VIRTUAL CTO

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What We Do

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Site PDF

VirtualCTO provides outsourced information technology services for mid-sized organizations. They can save money and get superior results by purchasing the services and solutions they need, when they need them, from a professional organization with years of experience applying Information Technology.

To learn more, click on a link on the left.

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VirtualCTO provides outsourced information technology services which are a cost effective solution for mid-sized organizations. They only need to buy the services and solutions they need, when they need them.

Information Technology can help:

- Customers find out about your organization
- Customers learn about the benefits of your products and services.
- Customers order products and services
- Produce products and services
- Deliver those products and services
- Collect payments for products and services
- Collect financial and operating data about your business
- You to analyze and report this data

The effective use of information technology can help you make more money by helping find new customers, retain existing customers, and control costs.

The costs of information technology have never been lower and the opportunities to use it never better!

Nevertheless, many mid-sized organizations are unable to use information technology effectively.   They do not have the in-house expertise to develop a strategy, choose an architecture, implement solutions, or manage and maintain their information technology investments.   The costs of learning what can be done, acquiring the expertise and "paying your dues" to implement solutions, and then managing and maintaining their investments can be daunting. **VirtualCTO** provides a way for organizations to get the technology they need at a price they can afford.

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It all begins with strategic thinking—

- where is the organization now?
- where does the organization want to be?
- how could changes to information technology enable the organization to get to where it wants to go, improve results, and reduce costs?
- where is technology in the organization now?
- in light of the organization's financial and human resources, what technology solutions make sense?
- how to implement technology solutions to go where we need to be?

The costs of information technology have never been lower and the opportunities for mid-sized organizations to use it never better! For example, the Internet is one such new technology that means the "death of distance". It is much more than just slick graphics, and it offers you great opportunities to increase the impact of your investment in information technology.

But questions about the Internet and other wonderful new technology solutions abound.   Am I getting the best use of my current investment? Beyond all the hype, what new technology is ready to use in my organization? What is affordable for me? How much is it worth? What can my employees learn to take advantage of? How can I use it to reach out and serve customers better? How can I use it to get to potential customers that have been beyond my reach before? How can I use these technologies without compromising the security and integrity of my business? How can I improve the efficiency of my business processes?

We can help you address and answer these critical questions. We will work with you to develop a comprehensive strategy plan to take full advantage of the opportunities that information technology presents for *your* organization. We can work with you to evaluate where the "gaps" are and how to fill them, and we can help you implement solutions.

A good strategic plan should be "evergreen". The plan should be refreshed periodically to reflect changes in your needs, priorities, technologies, and staff.   We will be there to help you as your organization grows.

Click on a link at left to learn more about our services.

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We are a Virtual company located in the Bucks County area of Pennsylvania. Our principal clients are in Eastern Pennsylvania, New Jersey, New York City, and Delaware.

To learn more about how you can use Information Technology to improve your results and how we can help, call or email

Joseph Briley, Principal

Phone: 215 579 6174

Email: jcbriley@virtualcto.us

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Services—Technology Strategy

A Technology Strategy roadmap defines your solutions—

- Where is the organization now?
- Where does the organization want to be?
- How could changes to information technology enable the organization to get to where it wants to go, improve results, and reduce costs?
- What is the status of technology in my organization now?
- In light of the organization's financial and human resources, what technology solutions make sense? What are the "gaps"

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But questions about the Internet and other wonderful new technology solutions abound. Am I getting the best use of my current investment? Beyond all the hype, what new technology is ready to use in my organization? What is affordable and how much is it worth to me? What can my employees learn to take advantage of? How can I use it to reach out and serve customers better? How can I use it to get to potential customers that have been beyond my reach before? How can I protect the security and integrity of my business? How can I improve the efficiency of my business processes?

We can help you address and answer these critical questions. We will work with you to develop a comprehensive strategy roadmap to take advantage of the opportunities that information technology presents for your organization. We can work with you to evaluate where the "gaps" are and how to fill them, and we can help you implement new solutions or upgrade existing processes.

Based on this roadmap, we can work with you to define projects to change business processes, introduce new technology or upgrade existing technology, upgrade reliability, or reduce technology costs.

We will look at the complete picture—Application Software, Networking, Hosting, and Support. All must work together to provide cost-effective and reliable solutions. Depending on your organization's needs, Application Software solutions might range from a simple marketing website to a complex site with e-commerce, document and knowledge management, web-casting, distance learning, conferencing, financial management, office automation, portals, and sales force automation. The right kind of Networking and Hosting can be vital to the achievement of your business goals. For example, remote access, inter-facility information sharing, and client access all depend on robust, secure, cost-effective network solutions. Your technology investment will be ineffective unless it is within the capabilities of your staff to use and support it well.

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If you continue to use business processes and procedures that were developed some years ago, when your company was much smaller and the available technology was not nearly as capable as it is now, you may be able to realize some significant gains in efficiency and cost reductions. .

