

## Visual Communications Solutions Provider



*Tracy Mills - CEO*

### **About IDSolutions**

IDSolutions is a global visual communications solutions provider dedicated to delivering customers complete solutions for video conferencing, streaming video, digital signage and telepresence. At IDSolutions we are focused purely on visual communications technologies built around industry leading manufacturers of video over IP products. Our Solutions and Services include:

- Telepresence, Desktop and High Definition Videoconferencing
- Video Streaming/Video On Demand, Video Distribution and Webcasting
- IP Video Surveillance and Digital Signage
- Multimedia Room Integration
- Design/Consulting, Professional Training and Support Services
- Managed Services

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

### **CEOCFO: Mr. Mills, what is the concept at IDSolutions?**

**Mr. Mills:** The concept at IDSolutions is based upon the premise that video helps people communicate more effectively. We are all about visual communications and helping people communicate more effectively, whether that is a two way interactive video interaction or it is more of a one way, broadcast streaming video on demand interaction. It is the concept of taking the human nature of people that they communicate more effectively visual, and applying that to our day to day business to help people.

### **CEOCFO: What would be some of the common problems that IDSolutions addresses and what might be something a little more unusual? What is the range of your services?**

**Mr. Mills:** The range of the services applications are quite vast. To give you some examples in a corporate world of communications, it could be something as simple as a manager, director, CEO of a company wanting to effectively communicate to their team strategies, plans, rolls outs, but also receive feedback from their team. That is kind of a traditional video conferencing. What is really changing as mobility comes into play as the networks we all run over today, it is really taking and making video ubiquitous anywhere you go. It is bringing the ability to extend beyond communication within the organization, out to customers, clients and vendors. So it is not uncommon to be able to very simply communicate with a customer by sending them a link and for them to simply click on to communicate with us visually, our clients visually. That is something that is really changing the world as mobility and networks expand and increase the ubiquitousness of the ability to communicate. We do a great deal of work in healthcare as well. Telemedicine is an application that has been around for a long time, just like the application I described in the corporate world. However, the ability now for physicians and patients to be mobile whether it is a patient who is doing home healthcare and is able to communicate visually with their nurse practitioner, their physician, or whatever the case may be, to actually have follow up. It is a really big deal within healthcare to be able to solve peoples' problems and keep them from having return visits to the hospital. It is a really big deal for patients for convenience, to be able to do that over a mobile device. Then there is the physician who is a specialist who wants to communicate back into an emergency room to help a patient because stroke care is a big application. They are now able to immediately help make a diagnosis that maybe they would have done over the phone in the past with less information.

### **CEOCFO: What do you understand at IDSolutions that allows you to provide video better, faster, cheaper, easier, of a higher quality?**

**Mr. Mills:** At IDSolutions, what we really understand is that it is not about the technology itself. It is about the applications and servicing and supporting it in a way that our customers can really focus on doing what they do best, which is by providing them the expertise and the managed services, the cloud services to ensure that the customer does not have to deal with the technology, they just need to use it. That is what we try to bring to the table, which is to have the expertise to enable that. Most people really do not have the resources and the time to focus on the technology itself, they just want to be able to utilize the technology. That is something that cloud has enabled in general, but part of what we do is looking at it from the perspective of making simple and easy to use but also more sufficient because our stuff is not all on a cloud,

hybrid is much of what we see. We have customers who have on premise and cloud tied together in such a way that the end user does not know, but it makes it more secure, higher quality and easier to use.

**CEOCFO: *What is some of your work with government and educational customers?***

**Mr. Mills:** In the government space, we primarily work with state and local government. We do some federal business and we are on a GSA schedule, but our biggest customers are state and local government. The applications are tremendous for states to be able to effectively communicate. We have done projects on emergency management centers, so everyone always sees these huge centers with big screens and key people trying to communicate whether it is flood, fire, or other events that happen within a state. Effectively visually connecting to every county and institution within the state and being able to connect mobile with devices to help gather that information so they can manage and deal with that emergency situation is a huge thing for many states. States also have a tremendous requirement to communicate effectively within agencies as well as to communicate to their constituents. In that case, many times it is broadcasting what is going on in state and local, federal government, it is being able to record that for playback so the constituents that community, state etc. are able to really see everything that is really going on within the state government as if they were able to attend sessions in person.

**CEOCFO: *Do many governments take advantage of that capability?***

**Mr. Mills:** To answer your previous question, government promises open access and that is what our government is based upon, open access to information as to what is going on. Visual communications is a way to help achieve that in a more effective manner. We are talking about open hearings, that are open to the public and providing them the ability to participate in the hearings and see what is going on at the hearings remotely, whether it be live or by playing it on demand after the events happened.

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**- Tracy Mills**

**CEOCFO: *Do many of your clients take advantage of the managed services? Are many using your tool to develop their own content?***

**Mr. Mills:** There is a large percentage of our customers that take advantage of our managed services in some way, shape or form, whether that is a fully cloud based service, whether that is on premise solution where we are providing resources on site or remotely. The beauty of technology today is technology is managed over the network. Whether you have someone physically there or not, does not determine whether you are able to manage the solution effectively for our clients. The third solution is more of the hybrid model, which is what we see more and more of today to take advantage and leverage the benefits of both cloud and on premise solutions to provide the most secure, efficient and high quality solutions. People in my opinion do not really care about cloud or managed services, they just care about having it work effectively with the least amount of effort on their part and insuring that it works for them and they can just focus on using the technology to help them communicate on a daily basis.

