

IT Consulting, Support and Outsourcing for Small Businesses Enabling them to Leverage Technology and Protect their Data



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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: Ms. Nelan, would you tell us about CMIT Solutions?

Ms. Nelan: What I wanted to build was a company that listened to our clients, heard them and then provided IT services that were going to help them leverage technology for their businesses so that they could be successful in whatever that they do.

CEOCFO: How is that different from the standard?

Ms. Nelan: I think the big thing is listening. So many companies out there have great technology, great solutions but they fit what they have to match what you say you need and they are not really listening to the clients. They want to sell what they have. We try to flip that around. We ask a lot of questions about the actual business and what it is they are trying to accomplish and not just what kind of computers they use and why. We want to get a better picture of our clients so that we can better help them. That differentiates us and our clients tell us all the time that we really listen to them like it is some new thing but that is what makes us different.

CEOCFO: How do you help a small business recognize what they want?

Ms. Nelan: My background is business and that is what helps me to do this. I am talking to clients as a business person and not a technologist. I listen to what it is they are trying to accomplish. I understand their concerns. Most business owners recognize computers are important to their business. A lot of times they just assume there is not much that can be done – computers are going to break down, there are going to be viruses, and they think it is too expensive to do anything about it. I think education is the big thing here and letting them know what is going on in the industry, talking about how that applies specifically to their industry and how that applies to their business and what that is going to mean from a productivity perspective, for protecting their data and all the different elements that can make or break a business.

CEOCFO: Do you offer managed services only?

Ms. Nelan: Core clients are all managed services today. If we are going to service a client, it is not just going in and fixing something that is broken and walk away. We are looking for those long-term relationships and we want to make sure we are doing right by those clients not only today but far into the future. To do that, we need to be supporting their computers and keeping them running for them and protecting their data and that is a managed service.

CEOCFO: Who is turning to you; is there a common thread?

Ms. Nelan: From a geography perspective we service the greater Rochester, New York area. Most of our clients are generally between 10-100 employees. They are the folks that are relying on their computers on a daily basis and