You may have upgraded your computers and networks several times over the years, You may be using some automated components — word processing here, accounting over there, maybe individual contact management applications sprinkled about — and you may have upgraded these components, as well.   But by integrating the data in these components and by re-organizing your business processes to take advantage of your upgraded computers and network, you may be able to get more from your technology.

If you suspect that the way you have organized to do business may be holding you back, you should consider Business Process Analysis.

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A periodic review of your investment in information technology can help you make timely decisions to upgrade, ensuring that you invest neither too much nor too little, neither so frequently that you throw money away for only minor improvements nor so infrequently that you forego significant improvements in productivity and, ultimately, your bottom line.

If you have not upgraded your technology in the past several years, it be might be a good time to do an assessment. With the results in hand, you will be in a position to decide when, what and how much to upgrade. We help you assess the full range of your investment: computer hardware, networking, office automation, databases, applications, Internet access, your Web site, telecommunications, all of them or just those pieces that seem most urgent to you.

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A significant part of your strategy to maximize the return on your information technology investment should be to extend its use into new areas of your business, places where you might not even have thought about applying technology. Generally the most cost-effective way to implement this extension is through the acquisition of inexpensive commercially available software, so-called "shrink-wrapped" packages. But such packages come in a wide variety of cost-and-capability combinations, and selecting just the right one for you might be a bit trickier than you first expect.

The evaluation, selection, installation, and configuration of software should not be a casual undertaking. By its nature, software is complex, and there are many opportunities to go wrong. This is one decision you want to get right, for you will have to live with it. If it doesn't fit just right, it will be very uncomfortable.

We have a great deal of experience with both developing and evaluating software products. And we can even help you with the often messy problems of software installation and configuration.

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Most of your software needs can be met at reasonable cost by commercially available software packages, and we can help you find and select the one that's right for you. But from time to time you might need something that's just not available in the marketplace. Rather than the usual build-vs-buy decision, you are faced with a build-vs-do-without decision.

Sometimes the wisest choice is to do without, sometimes to build a custom application. We can help you make the right choice, evaluating whether the substantial cost of custom development is justified by the economic benefits derived.

If you choose to move ahead with custom development, we can help you there, as well. We have done it a number of times before and have figured out the best way to proceed. Based on our years of experience, we use a software development framework that we use to guide all of our projects. We apply it methodically, carefully monitoring our progress to make sure that we stick to budgets and schedules. And we carefully measure our performance so that we are constantly improving our development process.

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The Internet is a powerful paradigm that has evolved from the convergence of telecommunications and computing. The Internet is much more than just the slick graphics of the World Wide Web, and it offers you almost unimaginable opportunities to increase the impact of your investment in information technology.

But questions about this wonderful new technology abound. How can you, and how should you take advantage of the Internet? How can you use it to reach out and serve your customers better? How can you use it to get to potential customers that have been beyond your reach before? How can you use the Internet as the backbone for your private network? How can you manage the visibility of your company on the Internet so that you are found and visited by the people you want to attract? How can you use the Internet without compromising the security and integrity of your business?

We can help you address and answer these critical questions. We will work with you to develop a comprehensive plan to take full advantage of the opportunities that the Internet presents. We will help you identify your market and develop an appropriate marketing message. We will develop a plan for making your Web site highly visible among your target audience. And we will show you how to take advantage of the Internet's distributed nature to improve the efficiency of your internal systems. In the end we will produce a written strategy document that will be the foundation for the step by step design and development of your Internet presence.

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What if you built a Web site and nobody came?

Your Web site is an expensive asset that you've spent a lot of time, thought, and money to get just right. You're proud of it, and you have high hopes for it. You're sure that the customers and the cash are going to start rolling in any day now.

But they don't.

And why not? Mostly because no one can find you. You're invisible on the World Wide Web. The Web is huge, and it grows larger by the minute. It covers the entire globe. It is pervasive. And becoming visible on the Web gets harder every day.

But there is hope, and we can help you. We can help ensure that search engines have your site listed under the right search terms. We can monitor your site on an ongoing basis and help you fine-tune its positioning over a period of time. And we can accumulate and help you analyze data about the traffic to your site, including which keywords were used to find you and which search engines are sending you visitors.

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Starting from essentially nothing just a few years ago, electronic commerce – the selling of goods and services over the Internet – has mushroomed into a multi-billion dollar annual marketplace. And despite the general slowdown in the economy, electronic commerce will continue to grow dramatically.

While the most visible and dramatic electronic commerce Web sites belong to huge merchandisers, there is abundant opportunity for small and medium businesses to expand their markets over the Internet. A well designed Web site, properly wired into a database and payment application, can make you appear every bit as substantial as even the largest Web retailer. You can reach potentially huge markets to which you have never before had access. You can utilize the customer's self service to reduce the cost of order entry, fulfillment, and reporting.

We have been developing electronic commerce applications since 1999. We understand the ins and outs of electronic commerce, like how to establish a payment gateway, how to build a shopping cart, and how to design and manage your database.

