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Technologent Continues to Climb Despite Global Pandemic



Tammy Cooper
CEO, CFO & Chairman

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CEOCFO: Ms. Cooper, what is Technologent?

Ms. Cooper: Technologent is a Global Provider of Edge-to-Edge™ Information Technology Solutions and Services for Fortune 1000 companies. We drive digital transformation.

CEOCFO: When might a company turn to you?

Ms. Cooper: Companies turn to us when they want their IT environments to be fast, flexible, efficient, transparent and secure. We enable our clients to focus on driving innovation, increasing their productivity and outperforming the market.

CEOCFO: Are these typically companies you have worked with before or new people coming to Technologent?

Ms. Cooper: We have very strong client relationships that have spanned many years, but each year we see about a 20% increase with net new clients who are looking for a trusted advisor who can consult, architect, integrate, deploy, support and/or remotely manage their business.

CEOCFO: How are you able to help on the hardware side regarding is needed to work from home securely?

Ms. Cooper: Technologent is perfectly positioned to help accelerate the needs of a virtual workforce strategy. We offer remote access solutions, remote collaboration solutions and VDI bursting solutions all specifically designed to bring speed, security and reliability for the remote workforce.

CEOCFO: What are some of the challenges that companies do not recognize until it is time like now and how can you help proactively so that people are ready to make an adjustment quickly?

Ms. Cooper: This global pandemic has taken almost all organizations by surprise. Equipping a workforce that normally does not work from home, and doing so seamlessly and securely, has been one of the biggest challenges. As previously stated, we have a number of remote workforce offerings that can be delivered quickly, efficiently and securely. In all cases, we will work with our clients to identify, assess, develop and advise on a strategy that will work for them now and well into the future. I will also add that many companies are taking this time to enhance their current IT infrastructure so when the market comes back, they are ready to meet the needs and demands of their clients and employees.

CEOCFO: From your site, it looks like you work across all industries. Are there any verticals that you do more work with or that you would prefer to work with, given a choice?

Ms. Cooper: Since our focus is helping our clients solve for business outcomes, we find that our portfolio balances across all industries. We have clients in manufacturing, financial, healthcare, telco, gaming, media and entertainment, etc. We have a wonderfully diverse portfolio that works well for us and our clients.

CEOCFO: *How do you handle the security challenges, particularly in finance and health, both of which need a lot of security?*

Ms. Cooper: There are countless facets to handling security challenges and hundreds of security manufacturers that offer various solutions. Our Technogent CISO and security team make navigating the security landscape seamless. We address connectivity, device, access, data, monitoring/alerting and cyber security along with offering managed security services and resource consulting for security.

CEOCFO: *What if anything has changed in your approach at Technogent over time?*

Ms. Cooper: Technogent opened its doors in 2008 as a Sun Microsystems reseller. Over the years we diversified our portfolio with additional hardware and software manufacturers as well as building out our professional services and managed services practices, which now makes up about one third of our total revenue. With a massive shortage of IT Engineers in the workforce, our professional services practice is pertinent to our success and the success of our clients.

CEOCFO: *Would you tell us about growth under your leadership as CEO and Chairman at Technogent?*

Ms. Cooper: We have enjoyed incredible double-digit growth over the last four years, far exceeding the growth standards for the rest of the industry. Coming into 2020, we looked closely at our resource needs and have built a hiring board to ensure that we are staffing in all the right areas to maintain our strong and profitable growth.

"Technogent mobilizes the power of technology to turn your IT vision into reality- enabling you to focus on what matters most for your business." Tammy Cooper

CEOCFO: *How are you able to attract top talent? Why does someone want to work at Technogent?*

Ms. Cooper: Technogent has a fantastic reputation in the industry. We are blessed that we don't have to work hard at attracting top talent as top talent comes to us. We pay competitively; we offer great benefits; and we celebrate success. And although we have nearly 300 employees, we work hard to keep it feeling like a family business.

CEOCFO: *Technogent has received a number of awards and industry recognition. What is most meaningful for the company?*

Ms. Cooper: Thank you for noticing! We are very proud of all of the industry awards that we receive from our vendors, distributors, industry publications, and even from the US Secretary of Commerce! But what I hold near and dear to my heart are the employee driven awards that we received. The last four years, we have received Top Workplace in Orange County, CA. That makes me proud.

CEOCFO: *What will change for you when the dust settles from COVID? What might be different in what you do for your clients and how you approach them?*

Ms. Cooper: We don't anticipate our approach changing, but we do anticipate some reprioritization on some projects from our clients. We also anticipate the need to temporarily fill the gaps with technical resources as clients ramp back up production.

CEOCFO: *How is business in general?*

Ms. Cooper: Business is steady. We had a successful Q1 and we are optimistic for a good Q2. With the majority of our clients being Fortune 1000, many of them are still driving business during the pandemic, and we are supporting their efforts. Our partnerships run deep and are very loyal. And while we are cautious, we feel confident that business will continue to grow.

CEOCFO: *How do you reach out for new clients?*

Ms. Cooper: We have a number of routes to market. We have corporate marketing as well as field-based marketing that works to increase brand awareness and drive demand for the organization. We host educational events and webinars and we encourage our incredible engineering leads to write blogs and provide thought leadership around emerging

technologies that our clients crave. We also leverage our clients' testimonials and word-of-mouth successes. We have new prospects come to us and say, "We heard what you did over at XYZ company and how happy they are with your partnership. We are hoping to discuss how we can work together to solve for our current business needs." There is no better way to earn a new client.

CEOCFO: *When you are working with a new client, trying to understand what they need or what they are looking for as opposed to what they think they are looking for, what might you put into the mix that less experienced people do not recognize as important?*

Ms. Cooper: Technologent's strengths are all around consulting, assessing and designing the right solution to meet our clients' needs within their budget. We listen intently to what the business outcome goals are and offer a variety of solutions to achieve those desired outcomes.

CEOCFO: *Why choose Technologent?*

Ms. Cooper: Technologent mobilizes the power of technology to turn your IT vision into reality- enabling you to focus on what matters most for your business.

