

## Q&A with Sean Crowley, CEO and Technology Coach of S90 Technology, LLC. providing IT Solutions for Small Businesses in the Orange County and Los Angeles Area of California



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“S90 Technology elevates the way small businesses are using technology strategically, and that is why clients choose S90 Technology. We use standards and best practice to keep technology reliable.”- Sean Crowley

**CEO/CFO:** *Mr. Crowley, would you please tell us the concept behind S90?*

**Mr. Crowley:** We designed IT solutions for small businesses in the Orange County and Los Angeles area specifically relating to technology.

**CEO/CFO:** *Many companies are in that same arena. Would you please tell us what you understand about working with businesses and technologies that perhaps others do not recognize?*

**Mr. Crowley:** I like to say that our unique perspective on business workflow is our “edge” or what we like to call it: our “defined superpower,” which essentially makes us different. This is our biggest advantage over any other IT company in the area. With an extensive education in business development and an MBA in business, I am more adept with understanding the operations side of businesses, management, decision-making, and chain of command. With this in-depth knowledge, I am then able to translate that into technology and how small businesses can increase productivity and minimize the amount of downtime to their work flows. Obviously, technology drives a lot of the business side of things, and a lot of managers and even owners have trouble connecting those two components together. I am able to bridge that gap and help these small businesses align their technology with what they are trying to achieve as a business and even on a more strategic level.

**CEO/CFO:** *Would you give us an example of what that means on a day-to-day situation?*

**Mr. Crowley:** A lot of times, businesses main objective is to get things fixed when they break. The proactive ones are trying to prevent their computers from crashing because they understand the value of repairing or replacing them. S90 looks at a work environment through a lens of what the business ultimately wants to accomplish. For example, if a business comes to us and says “*I want to replace an old server/application*” that they are currently using or that they have used forever that may not quite be meeting all their needs but it has always worked. S90 steps in and looks at the request objectively to see if this is the best solution for the amount of employees the company currently has, and if a better solution is possible that would still be able to help facilitate rapid growth and not limit the company in terms of technology. Maybe some employees are working from home now so we need to re-design work flows so they can still access information after hours or on the weekend. We can then make sure the new solutions are aligned to best practice and business objectives.

**CEO/CFO:** *How do you help a company recognize what they should be asking you to do?*

**Mr. Crowley:** It is definitely a more systematic approach. I tend to prepare questions I want to cover or need clarification on my end, especially with new clients. We see this a lot with newer clients and even on-going clients. With on-going