

Business Technology Strategy, Fully-Managed Technology Services, Custom Web and Application Design, Consulting Company for the Manufacturing Industry providing Cloud-Based Solutions



Mike Schipper
Chief Executive Officer

InsITE Business Solutions, LLC
www.trustedinsite.com

Contact:
Mike Schipper
616-421-8324
mike.schipper@trustedinsite.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Schipper, what is the focus at InsITE Business Solutions, LLC today?

Mr. Schipper: We are really focused on understanding exactly what our clients are trying to do from a business perspective, at a deeper level than a typical technology company. We are actually diving into things like, "What are your processes, what are the challenges in your particular market, what are your products, how do you engage your customers; those types of things that are more and more, in today's technology world, important to understand in order to deliver proper technology solutions. Therefore, our focus largely is to engage our clients on that level verses bringing products without understanding specifically what their needs are.

CEOCFO: When might a company turn to you?

Mr. Schipper: Companies turn to us when they do not know what technologies they might need or if they are having trouble understanding how technology might improve efficiency within their organization, or help them grow, or keep up with current growth. That is where, as previously stated, our approach really helps. That is because we can take a look at specific challenges in their business and actually, not bring the product, but instead say "Here are some areas where certain technologies might be able to help you be more efficient or extend data or services directly to your customers where you could not before".

CEOCFO: Would you give us a couple of concrete examples of what a company might have presented to you, what you were able to pull out of what they said and then what you could offer?

Mr. Schipper: This is a very common example. We often have companies come to us and say, "We are in the midst of a consolidation process due to mergers and acquisitions. We are taking x number of sites with two different companies and we are drawing all of that together, and from a product perspective we are pretty sure that we know how the manufacturing process is going to work, but we do not know how we are going to pull all that data in. We want to make sure that that does not interrupt our service to our customers, delivery of our product, but we want consolidated systems and applications." In these scenarios, we typically perform an assessment of the disparate systems. We take a look at the systems and applications; then we develop a full application and systems catalog to understand where each of the business units are today. Leveraging that information, we begin to build the picture of how we consolidate, how we build that strategy to continue to bring them forward in their technology environment as well as how we can support that ongoing for them. Long-term strategy is important in those scenarios, and we focus on building a solid strategy, then pushing forward from there.

"We are dedicated, not only to providing technology solutions, but truly making a difference in our client's business."

- Mike Schipper