



### Q&A with Scott Granicki, CEO of AF Technical Resources, LLC providing Computer and IT Support, Managed Services, Network Solutions and Offsite Data Recovery Services in Milwaukee Wisconsin



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Interview conducted by:  
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**CEOCFO:** *Mr. Granicki, what is the focus for AF Technical Resources today?*

**Mr. Granicki:** Our focus is to maintain and help our clients with their network infrastructure and security for their environments.

**CEOCFO:** *What is the range of services that you provide?*

**Mr. Granicki:** Our focus is SERVICE first, and to take care of our client's needs. This can be with any of our services, product procurement, security products, Backup and Disaster Recovery, and our MSP services.

**CEOCFO:** *Are many people looking at hardware through a service provider these days?*

**Mr. Granicki:** It depends upon how you develop your business. Mine as a full service, value added reseller (VAR) or a value added partner to my clients, they basically call me, they have a need, I fulfill the need and very few times do we ever have a quote involved. It is more or less I need five to ten PCs, I spec them, order, install them and they are done. In my case, I spoil my clients in that they do not have to go to Amazon or another reseller to find products, they just trust me and my ability to do it for them at a fair price and a great value and it is done.

**CEOCFO:** *Who is using your services?*

**Mr. Granicki:** I basically have three verticals that somehow found me. One is the legal industry, anywhere from a sole practitioner to a 30-40 person firm, non-profits anywhere from small non-profits, two to three users up to 100 + user environment, and then manufacturing, which goes anywhere from five desktops up front to a full production plant that has over 100. We also have other clients in different areas but the majority of the clients fall into those 3 groups.

**CEOCFO:** *What are some of the special challenges for non-profits and how are you able to help them?*

**Mr. Granicki:** The special challenge is understanding that they have a need versus a want. Many times they want to upgrade their equipment or want to get to the latest and greatest environment, but it is my job as their consultant and value added partner to steer them into what they need instead of want. They do not have to get the latest and greatest software or the best PC. They may want it but they do not need it. We help them use the extra money saved off of that to put it back into their programs where it is better used.

**CEOCFO:** *What do you understand on a basic level about technology and the atmosphere today that allows you to do a good job for your clients?*

**Mr. Granicki:** My philosophy has always been to treat each client separately, so it is hard for me to answer that as a group answer. Each client I have has specific needs on what they need out of the internet, out of the cloud world. Any

time we do something, I do not have a cookie cutter or stamp that says they go into this category and are done over here. It is looking at each environment and client and thinking what you actually need to make yourself a better company, a more robust throughput of your work versus just falling into category. The understanding of what you need is depending upon my client's actual need of what they have to do for their day to day business.

**CEOCFO: *What are some examples of what a client might ask you to help the, with and how you can craft a solution that would be specific for them, taking into account their particular focus?***

**Mr. Granicki:** The biggest thing I run into especially now with all the security issues out there with all the malware, spyware and ransom ware is if the data is safe. Everyone thinks because it is on their PC or server, that they are safe and protected, but it is my job to go tell them and show them that is not the case and provide to them a plan/project to make sure that data is safe, to get it on a separate system versus their servers, a network attached storage device that is either near the server room or in some cases, away from the server room so in case a disaster happens, it does not affect both devices. From there, to get that data off site and then when needed, to be able to convert that into a working server at a remote location, it gives them a true disaster recovery, full backup and a disaster recovery site to recover to.

**CEOCFO: *How do you reach out for potential customers and how would someone find you if they were looking?***

**Mr. Granicki:** I have been in business, going on my seventh year and every client I have had is was a referral. I do not do much marketing, except on my webpage. I do very little social media. It is just taking care of my current client in such a way that when they ask from their partners of clients or vendors who you use, they are confident enough to recommend my firm to take care of the next person as well.

**“The biggest thing is just that we are a unique IT solution, support and consulting company. We do not have an exact title because we are so different. We are a very ethically based, value added firm that tries to do things the right way at all times.”- Scott Granicki**

**CEOCFO: *What has changed in your approach over time and what have you learned as you have been working with various types of companies?***

**Mr. Granicki:** The biggest thing I learned is that there are many ways to do the same thing and it just takes the courage to do the right thing as often as you can. Each client is different and you cannot treat each one as a single approach. You have to sometimes bend around the corner versus breaking around the corner. You need to adjust on the fly as you grow. Back when I first started out, I am still paranoid but my paranoia was a lot larger day one and now after six and a half years of this, I trust things more than I used to because the stability of the products. I trust my backup software as much as I did back then as I do now. The biggest risk I have is protecting the clients data. We need to make sure the backups are reliable and tested, data sent offsite and then test the full restoration of the clients network on remote servers.

**CEOCFO: *Are most of our clients using you as an MSP? Are there different packages they can go with or different services? Do you craft something specifically for a client?***

**Mr. Granicki:** Some of my clients start off as basically break-fix. Our first discussion is of their environment and different ways we can go ahead and maintain them. After the conversation, right around 80% of them are on some type of flat fee, managed services program, whether it is just for security or for their data backup, retention, restoration, full network maintenance and support, it all varies. I do not have any red, white and blue, platinum, gold or bronze packages because each client does not need that. They need to know that I have six servers and eighty work stations and four locations, so what is the cost going to be? I rather have me fit in their pocket than having them fit in my pocket.

**CEOCFO: *What is next for the company?***

**Mr. Granicki:** Next is to do what I do best and do more of it. What I do works and clients tell me that, it is just the little things that my clients really appreciate of not charging a service fee to show up at the door and do work. It is not taking advantage of afterhours, charging time and a half for doing routine maintenance. It is to grow and expand more by word of mouth, by getting my name out there and doing more charity functions for my clients and things like that, expanding the best I can.

**CEOCFO: *What should readers remember about AF Technical Resources?***

**Mr. Granicki:** The biggest thing is just that we are a unique IT solution, support and consulting company. We do not have an exact title because we are so different. We are a very ethically based, value added firm that tries to do things the right way at all times. We make mistakes and we all make mistakes but it is to own those up front, correct them and make sure clients are taken care of, whatever cost it is to us and to ensure the client is treated fairly at all times.