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Q&A with Alan Rabinowitz, CEO of Wolff Adar IT Solutions network specialists Monitoring all Digital Traffic coming into and going out of the Networks of Small to Medium Sized Businesses in Metro-Toronto

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“Phenomenal customer and computer service means that we try to respond in real-time... We give them the satisfaction of knowing we are there to help them.”- Alan Rabinowitz

Interview conducted by:
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CEOCFO: Dr. Rabinowitz, what do you do at Wolff Adar IT Solutions?

Dr. Rabinowitz: We are network specialists. We basically monitor all digital traffic coming in to a network and we make sure it gets to the destination and we also monitor traffic going out. We make sure it leaves the premises and gets outside towards its destination.

CEOCFO: What is the added layer or the added knowledge that you have at Wolff Adar?

Dr. Rabinowitz: Between myself and my partner, we have a combined experience of over 70 years. We have a deep understanding of issues that are involved in getting the traffic moving from one place to another.

CEOCFO: Is it easier as more and more new tools and ideas come into play or is it harder due to the added technology?

Dr. Rabinowitz: It is not the tools and ideas per se that are making it harder, although it is getting harder, but that is because of the complexity of all of the programs and the operating systems that are involved with them. As the operating systems evolve into their later versions, it becomes more complex to follow the trail of issues. There are always issues, so it is just a matter of finding out the source of the issues, which becomes more complex as the technology evolves.

CEOCFO: Who is using your services today; what types of companies?

Dr. Rabinowitz: Small to medium sized companies are using our services today; from a two man operation up to 150.

CEOCFO: Do your clients take advantage of the full range of services that you offer?

Dr. Rabinowitz: Some will only use just one aspect, but most of them do the full range of our services. We offer a full service where we monitor every single digital device in their network.

CEOCFO: How do you address the need for security with the reluctance of people to pay attention?

Dr. Rabinowitz: Every now and again we conduct diagnostics. We have tools that enable us to look and see whether they are secure with data coming from the outside. We also make sure that all of their updates and patches are up to date, so that any potential holes that attackers may find are closed down.

CEOCFO: How do you encourage clients not to fix an issue on their own or not to do an update without checking with you?

Dr. Rabinowitz: It is more by example. We tell them this is the service we offer and that comes with the monitoring, so one of the services is that we will take care of the updates. We actually remove the ability to do the updates themselves

from them. There are those that want to do the updates themselves, but we advise them not to. There has been multiple cases where companies have opted to do the updates themselves, and when they walk into their office in the morning they are in trouble because their systems are down because something has happened. Therefore, they will come back to us and acknowledge their need for us to do the updates.

CEOCFO: *Big and bold on your website it indicates, "Phenomenal customer and computer service". What does that mean on a day-to-day basis at Wolff Adar?*

Dr. Rabinowitz: Phenomenal customer and computer service means that we try to respond in real-time. A customer has a problem for which we have a ticketing system, but they can also phone us as well if their email system is down. They want to hear us say that we see their problem, understand it and will resolve it. We give them the satisfaction of knowing we are there to help them. The issue may not be resolvable right away, but at least they feel that we are giving them attention and they are not alone.

CEOCFO: *How do you reach out to new customers and how do people find you if they are looking?*

Dr. Rabinowitz: Most of our business has come to us by word of mouth over the years. However, every now and again we have done ad campaigns on Google and we have done cold calling. We have not been as successful as we have wanted them to be, because if you do maintain some of these computer networks personally, you have a great deal of access to information that the administration would not like to be known to the general public. Therefore, they have to be confident that you are someone that is not going to miss use it. This requires us to be introduced to people, so it takes us a long time to get the business through cold calling.

CEOCFO: *What is your geographic reach today?*

Dr. Rabinowitz: It is mostly Metro-Toronto, although we do have one client in the US, which happens to be through a family connection.

CEOCFO: *Is being local important to your clients?*

Dr. Rabinowitz: There are a few clients who actually want to be physically seen, and even if the problem can be resolved remotely they want to see you there. These are more established and older clients who feel a need for that kind of hand holding, so we provide that.

CEOCFO: *Are hardware sales a growth area for you or just something that is a part of the mix?*

Dr. Rabinowitz: It is a growth area for sure. We try to keep stock of equipment that moves, because we do not like to hold onto equipment for too long. However, this does allow us to supply hardware to customers who call us when they have a need. We are trying to get into a market where we will just supply the equipment without any support, and will give the customer good value for their money, much like a retail outlet, but at a whole sale price.

CEOCFO: *What are you surprised we can do today with technology and surprised that we cannot do yet?*

Dr. Rabinowitz: Nothing surprises me. I recently went for cataract surgery using a laser and I was sort of surprised, but I was not because they were using state of the art technology. They were able to cut into the cornea and replace the lens with a great deal of accuracy. The only thing I would like to see is for it to be more user friendly.

CEOCFO: *What is the plan for the next year or so for Wolff Adar?*

Dr. Rabinowitz: We would like to increase our hardware sales and we would like to get our name out so we can increase our networking business as well. Therefore, we are now going more into the Google ads, which will be localized at this point. Then we will be going to the local community and get them to through word of mouth to promote both aspects, which are the hardware sales with support, without support, as well as just support for the hardware they currently have.

CEOCFO: *Put it together for our readers. With so many companies to choose from, why Wolff Adar?*

Dr. Rabinowitz: Because we respond in real-time, and we try to preempt any problems from occurring. In addition, we contact our clients as we see things happening. When you phone we will answer the call, rather than have it go into an automated system. Having said that, our answering system automatically will go into an email that broadcasts to all of our staff, and then we will get back to you typically within 15 to 30 minutes to assure you that we know there is a problem, and that we are on top of it. Again, we will hold your hand until you are able to get back to full functionality.