

# OMAG INFORMATION TECHNOLOGY EXPO

FOR OKLAHOMA MUNICIPAL GOVERNMENT LEADERS

## IT Efficiency

Brad Thomas – President/COO NvYA Technology





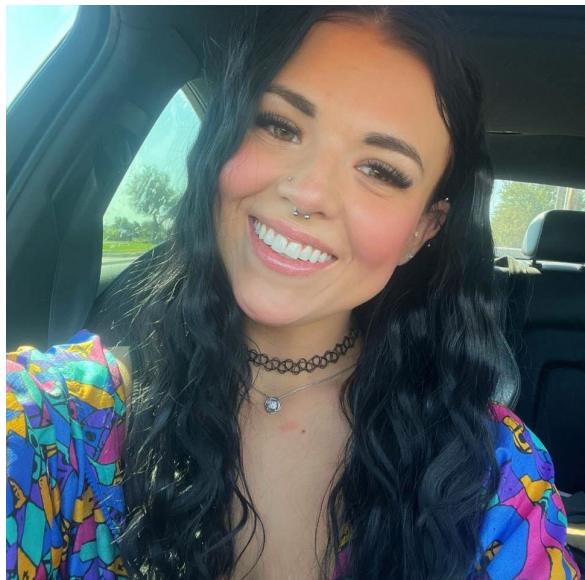
# Brad Thomas

- Moore HS/OCCA
- UCO
- Resides in Edmond, OK
- Married to Callie Thomas
  - 28 Years
- Four Daughters
  - Macey Belle Thomas (24)
  - Caroline Mae Thomas (21)
  - Samantha Grace Thomas (18)
  - Georgia Michelle Thomas (13)



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# Brad Thomas

- Preferred Resources (1994-1995)
- The Rock Island Group (1995-1999)
- Webcasts.com/iBeam Broadcasting/Williams Comm. (1999-2002)
  - 4 Mergers & Acquisitions
  - 2 Bankruptcies
  - 1 IPO
  - .com BOOM to .com BUST
- Co-Founder Anodyne Technologies (2002)



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# Brad Thomas

- Co-Founder of Perimeter Technology Center
  - Founded in 2003 as spin-off of Anodyne Technologies
  - Seven Active Partners
  - Oklahoma's Largest Commercial Data Center
  - Originally on the 3<sup>rd</sup> floor of an office building
  - Opened Tulsa Data Center in 2005
  - Built New Data Center in OKC in 2008.
  - Sold to Cequel Data Centers (now Tierpoint) in 2011
  - Stayed on with Tierpoint until 2013.



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# Brad Thomas

- CIO for Bob Moore Auto Group/The Moore Family (Outsourced 2004-2013/Full-Time 2013-2015)
- Currently President/COO of NvYA Technology
  - Founded in 2015
  - IT Services Company Serving Small/Mid-Sized Businesses
  - Unique Model
    - Monthly All-In Pricing – Puts Accountability on Service Provider (NvYA)
  - Three Partners
    - Brad Thomas
    - Stan Chase
    - Greg Massey



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# Creating Efficiencies in Your IT Department

- Focus on Business NEEDS – NOT Technology
- Standardize! Standardize! Standardize!
  - Hardware/Infrastructure
  - Software
- The CLOUD is Your Friend
- Outsource IT Services

The average IT cost as a percentage of revenue varies by industry, size, and type of company. According to different sources, the average IT cost as a percentage of revenue for all industries ranges from 3.2% to 8.2%.



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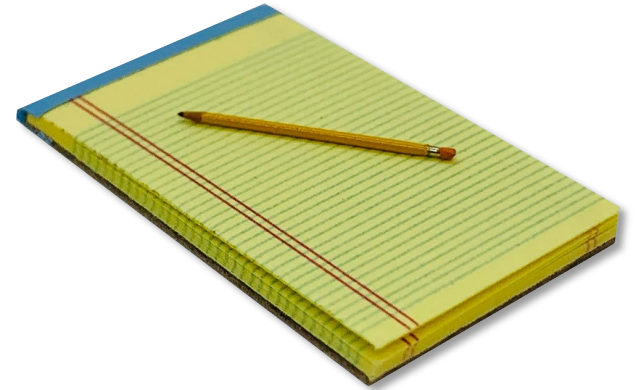
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# Focus on Business NEEDS – NOT Technology

*Just because you can, doesn't mean you should!*

- Technology should always be used like any other tool at your disposal to accomplish your business objectives.
- Business processes should not be adjusted to meet the capabilities of the technology. It should be the inverse of this.
- Do not be distracted by the shiny new object.







# Focus on Business NEEDS – NOT Technology

Your IT team and/or partner(s) should understand your business objectives.

