



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



Scott Granicki
Chief Executive Officer

AF Technical Resources, LLC
www.af-techresources.com

Contact:
Scott Granicki
262-264-5960
sgranicki@af-techresources.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

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