

Famteck is taking IT Services and Support to the Next Level using Mobile Solutions, Streaming and Predictive Analytics to Proactively Reduce System Outages



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CEOCFO: Mr. Meertins, would you tell us about FamTeck?

Mr. Meertins: The name FamTeck derived from all employees working together as a Family in Technology. When it comes to successful technology projects how you achieve the result can be as important as the result itself. We rely on our ability to deliver world class customer service along with exceptional results. Changing market conditions and new client demands are driving companies to rethink their systems integration efforts and investigate new solutions and technologies. FamTeck pulls together teams of specialists from around the country to assist multinational and local companies, as well as governmental organizations, align their business processes and information systems.

We truly value each team member input by demonstrating them in our customer's solutions. The concept there is to help you to balance a family work life where employees get to set their own schedule for the most part. We also promote you. We allow you to work about 100% of the time remotely or work from home in most cases.

CEOCFO: How did you know that concept would work to grow the company?

Mr. Meertins: Part of it is from experience. I had a lot of leadership positions before. The typical old-school way is that the managers or leadership team wants to walk in the office and say these are my people, they work for me. That does not necessarily mean they people are being productive, there just see physical bodies. With many people, creativity does not come all the time in the daytime. Sometimes it comes at night when you are relaxing and that is why we give them flexibility to work from home so you have ideas and concepts. We allow you to be in your comfort zone so that you can be more creative and innovative. By doing that we find that we started a pilot program and we found that it was very successful. What is interesting to know is that even though people work from home, the typically work longer hours than when they come to the office and they are less stressed and that is the key because they last thing you need is a good employee to become so stressed that they have to leave the job, so as a result you lose creativity for the company and you have to start all over again.

CEOCFO: Would you tell us about the range of services FamTeck provides?

Mr. Meertins: Our services ranges from database and ERP upgrades, high availability, dashboards including corporate and government mobile solutions. A traditional way of IT is that you have to walk with a computer everywhere you go. For example, if a company's systems stop working, the system goes down and we contact the IT team and if they are not in the office, then they have to find a place and pull out the laptop and see what is going on. Then you have everyone in a conference call trying to figure out what is going on. We have moved away from that approach and we have caused disruption by making everything mobile. What we do now as executives and a leadership team, you do not walk with a

"Increase employee productivity through smarter automation and validation while providing transparency to the leadership team via corporate mobility."

- Conrad Meertins

computer everywhere you go, you walk with your phone or iPad for the most part. You could be at a meeting offsite or be relaxing with your family at a golf course or anywhere. You can pull out your cell phone and you can see exactly what is going on with your critical application and you can see everything is up and running nicely. It also can give you a lot of transparency so you are not relying on third party data to get information. We provide more corporate mobility. Many people are using their cell phone now from a social aspect and we take that same concept and move it into the corporate world and that reduces the corporate IT cost as well as provides more flexibility and brings the IT team into much more modern technology in terms of mobility. What we do using mathematical algorithm is we are able to predict in advance a potential problem. We warn you days and weeks in advance of the potential problems coming down the pike and we show that to your IT staff. This way you will be more proactive than reactive.

CEOCFO: *Would might pick up with that approach?*

Mr. Meertins: Many examples we could share. You have a reservation system with one of the airlines or the supply chain space where they rely on the label being printed and the package material and everything is done through automation. Behind that is a database goes down or stops, that means no more labels can be printed anymore, packages cannot ship and basically the entire plant shuts down and the drivers cannot move. We look at the back end infrastructure, database, application server, and we say these are the issues that you potentially may see coming up. We basically allow companies to increase revenue and minimize system downtime. Everyone wants 100% uptime, keeping the systems up. In many cases you can achieve 99% but we give you that extra 1% with our application and make it 100%. We have measured intangibles because now the system is up all the time and the users are happy, the customers are happy. Sometimes it is hard to put a price on those intangibles but definitely the hard cost of that system down is you not able to ship or make reservations. We basically help eliminate those challenges.