- Short-Term Business Objectives (1-12 Months)
- Mid-Term Business Objectives (1-3 Years)
- Long-Term Business Objectives (3-5 Years)

***This can/should be driven by the IT Staff AND leadership!***



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# Focus on Business NEEDS – NOT Technology

Start Every Project With These Questions:

- What is the goal or anticipated end-result?
- What strategic business objective will this accomplish or assist?
- What are the quantifiable and measurable financial impacts (positive and negative)?

At the Conclusion of Every Project:

- Evaluate against these quantifiable and measurable results.



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# Standardize! Standardize! Standardize!

- Hardware & Infrastructure
  - Network Hardware
  - Server Hardware
  - End User Hardware
  - Mobile Devices
- Software
  - Operating System
  - Productivity Software Platform
  - Communications Platform(s)/Processes
  - Core/Vertical Software Application(s)

Build for the “Rule”. Be flexible enough to handle the “Exception”.



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# Standardize! Standardize! Standardize!

## *What benefits will standardizing IT hardware and software provide?*

- Streamlines the sourcing and support of your IT environment.
- Simplifies end-user and support team training on your hardware and software systems.
- Avoids software compatibility issues (a source of increased IT support costs!).
- Makes your business eligible for bulk purchasing discounts.
- Facilitates smooth backups and security patching.
- Avoids the possibility of substandard products causing extra support work.
- Makes spare devices/components easier to provide in the event of theft, or sending a device out for warranty support.



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# Standardize! Standardize! Standardize!

## *Suggestions for Standardization*

- Operating Systems (*We suggest Microsoft*)
- Workstations and other IT hardware (*We suggest Dell*)
- Firewall and networking hardware (routers, switches, etc) (*We suggest Fortinet/Fortigate*)
- Business Solutions Platform (*We suggest Office 365*)
- Virtualization (*We suggest VMWare*)



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# Standardize! Standardize! Standardize!

## *“Low Hanging Fruit”*

- Microsoft/Office 365
  - Designed for Business
  - Suite of Productivity Applications in a Single Monthly Subscription.
    - Office Apps, Teams, Cloud Storage (SharePoint/OneDrive), Security, others!
  - Use a branded domain for each individual user’s email address.
    - Eases administration and increases security.
- End User Desktop Hardware
  - Define standard configuration(s)/specifications.
  - Why you should never just run to “BigBox store” and pick up a new pc as needed.
  - Create a rotation schedule for all end user hardware. For a new desktop we recommend a 3 year rotation schedule. TCO dramatically increases after year 3 of ownership.



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# The Cloud Is Your Friend

## Utilizing Cloud Services:

- Can reduce long-term costs.
- Can increase security, resiliency and redundancy of your data.
- Dramatically improves end user's mobility options and performance.
- Can reduce on-premise IT infrastructure footprint, capital expense and administrative/support costs.
- SaaS vs. Public or Private Cloud Hosted services.



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# Outsource IT Services

## *Benefits of Outsourcing IT Services*

- Reduction of costs.
  - Fewer or ZERO staff employment costs.
  - Eliminates the employment burdens (HR, benefits, taxes, administration, management, etc).
  - Properly assigned resources for the task. You get an “A” resource for an “A” problem and “B” resource for “B” problem.
  - Allows you to leverage multiple skillsets on an as-needed basis instead of burdening the costs of full-time resources for highly specialized resources. When using a contractor or a single on-staff IT person you are limited to the skill sets that they have. Hiring a person with these skills doesn’t make financial sense as you might only need these higher-level skills once or twice a year.



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# Outsource IT Services

## *Benefits of Outsourcing IT Services (cont'd)*

- Can also be utilized to augment a smaller existing IT staff.
- CIO-level skills and experience for executive and strategic leadership and planning.



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# Outsource IT Services

- Look for a FULL-SERVICE Managed Service Provider.
  - A full-service IT MSP is a company that provides the traditional remote MSP services in addition to providing all on-site IT services to maintain your IT infrastructure within the same monthly pricing structure.
  - Traditional MSP's provide remote support for a monthly fee. However, they often have additional fees for any on-site services.
  - Look for a local provider or one that is close enough geographically to provide reasonable on-site response times.



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# Outsource IT Services

- If done properly, your MSP becomes an extension of your staff and in many cases, they are thought of as an internal IT department.
- This frees up your employees from dealing with the frustrations of IT and allows them to focus on running the organization's day-to-day operations.



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# Other Helpful Tips

- Research the use of new and developing AI technologies.
- Automate rote processes using technology and AI.
- Implement a consistent and trackable communication process for IT issues.
- Consider new MDR endpoint protection services to improve cybersecurity detection and responses.
- Implement Security Awareness Training software (KnowBe4, PhishingBox).
- Implement regular Security Awareness Training Sessions (quarterly or bi-annually recommended).



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**WATCH THIS HACKER  
BREAK INTO  
MY CELL PHONE ACCOUNT  
IN 2 MINUTES**



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# Thank You!

## Q&A

Brad Thomas – President/COO NvYA Technology

