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Issue: April 28, 2014



**The Most Powerful Name in Corporate News**

## **Managed IT, Cloud and Staff Augmentation Services for U.S. Businesses**

Since 2006, ComputerSupport.Com has been providing managed IT services, cloud, and staff augmentation to businesses across the United States.

Our mission is to make businesses run more efficient by combining powerful technology and our unique process.

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

**CEOCFO: Mr. Bensonoff, what is the concept at ComputerSupport.com?**

**Mr. Bensonoff:** The best way to put it is our company mission, which is to help business executives get the most out of their technology investment. We essentially help small to medium businesses use technology and get the most return on investment out of technology. Lately and in the past decade, technology is becoming and has become more and more important in the everyday lives of individuals and businesses alike. We help businesses utilize that technology better.

**CEOCFO: What is the key to understanding what your client needs, what they think they need and making recommendations at the appropriate time?**

**Mr. Bensonoff:** It is all driven by the business. It really depends where the company is going. We have a great relationship specifically with executives, so a lot of times that is the CFO of the organization who has the oversight on the IT, or another executive such as a COO at times as well. It just comes out of conversations, and then we have a process that is our strategic consulting process. It is called STAR, and it allows to essentially uncover these challenges and uncover the businesses' needs, and then we address them with technology from there.

**CEOCFO: Is there a common thread among the businesses you serve other than size?**

**Mr. Bensonoff:** We are not vertically focus. The common thread is that the businesses we work with understand how technology can be beneficial to them and it can help them grow and become more efficient and move into the next stage of their business growth. With that said, we work a lot with professional services companies, healthcare companies and financial services companies. That is the majority, but we also work with manufacturing firms, consultants and we work with a wide variety of businesses all across the United States. We are national.

**CEOCFO: How do you reach out to potential customers and how do they find you?**

**Mr. Bensonoff:** There are a lot of different channels. We sponsor a lot of the CFO organizations. For example, we are partner of the Financial Executives International, which I think is one of the bigger CFO networks in the world, and other organizations. Through those organizations, we are able to showcase our services and products, or it could be as simple as word of mouth or someone finding us online. That happens as well.

**CEOCFO: How were you able to lock up ComputerSupport.com?**

**Mr. Bensonoff:** We started out with a different name. Our legal name is still different, but we have been doing business as ComputerSupport.com for four years or so now. Back in 2009 or 2010, it was just pure luck. I stumbled across a name that was not used and reached out to the owner why he was not using such a great name. The old owner ran a computer shop, and he got out of that business and no longer needed a domain, so it was a win-win situation for both of us.

**CEOCFO: When you are speaking with a prospective client, is there a typical aha moment when they understand the difference at ComputerSupport.com? How do they know you are the right people to go with?**

**Mr. Bensonoff:** Just to back up a second, our two main products are our manage IT service, which is proactive management of hardware, software, networks and mobile devices. Our second product, which we started developing back in 2009 and is our third generation now, is our ITAnyWhere cloud. That is essentially a replacement for any IT infrastructure such as servers and so forth. It enables our customers to do their work from any place, on any device, using any application, collaborate, be more efficient and not have to spend capital on investing in expensive business software and hardware. That is typically the aha moment – when we do the demonstration of what the cloud product looks like. They log in to ITAnyWhere cloud portal and they see how easy it is. Typically, that is when people understand the main value of our product.

**CEOCFO: Are you still finding companies that are resistant to the cloud or do people understand now?**

**Mr. Bensonoff:** There is definitely some resistance. Security is the biggest concern with all the recent news about break ins here and there and surveillance. That is definitely on top of everyone's minds; however, people still understand that as much as they can try to avoid the cloud, it is next to impossible. If you look at any organization or individual, they have at least something in the cloud, be it email, their backup or anything as simple as that to anything more complicated. Most businesses now use Salesforce, Gmail, Google apps or something like that. Some people might think they would like to avoid the cloud, but then they start thinking back and realize they actually use it already. Their guard then goes down a little bit and they tend to open up a little bit more. Plus, we have done a lot of work to address those questions. Our IT anywhere cloud is built on top of Amazon web sources, which is a public cloud infrastructure, but it has the most compliant security features out there. They have gone through various audits and meet a lot of the federal requirements. We built on top of that to ensure that our customers are protected and follow best practices for everything that we do.

**CEOCFO: How do you evaluate the new technologies?**

**Mr. Bensonoff:** There is a ton of new technologies out there, and it is next to impossible to evaluate and present our customers. It would be impractical and not efficient to do that, so I think we are driven by our customers' business needs, and they tend to follow a similar path. Even though they might be in different industries, the path is always similar; it is always to be more efficient, be more productive, be more mobile, work from various locations and be secure. We look at the most innovative and at the same time the market needing products and those specific needs. We try to find the best, and we do a lot of testing internally before we go to our customers with any kind of solution. It is a constant challenge for us to whittle down the huge number of companies out there with new products.

**CEOCFO: Would you tell us how you are able to easily transition a new customer into your system?**

**Mr. Bensonoff:** Our cloud transition plan is a zero down time migration, meaning that our customers who have servers or might be using a hybrid environment where they are already in the cloud or have a couple of different clouds applications and then some servers on premises. Whatever it may be, we have a zero down time transition plan for them to continue to work as is. It takes about 30 days, and it is fairly complex. We do a lot of copy and that kind of thing, but at the end of the day, within about 30 days after everyone has been trained on our technology, they essentially come in on a Monday and begin using our product without any interruption. All their data is there and all their files, emails and applications are accessible just as they left it on a Friday before.

