

CIO

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Fusion Technology Solutions



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The annual listing of 10 companies that are at the forefront of providing Managed IT Services and transforming businesses

Fusion Technology Solutions

Cost-effective and Efficient Managed IT Services

CIOs today have similar challenges—pertaining to data security, IoT, cloud strategy, and business digitization—across the board, which are caused by common roadblocks. While some struggle with identifying service and deployment models, managing data ownership, and costs associated with it, the others are unable to leverage data mobility and create a multi-cloud strategy to avoid lock-ins. And while large organizations can still manage to mitigate these issues by collaborating with Managed IT Service providers, SMBs are still at a significant disadvantage as they don't have the huge monetary resources. That's where Fusion Technology Solutions comes into the picture. Serving mainly SMBs in a variety of industries across California, Arizona, and Colorado, the company mitigates the challenges by leveraging its industry experience and knowledge of industry best practices cost-effectively and efficiently.

Founded in 2001, Fusion Technology Solutions provides a best practice approach that results in desired outcomes. Below is the conversation that CIO Applications had with Scott Schulze, the founder and director of operations at Fusion Technology Solutions, to understand how his company combines business and technology to help clients make smart investments in technology—fully integrated into their organization.

Can you elaborate on how Fusion Technology Solutions is leading in providing managed IT services by keeping technology innovation and customer focus at its core?

To our clients, we are critical strategic partners in delivering their business performance targets. We provide state of the art solutions and services for SMBs. By taking technology that is cutting edge and usually only available to large enterprises and making it accessible to smaller businesses, we create IT central to our client's business operations, optimizing efficiency, productivity and security.

We consistently review our product and service offerings to ensure we offer the best in class technology and services that provide value, are scalable, and benefit our clients. Part of this process is finding new technologies that may be of benefit to our clients before mass adoption. This allows our clients to gain certain business advantages that their competitors don't have yet and works as a significant benefit, especially for smaller enterprises. Regarding customer focus, our customer service is one of our defining differentiators.

Even the most competent organizations tend to face market competition. Can you give us a brief view of how Fusion Technology Solutions upholds its supremacy amid a competitive market scenario? What, according to you, are the company's key differentiating factors?

It comes down to the core 3Ps—people, process, and product. In our service region, there is no other company that offers a combination of business acumen and deep IT experience that results in successful future-oriented strategic partnerships. The type of trusting relationship that we build with our clients is second to none. We deliver this daily by our people, outstanding sales, tech, and admin teams that work as a seamless extension of the client's business. Every MSP strives to exceed expectations and delight customers in their IT support service. Most of the time, that is responsive, in a break-fix, or even managed service model. Our team goes beyond this daily in our proactive approach. We see our interests aligned with those of our clients. We are continually looking to identify opportunities where strategic investments in emerging, IT technologies could not only keep a client's network and business secure, backed up, and continuously running but go further to enhance the client team's ability to be more efficient, more collaborative, and



SCOTT SCHULZE,
FOUNDER AND DIRECTOR
OF OPERATIONS

more agile, to have a more productive workforce. In this scenario, IT becomes integral to the business strategy and business success. In a world where the Cloud and computing are becoming essential to everything we touch, from cars and appliances to toys and entertainment, this type of relationship with your MSP is key to success for business owners in any industry.

Please share a case study where Fusion Technology Solutions has helped its clients overcome their managed IT challenges and attain desired outcomes?

Just this October 2019, our community was devastated by the Kincadee wildfire as they were forced to evacuate—200,000 people and

critical operations and avoided complete business shut-down.

This is just one example of our proactive approach. Because we had prepared ahead, anticipated the risk of natural disaster and displacement, our clients were minimally disrupted,

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enterprise you worked so hard to protect. Partnering with an MSP to find the right backup and continuity solution is integral to your disaster preparedness. It's often easy to keep pushing this issue to the back burner, but, as we just learned, the threat is genuine.

How do the next 12-24 months look for Fusion Technology Solutions? What are some of the critical advancements planned, geographic expansions thought out, or technological milestones set aside by the company?

We are continuously developing the organization and the best-in-class services we offer, with our customers' success as our prime objective. Our



businesses were displaced for over a week. They could not access their homes or physical offices. Many of our clients had to work remotely in virtual teams, and one of our clients, Soda Rock Winery, unfortunately, had their facility burn down. But, thanks to the backup and business continuity strategies, our clients were able to continue to maintain

compared to other businesses that lost thousands of dollars of revenues.

Across the nation, we see more and more devastating natural disasters – hurricanes, volcanoes, tornadoes, floods, etc. As the climate changes and these disasters become the new norm, disaster preparedness is ever more critical to ensuring the viability of the

team is individually working to enhance cloud-based cybersecurity solutions by employing predictive analytics and AI.

We are making investments in all areas of our business to ensure we maintain a competitive advantage not only for us but also for our clients. We will continue to develop new markets and capabilities over the next 24 months. **CA**