CEOCFO: *Who is turning to you for services?*

Mr. Meertins: All spaces are turning to us. For the most part, we would rather have companies that have fifty or more employees. Fifty is the lowest point. Sometimes we target companies that maybe had in the neighborhood of \$150 million in EBITDA or \$200 thousand in revenue. Then we are able to find small spaces and help companies grow, minimize the downtime and focus towards them as well so that is why we find our sweet spot and just help the company that is fifty employees and above.

CEOCFO: *How do you reach out for potential clients and how do people find you?*

Mr. Meertins: For one thing we are an Oracle corporation, and Oracle did the largest vendor in not just database but applications and solutions at Oracle.com. We are on their website and in their marketplace. Companies can all go and find our solutions because Oracle realizes this is a good company and they provide a good solution to companies. They did this very well by analyzing our products and all the technical aspects. As a result, we were one of the companies that they placed in their marketplace. We do a lot of word-of-mouth because of referrals. Companies that we successfully installed would refer our products to their friends and associates.

CEOCFO: *When you first begin to work with a company and they are implementing your solutions, how do you make it easy for them to make changes? Revised*

Mr. Meertins: Here is the nice part. We provide in-depth hands-on training using their data within their environment. This way, it is more personalize rather than generic. Customers time and resources are very valuable, so besides being menu driven, everything can be installed and configure in a matter of hours. Our demos are interactive, no matter if you are watching a go-to-meeting or WebEx or Skype session, we say pull out your cell phone and your iPad and you are able to interact with us. It is a very interactive demo and fun and lively. They can actually touch and feel during the demo of a real product and they like that as they can see the infrastructure. What we do next is sometimes people would think that we would cheat them out of a job, in other words we make employees work more efficiently and we are not trying to replace employees or reduce head counts. What we say is that your technical team does not have to deal with the day-to-day challenges, let the applications do it for you. We allow the team to do more with less. We allow them to work with more project oriented tasks versus the technical tasks. We have to show them that this will allow them to work smarter and not necessarily harder. We have intense training sessions with them. It is not as if we walk into the environment and install it; we let them take their hands and touch a keyboard and do it themselves because it shows a sense of ownership. If you touch and feel it, you feel like this is mine because you are touching it and typing in the commands and everything else. That is just an ownership and it makes them feel comfortable.

CEOCFO: *How do you spend your time as CEO? Revised*

Mr. Meertins: 20% of our revenue goes back into innovation R&D. I listen to our team or listen to our customers and look at market trends. My part is spending time with the team, listening to their ideas and solutions, looking for information from

customers and getting their feedback and interacting with customers. I spend a part of my day with that along with getting to know each employee because we all just do not work, we have a personal life as well. Once you understand the personal life of people, it becomes better. For example I have one guy that if you ask him to do some work for you, he would be defensive, but if you ask him how are he is doing and how is the wife and kids, you spend two or three minutes talking about his social life and then he can do anything afterwards for you. It is about understanding people and their drive to provide customer's solutions.

CEOCFO: *What is next for FamTeck? Revised*

Mr. Meertins: We are always looking for solutions for the market. We need to increase corporate revenue, minimizing downtime and always looking for innovation, so the key is not just innovation but also collaboration with different partners. The key is to provide solutions that are efficient and make employees more productive. What is next for us? It is not just through automation but smarter automation and validation.

CEOCFO: *What do you understand about working with the government?*

Mr. Meertins: We just got into the government space and we are going through some of the certification process of working with the government. I think that is a sweet spot. Some companies find it challenging to work with the government because it requires a lot of time and resources but I think that is where we need as innovators to move into the government space because the government plays a larger role in our lives. Many activities come from the government, so we need to reduce the cost. How we reduce the cost is make it more efficient and take some of these corporate initiative technologies and move it into the government space, but we have to work with our leaders to make the process much more easy for corporate or private innovators to come in and help with automation and move new technology in the government space.

CEOCFO: *Why choose FamTeck? Revised*

Mr. Meertins: With FamTeck unmatched expertise in capturing true IT value, mitigating risks and reducing costs, we can help you maximize existing investments and optimize IT performance while incorporating emerging technologies. We are on the frontlines because we provide corporate mobility. We do not have any competitor in that space in terms of corporate mobility to your IT infrastructure, your cell phone and your iPad. Companies can save at least 25% using our solutions. We make employees much more productive.

