

## Q&A with Rob Schenk, CEO and Co-Founder of Intivix a San Francisco based Managed Service Provider for Auto Dealerships, Architecture/Design Firms, Distribution, and Engineering Companies providing IT Consulting, Computer Support and Cloud-based Apps



**Rob Schenk**  
CEO and Co-Founder

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**“Our focus is to lay a future roadmap of how we see technology evolving and how best our clients can leverage those changes to become more profitable.”**  
- Rob Schenk

### **CEOCFO: Mr. Schenk, would you tell us about Intivix?**

**Mr. Schenk:** Intivix is a Managed Service Provider (MSP) and IT outsourcing company based out of San Francisco. We are entering our 21<sup>st</sup> year in business and are focused on serving small and medium businesses in the Bay Area. Our verticals include auto dealerships, architecture/design firms, distribution, and engineering companies.

### **CEOCFO: Was it a deliberate strategy to focus on those industries?**

**Mr. Schenk:** The first few clients when we started were auto dealerships. It was at a point in the mid to late nineties when the Internet was just starting out and a lot of dealerships were working with green screen/mainframe technologies. At the time, corporate auto makers would communicate with dealerships using CD-ROMs. Then the Internet came of age and communication methods migrated to modem and ISDN connections. That is where the Windows Server/PC revolution started with dealerships and we were at the forefront. We started developing expertise in the automotive dealership space and that became one of our verticals. At the same time, my business partner was working heavily with companies in the architecture and design space. We received word-of-mouth referrals and those industries became special niches for us.

### **CEOCFO: What are some of the challenges in the niche industries that you are involved with that you understand on a level that most MSPs would not?**

**Mr. Schenk:** I think it is understanding the inter-connections of the line of business applications, the way they run their businesses and having a deeper appreciation for the challenges they face. What has been interesting in the auto dealership space is that they are considered financial institutions (since they deal with credit, and PII information), yet many of them are under-protected and do not place a large value on technology as much as they could or should. That is starting to change now which opens an opportunity for us to help educate. The advent of the cloud also creates more possibilities and options for these clients to leverage technology in a proactive and efficient manner while controlling costs.

### **CEOCFO: How do you work with your clients on a proactive basis?**

**Mr. Schenk:** For us it is about getting the right clients. Our core customers understand that technology is an asset. They understand the value of partnership and they are likely to be an operationally mature business. When you combine those factors, we become an extension of their business. We pride ourselves on developing those deep relationships where it becomes more family-like---supporting and helping each other achieve great things. The clients we work with value that candor that inevitably surfaces.