

Web Development for Entrepreneurs and SMBs providing Web Design, eCommerce Sites, Internet Marketing, SEO, Merchant Solutions and Web Hosting



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Interview conducted by:
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“Our entire team understands that the goal is to help the clients generate and convert traffic into business. That is what keeps us and them in business. This fundamental understanding is the main reason why a business will choose us.” - Michael M. Vaknin

CEOCFO: *Mr. Vaknin, what is the range of services that IBCnet offers?*

Mr. Vaknin: IBCnet has been primarily a web development company. We have been in the market since 1994, providing services for business ranging from development of entrepreneurs coming up with concepts as to what they want to have as a business, to actual businesses that needed an extension to what they are doing into what will become their business online. We help interpret for them what would be their best representations over with web marketing. Basically we provide both interpretations for what would be their business online and showcasing products and services.

CEOCFO: *What do you understand that allows you to come up with the right solutions?*

Mr. Vaknin: Experience tells us what works and what does not. You have built so many businesses in so many different industries and you understand that there is a certain formula as to what works and what the basics are for what you have. You learn how the business stands out within their industry. We make sure to cover the most important things that they have to cover and then look at their products and their market that help highlight the difference between them to the rest of their industry.

CEOCFO: *Do many of your clients take advantage of a wide range of your services or do people pick and choose?*

Mr. Vaknin: Most of our clients are entrepreneurs for small businesses. They do like the fact that we provide an array of services. Some of them have in-house departments that deal with certain aspects of what we provide. That compliments their services by just providing them with a guide or another pair of eyes looking into what their current department is doing. Our services compliment what they are doing now in addition to what we provide to make it a complete solution.

CEOCFO: *How do potential clients find you and do you do much outreach?*

Mr. Vaknin: Most of our clients are here in the area. Other businesses people refer them to us but with most of our clients it is word of mouth. Most of our clients have been with us for many years and our work is keeping the current clients abreast of the latest technology. Every couple of years we are upgrading them to the latest version of software. Every time they come up with a certain need or the clients come up with a certain need, we will be there to fulfill that technological solution. There is always work with current clients and the new clients we are getting through word of mouth.

CEOCFO: *Do you work with partners on services or are all your services done in-house?*

Mr. Vaknin: We do have partners. For example, with our eCommerce solution we use BV Commerce, which is an ASP.net platform on the Windows stack. Our PHP solutions for Unix include Magento, and custom applications we

developed. We use our IBCnet custom SAAS base solutions for clients to provide CMS with low monthly cost, fast deployment and easy management. For hosting, we have Alchemy Communications, AWS, and Softlayer. We partnered with IPayment Inc. and Stripe for merchant services. We are also a Microsoft, Google and Apple development partners. There are a range of partners that we partner with, which provide us with services that help our clients get the total solution all together.

CEOCFO: How do you handle the challenge of keeping ahead of the new technologies, both in what you provide and what your partners provide?

Mr. Vaknin: With all the years we have been in business, we have seen so many different technologies come through the forefront of technology. It was a big decision to figure it based on something you want to adopt. There is a constant battle of reading and keeping abreast of the latest and what would be the next trend. It is a challenge to sift through and find the different technology and say ok this has the potential to become the latest thing that most ecommerce companies will adopt. It is a difficult decision but I can tell you that this decision made by technology people like us will be a better choice rather than a business person that does not know the difference between previous technologies and what the technology can do for him. As a technology solutions partner, we are entrusted with figuring out whether it is a good technology or not. Through the years we have made so many such decisions, creating a successful track record, that have kept our clients ahead of the curve.

CEOCFO: Are there some services you offer that are not getting the traction you would expect?

Mr. Vaknin: It all comes down to the bottom line. Small businesses are reluctant to share very sensitive information. When it comes to showcasing our ability to help the business, it is in the hands of the business owner to show us or share with us that information so we can see what we are doing is changing the bottom line. When it comes to eCommerce, it is much easier because in commerce there are easy to see conversions. We can track conversions and see data for where clients and visitors are coming from and how they are converting. Then show the feedback that we create, which indicates how it is helping the business. However, for services business it is much harder. For services based companies, it is harder to show that it came directly from actions that we had done. We would be able to provide a better service and know if it is by the actions we are doing, and that they are leading into conversions or not.

CEOCFO: What is ahead of IBCnet?

Mr. Vaknin: The mobile market is growing stronger and stronger. Now there are more people searching on mobile than they are searching on desktop. Companies are looking to capture that market or at least provide the same service that they do today via desktop, to their clients via mobile. The mobile development will continue to grow and we see IBCnet going much stronger into mobile development. Currently we are heavy into mobile development, custom building mobile applications and designing to think between infrastructure that we built via web, and to create a mobile extension that will put all these different outlets into one efficient and manageable ecosystem.

CEOCFO: Why choose IBCnet?

Mr. Vaknin: The answer is what kept in the business for over twenty years. It is the business sense that comes with our decision-making. After all, we are a business and we understand what it takes to maintain a business for a long time. This becomes our forefront for making decisions. We really dive into understanding how we can better the business and better their bottom line rather than just point to a technological solution. For all of their technological problems, there are multiple ways to solve it. There are tons of eCommerce carts out there, there are tons of technologies that provide the same exact solution. The choice is up to the technology partner. Our experience in the business helps us a lot in making that decision. The business sense helps us get to the maximum results for investing in our clients goals. Our entire team understands that the goal is to help the clients generate and convert traffic into business. That is what keeps us and them in business. This fundamental understanding is the main reason why a business will choose us.

