we are able to focus on what we are very good at, which is providing business class support to businesses that either too small for an IT department or have a one or two person IT team and we can really supplement what they do. Therefore, it is that focus and working with a mature company that can deliver on what they say and can take companies to another level.

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



Entech

For more information visit:
www.entechus.com

Contact:
Kyle Cebull
239-244-1959
kyle@entechUS.com