

Managed IT Services and IT Consultants for SMBs providing Computer Support, Network and Cloud Computing Services, VoIP/Phone, Backup and Disaster Recovery, Solutions



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“Understanding business problems is where we add value.”- Sean Robertson

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *What is the basic philosophy behind STA?*

Mr. Robertson: Our mission is to help small and medium businesses take advantage of technology to help them drive their businesses forward plain and simple.

CEOCFO: *How does that differ from what other tech companies might think, claim and act upon?*

Mr. Robertson: It is that same old question, “You two, a nickel cheaper or me too 30 seconds faster. We are a little different in that our super power is ‘The Strategic way’. It is the way we do what we do. It is our secret sauce. It is not necessarily about being a little faster or less expensive, it is about helping clients implement our standards; what we have created as business standards so that they get a nice stable business and can start to drive their business forward.

CEOCFO: *Would you give me a couple of day to day examples where your philosophy comes into play differently than elsewhere?*

Mr. Robertson: Each thing we do taken on its own can probably replicated and duplicated by anybody, but it is how you put them all together that equals The Strategic Way. For example, all of our clients use a data backup device or a business continuity solution. We know we need a way to get a business back up and running again if something goes wrong. For example, a user hits the wrong button, gets a business infected with ransomware, I know that I can recover a business with thirty minutes’ loss of data in 20 minutes or less. That is one of the things we insist on when we work with our clients.

CEOCFO: *Are companies turning to you because they recognize the difference or are they sometimes happily surprised when they realize the depth of what you offer?*

Mr. Robertson: Most of the people that reach out to us reach out to us because they are in trouble. They are frequently working with a traditional break-fix company. The break-fix model is to wait until something breaks and the client calls the IT company and the IT company goes out and fixes it, but of course the motivation for that IT company is not necessarily to fix it because they only make money when things are broken. When we meet with a new client, we do an audit similar to the others might do, but we go deeper, discussing business goals as well as technology challenges. All with an eye towards reducing or eliminating wasted time and aggravation. Once we get through that process, the clients employees can start focusing on doing what they do best, whatever that happens to be. Ultimately, our new clients are a mix. Some know what we do because they are a referral, but many are pleasantly surprised when they find out what we do.