**"ITAnyWhere cloud enables our customers to do their work from any place, on any device, using any application, collaborate, be more efficient and not have to spend capital on investing in expensive business software and hardware." - Kirill Bensonoff**

**CEOCFO: What have you learned from your customers that has made your product easier to use?**

**Mr. Bensonoff:** We have learned a ton. I think one big thing we have learned is that even though cloud is great and easy to use, the thing that is prevalent is that people still work offline. They use the ability to work offline. That is something we learned from our customers and that we probably did not think of when we started out in the cloud path originally. For us techies, it seems that being online 24/7 is natural, but for a lot of the people out there today, they are online part of the day. There is travel and other times when people are not online. We have actually been able to work around that and provide our customers with the ability to work offline in the same environment as well as when they are online. That is one of the bigger things that we keep on top of our minds while we are innovating nowadays.

**CEOCFO: How will ComputerSupport.com be different a year from now?**

**Mr. Bensonoff:** The things that we are working on now are essentially improving what we have and making our product more acceptable or more user friendly. I think it is going to get easier and easier to use it as time goes on. It will be much more user friendly, and I think we are definitely bringing value to the industries we work with now and we hope to expand and be able to bring value to a lot of other different industries and verticals. That is the direction we are going. At the same time, we are making everything more secure, and we are working with various organizations to follow the best practices and make sure our product is the most secure out there today.

**CEOCFO: How do you keep up with the regulatory issues in the industries that you are focusing on now?**

**Mr. Bensonoff:** We work with some industry experts, for example in the financial services side we work with FINRA and their regulations and compliance. On the health care side, there are HIPAA regulations, so we definitely have help from people who focus in those compliance matters. They are constantly changing, and we have to on top of it all the time.

**CEOCFO: Do you see acquisitions as part of your growth strategy?**

**Mr. Bensonoff:** Absolutely, we are actually in acquisition mode right now. We are definitely always looking for new partners to come in and join us and help the new partners grow and essentially improve economies of scale. It will be a win-win for everybody as well.

**CEOCFO: Do you see a consolidation in the industry in general?**

**Mr. Bensonoff:** Yes, in our industry there has been consolidation more so in 2012 and 2013. It has slowed down somewhat now. The industry is fairly fragmented still. There is a large number of small or medium service providers out there, so there will probably be a lot more consolidation in the coming years.

**CEOCFO: Your site indicates that you offer on-site support. Is that used very often these days, and how do you manage that across the country?**

**Mr. Bensonoff:** I would say it is used less and less every year, but it is still used. The thing that is difficult to replace is actually the installation or the replacing of some hardware devices. Some people still need a computer, laptop and some people still have on premise infrastructure and they either have issues as well. That is the kind of stuff where on site help is really needed, but I think it is frankly becoming a lot less. We do most of the stuff remotely, computer builds we do right out of our lab here out of Boston out of our headquarters, so we are able to manage that whole process. When on-site help is needed, we can essentially service our customers in almost all of the United States.

**CEOCFO: Are there items or parts of your services that overall companies do not pay enough attention to or areas where you think, in general businesses, do not understand the needs?**

**Me. Bensonoff:** I think a lot of businesses focus on the immediate where the long-term approach or long sight view could be beneficial in terms of thinking about technology, the life cycle and how technology is evolving. They try to think about it 20, 30 or 40 years down the road. The companies we work with are small to medium businesses, and a lot of times people address what they need immediately. The immediate takes precedence over the long term, and it could be hard to look beyond the today and the tomorrow. At times when there is an opportunity, we try to help our customers understand the big picture and that kind of process, and we try to steer them in the direction of taking the long-view approach.

**CEOCFO: Put it all together for our readers. Why pay attention to ComputerSupport.com?**

**Mr. Bensonoff:** I think we have come up with a few different things that are extremely interesting for small to medium businesses, particularly our cloud offering that is a turnkey offering, whereas our customers really do not need anything else as far as IT goes. When they sign up for IT anywhere cloud, that is really the only thing they will have to account for as far as their IT expenditure. Secondly, our national reach. As we were talking, the off-site stuff still happens, and now they see the smallest business are still distributed. They have a sales office in New York and an operations office in Dallas, for example. We are one of the few companies that are able to service them wherever they are.

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**BIO:** Kirill Bensonoff is the founding partner at ComputerSupport.com. He is responsible for delivering technology solutions, driving customer satisfaction, maintaining the culture of innovation as well as overseeing the strategic direction of the company and building business relationships.

Since 2006, Computersupport.com has won two Boston Business Journal Pacesetter awards and was featured in numerous blogs and magazines. Kirill has recently been featured as a guest speaker on TMCNet's "On The Road" segment, in American Express "Open Forum" blog and on Entrepreneur Podcast Network. Kirill has been quoted in CEO World magazine, Talkin' Cloud, Tech Target, TechWell and ZDNet, Kirill has utilized his unique blend of skills and expertise in IT and business strategy to drive ComputerSupport's growth.

Kirill earned a B.S. degree from Connecticut State University, and is currently attending Harvard University. Kirill holds a number of technical certifications, including MCSE, VCP, MCITP: Enterprise Administrator. Kirill actively participates in the United Way of Tri County and other charitable organizations. He is also a member of the Boston's chapter of the Entrepreneurs Organization.

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