**CEOCFO: *What is the competitive landscape?***

**Mr. Mills:** That is a big question because there are so many pieces to that from a competitive landscape, all the way from the high end of what you would consider immersive telepresence, down to the individual communicates, which for is truly individual communication. We enable people communicating with people, whether that is they are going to schedule something at a particular time during the day or they just need to communicate with someone. Whether it is utilizing presence to identify that you and I are both online and say let us talk right now, or whether it is a scheduled meeting later. Competitively, I think much of this is understanding the applications, being able to pull in mobility and being able to tie all of it together. It is being to take the immersive telepresence all the way down to the mobile devices and have those communicate effectively for our clients.

**CEOCFO: *How do you reach prospective clients and how do they find you?***

**Mr. Mills:** We have partners that we depend upon. With business partners, we have a strategic relationship with AT&T and we work with them and their customers and we jointly manage customers together with AT&T. We certainly have manufacturer partners and we have some channel partners as well. We also are very active in terms of having our own team identifying organizations that fit the applications of what we are talking about whether that be government,

healthcare etc. We get many of our customers through word of mouth. We get many referrals from one customer to another. That is the best way to reach new customer, not just because it is a great referral, but that means you are taking care of your customers for them to do something like that.

**CEOCFO: *When you are speaking with a potential customer, is there a typical aha moment when they understand the difference of what you are able to provide?***

**Mr. Mills:** I do not know that there is always one single aha moment for every customer. It depends upon the client but if I had to try to nail one down, the aha moment probably comes when they understand how they can achieve some of their business goals by communicating more effectively. We are big believers in using the technology we sell and services we sell. In the aha process, many times it is us using and allowing them to use the solution and understand that this actually does work, they did not have to do much and we do know what we are doing.

**CEOCFO: *How do you evaluate technology so you are as up to date as you can be?***

**Mr. Mills:** Part of what we keep up on as much as anything is yes technology changes but also the needs of our customers, which change as well. We listen to our customers and what they need. That does not exactly tell you how the technology is changing, that tells you how the world is changing and what customers need, which is probably first and foremost in our minds. On the technology side of things, how we keep up is we have a team of engineers that are focused on evaluating and identifying new technologies, new and better ways to do things, new partners etc. We have a process we go through to evaluate that to insure that it meets the standards that we have in terms of the quality and the reliability that we have for our customers. There is not magic wand of exactly how you identify all that, it is being able to spend the time and effort and put your nose to the grindstone, doing the work necessary to keep up and more importantly, the necessary work to test and evaluate the technologies to identify what is ready and what is not.

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

**Mr. Mills:** There are probably many little things that have surprised me but one of the things is probably mobility, which is one of the huge things that has changed. Probably the way that it is used has been a little surprising to me. In some ways, it decreases the need for conference rooms and so on and I will give you some examples. It is not unusual for me to see within our customers or within our own organizations what typically would have been three or four people from our company that would go to a conference room to make a video communication to other people in other locations, maybe on mobile devices and maybe in a room conferencing. Today it is really shocking that people will not even go to the conference room, they will all stay on their mobile or desktop devices even if they are in the same office to communicate with people in other offices, for multiple reasons. One is the convenience for them to have access to all the things that they have at their desk. It is also giving everyone the exact same experience, which certainly helps our other communications as well. It shocked me when I saw four or five individuals on a video call from their desk that are sitting in the same office. I see that with our customers and I see it here. The world of mobility, the world that we all see with people walking around with their iPhones, iPads and other mobile devices, and the things that they can do has really gone above and beyond where I ever thought it would have gone.

**CEOCFO: *How is business these days?***

**Mr. Mills:** It is very good. We are continuing to grow and evaluate technology. We are continuing to grow our service offerings and expand and really tie all that together in a better way so that you can insure that all the technology, whether I am on a video conference, recording something from my device or want to stream a video conference. Therefore, it is not an independent video conferencing solution and an independent streaming and video on demand solution, it is all one combined solution. It is a video communications solution overall.

**CEOCFO: *Final thoughts? What should people reading about IDSolutions remember most?***

**Mr. Mills:** One of the things that we have not talked about, which is very near and dear to our hearts here at IDSolutions is the culture here internally. I think what is very different about us is that we believe we build a culture where our people are happy, they work together and work very hard and that overflows to our clients to provide great customers service and satisfaction. Recently we were named one of the top places to work in Indiana and that is all based upon what happens internally, but it is our profound belief that people that are happy and enjoy their work are also going take very great care of our customers. I think ultimately that is what people would see, that the solutions that we provide have a very high level of customers service. We take our customer satisfaction rating very seriously. I just ran the numbers for someone over the last 12 months and we do something very simple for every one of our customers, which is ask if they would do business again with us and if they would recommend us. We are in excess of 99% of our customers that say "yes" to both of those questions, which is what I think is our focus. We love to talk about the technology, but at the end of the day, we are all about effective communications and high quality of service to our customers and I think that is what makes us different.

**BIO:** As founder and President of IDSolutions, Tracy has responsibility for the business planning and strategic vision as well as management at IDSolutions. Tracy is recognized as a passionate, customer-focused technology visionary. Previously, Tracy served as a founder and Vice President of Marketing as well as Vice President of Operations at W2Com and over 10 years with AT&T where he served as the director of video conferencing sales. Tracy holds a B.S. in Decision Sciences and an MBA in Marketing and Management from Indiana University.

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