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Increasingly businesses of all sizes are realizing the importance of the World Wide Web to service existing markets and reach new ones. But careful and thoughtful design of your site is critically important to its success. Good graphic design is essential, of course, as well as the judicious use of animations and multimedia. But there is a great deal more than graphics that must be considered. Attention must be given to the logical flow of the site, to the way its navigation is implemented, to client usability, and to cross browser compatibility. .

If you are thinking about venturing into the World Wide Web for the first time, or if you already have a Web site but are not quite sure if it's as effective as it should be, perhaps you should consider our Web Site Design service. We use small teams of design professionals to develop the graphic look and feel of your site. The team works constantly to see that your site is both attractive and effective, that it is consistent with your business objectives, and ultimately that it increases the return on your technology investment.

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Designing an attractive Web site is important, of course. But it is not sufficient in itself to make the site a successful contributor to your bottom line. Your site must be fully developed and implemented and made to function properly. There is a great deal of plumbing and wiring that must be in place behind the pretty face: integration with a database, capability to send e-mail from a convenient Web page, proper security, quite possibility electronic commerce capability with an interface to a payments gateway, and so on.

Our Web Site Development service provides the underlying functionality of the Web sites we build. Rather than the graphics and information architecture skills of our designers, our developers have finely honed skills in traditional core computing technologies: business process analysis, system analysis, database design, application development, programming, technical writing, and quality assurance testing. They make sure that the attractive design and logical flow on the visible site lead to something useful, whether it be registration for a mailing list, selection of information from a huge repository, or making a purchase via electronic commerce.

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As the world changes and as markets change, your business will change. And your Web site should change, as well, to ensure that it continues to broadcast your desired message and keeps your visitors fully and accurately informed. Otherwise you risk your site's becoming as outdated as last year's Christmas catalog.

For a reasonable monthly fee, based on anticipated work volumes, we will perform all of the technical and administrative tasks required to keep your site fresh and up to date. We will create new graphic elements, as needed, edit and update existing pages, post new pages, maintain navigation links, and update database content. And we will make sure that all of your Web site assets are backed up, secured, and protected.

We offer this service to all clients for whom we design and develop Web sites. But also we can provide this service to new clients who already have a Web site and want to assert greater administrative control over it and make sure that it is always current. This service is just one more way that we help you get more back from your investment in information technology.

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Your technology infrastructure comprises all those things that you spend money on, the things you invest in, to have a network and a technology platform that will improve your bottom line.

It's terribly complex, with lots and lots of opportunities to go wrong and maintenance that needs to be done to ensure continued operation:

- Software Maintenance / Fixes
- Hardware / Software Upgrades
- Anti-SPAM Control
- Anti-Virus Protection
- Security
- Business Continuity / Disaster Recovery

Deciding what to do, how to do it, and implementing a solution can be a complex project. We can help.

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In recent years, technology has increased enormously in its complexity and importance. Technology is now central to the way many companies do business. To deal with this, most large companies have created the position of Chief Information Officer or Chief Technology Officer, whose job is to get the most out of the firm's investment in technology. This executive-level officer generally has years of experience and often an advanced degree in business.

Mid-sized businesses are no less dependent on technology, and they, too, need effective technology management. They need a person with the same level of intelligence, education, and skill. But they don't need and cannot afford to pay the going rate for a full-time CTO.

What can they do?

Let Us Be Your Virtual CTO.

One of the most effective things you can do is engage the services of a technology consultancy to serve as your Virtual Chief Technology Officer. Working in close partnership, we can identify opportunities to utilize technology, define and manage projects that take advantage of those opportunities, and coordinate the work of the staff whose skills will be needed. We can help you make the best use of the technology you have in place, ensuring that you fully utilize what you have before you invest in additional technology. We will give you the same high level of expertise that you could expect from a full-time CTO. But we will provide that expertise, and you will pay for it, only on an as-needed basis.

For more than 20 years, we have been assisting businesses get the most from their investment in technology. We can help you as well.

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We are a Virtual Consulting organization. Major contributors include:

Principals:

Joe Briley

is a technology architect with over 20 years experience in all aspects of delivering technology based business solutions. A graduate of Harvard Business School and Yale University, he has extensive experience in business analysis, software development, program management, infrastructure design, and operations. His expertise includes delivery of systems for e-commerce, knowledge management, distance learning, sales force automation, interactive marketing, and financial reporting.

Recent Clients include:
Credit Suisse Asset Management, Emergercounsel, ING-Barings, Merrill Lynch, Morgan Stanley, Princeton-Ecom, TMPC

Associates:

James Lebbad

is a graphic designer specializing in logos, lettering and typographic design. His design work includes web design, corporate identity, album covers, publishing work, package design and logos. Jim handles the full range of designing, from concept, to art direction, to final design, and some illustration as well.   His award winning designs have appeared in print and TV.

Clients include:
ABC, NBC, CBS, Nickelodeon, Arista Records, Campbell Soup, CBS Records, PC Magazine, Simon & Schuster, Mezzina Brown, Ogilvy & Mather, Sports Illustrated, J.Walter Thompson, Young & Rubicam.