



THE PROFILE OF 10 TECHNOLOGY COMPANY CEOs

Tech firms are taking the business landscape by storm. Top-company lists like the Inc. 500/5000 and SmartCEO's Future 50 program are dominated by technology companies. To be exact, 28 percent of the Baltimore Future 50 list is populated by technology companies that are helping to manage processes and streamline operations for businesses, government and individuals. SmartCEO recognized this as an opportunity to profile top tech firms in the Greater Baltimore area, letting you, the reader, know how each of these companies are striving to be the best at what they do. Whether it's IT systems, program management, government security or software design, these 10 firms are taking it to the next level. In this section, 10 companies a description what their product offering; how it helps their customers; industry outlook; and candid advice for other tech CEOs.

53 Coastal Business Machines
54 Believe Wireless Broadband
55 DSR Computer Sales & Service
56 Mind Over Machines, Inc.
57 CyberVillage Networkers, Inc.

58 RFID Global Solution, Inc.
59 Kear IT
60 Logical Consulting Group, Inc.
61 The Canton Group
62 Global Telecom

KEAR IT, INC.

WHAT DOES YOUR COMPANY DO?

Kear IT is a "customer-driven" professional IT services company that specializes in delivering superior enterprise-class IT solutions with a dedication to providing the highest quality support service available anywhere. Our service offerings include expert IT consulting and computer network support services, including network administration, network management services, technology planning and technical help desk services.

For over a decade, we've established a solid reputation for successfully helping business owners achieve their technology goals while providing a truly superior service experience and at a price clients can afford. The key to our success isn't simply our people and technical abilities, but in "how" we actually provide our services to our customers. We simply call it our Total Care Program!

Our Total Care Program provides clients with a predictable and affordable monthly budget while significantly improving the management and reliability of their critical computers and business systems. Our Total Care Program helps maximize an organization's IT resources through our proven "best practices" approach to the service and support of business technology systems, and our Total Care Program services are actually designed to help organizations control costs and save money.

WHO IS YOUR TARGET CUSTOMER?

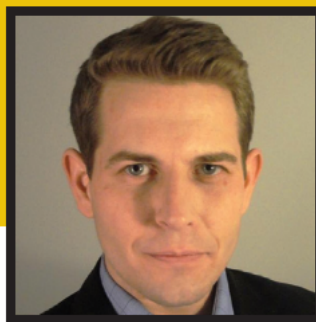
Kear IT offers the capabilities, resources and expertise of a larger IT consulting firm, however, our services are really targeted specifically to the unique needs of small and medium-sized organizations. That said, small and medium businesses and organizations represent approximately 97 percent of the market in most major metropolitan areas.

Currently Kear IT provides day-to-day user support and has operational responsibility for the IT systems of over 100 local businesses and organizations located throughout the greater Baltimore and Washington DC area. Our customers represent a wide spectrum of industries and interests including accounting and financial services, legal services and policy advisors, insurance and health-related services, scientific, research and technology-related organizations, real estate, construction, mechanical and electrical engineering, transportation and logistics, non-profit organizations and many more.

Nearly any small to mid-sized organization that relies on their computers and IT-related systems to conduct business can benefit from our common-sense and practical approach to IT service and support. Kear IT provides affordable and attractive pricing combined with a focus on providing the best service experience possible. This is a very attractive value-proposition for customers of all sizes. Our vision is to be the leading provider of IT support services for small to medium businesses and organizations in the greater Baltimore and Washington DC area; and we're doing well towards that goal.

WHAT NEW TECHNOLOGIES ARE YOU MOST EXCITED ABOUT?

In the information age, any technology that enabled "access" to information became very important. However, the flow of information had largely been in one-direction. Over the past few years, with the advent and rapid adoption of social media and social networking, people are now creating, publishing, reading and reacting to the content and information posted by others in real-time. This new bi-directional flow of information represents a significant turning point with regard to technology as people (and businesses) increasingly want to communicate and access information from anywhere in real-time.



When you consider that there are currently over 61.5 million people in the US who own Smartphones and that number is projected to grow, it is expected that Smartphones will soon replace "traditional" computers as the primary way in which people connect to the internet and access information. I think that recent advancements in mobile technology like fourth generation (4G) high-speed wireless data networks, low-cost tablet computers and the explosion of Smartphone processing power combined with cloud-based access to data and information are (together) the most exciting and potentially transformative technologies to watch. These advancements are changing the way people communicate and access information.

I think the most exciting thing (to me) is the dawn of unparalleled access to data and information – we'll soon be able to access terabytes of information and content in real-time online and wirelessly from any device.

HOW CAN THESE NEW TECHNOLOGIES HELP A BUSINESS OWNER?

It all depends on the needs of the organization and the goals of the business owner. When you take the time to understand those things very clearly, it typically becomes clear as to how new technologies might help a business owner achieve his or her business goals. Assuming you are not behind your industry with regard to technology, I think "how" you translate this new technology into an advantage is the challenge. In conjunction with our Total Care Program services, we provide a valuable resource and expert knowledge base for business owners to draw upon and function as a trusted advisor for nearly any business technology consideration and throughout the technology evaluation process.

WHAT LONG-TERM ADVICE WOULD YOU GIVE ANOTHER CEO REGARDING TECHNOLOGY?

Perhaps more than any other time in human history, advancements in technology and the pace of change will continue to increase exponentially. As such, it will be critical for business owners to keep pace with regard to recognizing the potential impact of technology advancements and/or disruptive technologies that could affect their business. I think the best long-term advice I could give another CEO regarding technology would be to simply choose the right IT partner carefully and invest in developing that relationship.

Many organizations have historically viewed IT service and support in much the same manner as the vendor relationship they have for the support of their copiers and telephone systems. My advice is the IT service provider relationship should be held in the same regard and level of importance they would place on the law firm or accounting firm business relationship. Business owners and senior managers need an "IT partner" that will represent their interests with regard to technology, rather than an "IT vendor" that often only represents the interests of the technology to the business.

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