

CLOUD SPECIAL

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COMPANY OF THE MONTH



IN MY OPINION

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Langtech Inc:
A Pioneer in the
Cloud Game





Brian Mott,
CEO

Eivind Sukkestad,
Partner

Langtech Inc: A Pioneer in the Cloud Game

By Sushil Kumar

Evolution has been the driving force of change in the universe for eons, dictating what survives and what must be replaced. This is also true in the field of information technology (IT) where evolution is both instantaneous and constant. The IT industry is constantly evolving and developing at an ever-increasing speed. Technologies that have the capability to adapt to the vast and changing IT environment have the best chance of surviving in this market. The same can be said of the IT companies that are instrumental in helping their customers effectively adapt to these new and changing technologies.

With the IT industry demanding a high level of expertise across many disciplines, most IT companies struggle to survive. Successful companies attract a diverse talent pool and cultivate a wide range of experience and knowledge. Langtech Systems Consulting, Inc.

is one such company. Established in 1987, this San Francisco based IT company was started during a time when Internet and cloud computing were nascent technologies. The brainchild of founder Brian Mott, Langtech was brought to life after the former Oracle employee came up with the idea to introduce a system that would enable mid-size

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companies to leverage networks for their data management and sharing needs. "I was hooked on applications. I saw a need to help small to mid-size companies share data internally using networking technologies together with the new relational databases," says Mott. Langtech stepped up its game once Eivind Sukkestad, then managing network technology at UCSF, joined the company to build and manage Langtech's client data networks. As soon as more and more organizations started linking their networks to the Internet, Langtech expanded its



applications to the cloud and hassince accumulated a vast amount of experience on the subject.

In today's market, managing an IT network is not just as simple as hosting and serving. It has evolved and morphed into a complex system that encompasses the many disciplines of distributed networking, application development, data storage and security technology. This reality, combined with major industry challenges in the early 90's, 2001 and 2008, has pushed IT companies to implement several strategies to cope with such rapid change. Langtech was one of the most successful at this game. One of Langtech's key strategies is to target customers that can take advantage of Langtech's unique focus on a customer's data storage and analysis requirements,

together with their underlying network management skills. Offering a more cohesive and inclusive solution is a big lure for Langtech's customers who easily see the benefits and cost savings advantages of not having to manage multiple vendors.

The other survival strategy Langtech mastered throughout its 28 years of experience is finding creative ways to attract and maintain top talent. Langtech is known for its consultants that not only understand the technology, but can also apply that knowledge to their customer's specific business requirements. Langtech's employees are offered an attractive incentive plan, which encourages them to grow professionally and perform well for the company.

"Being in Silicon Valley, talented professionals have several attractive options in terms of start-ups. Although we can't offer Ferraris as sign-on bonuses, we do offer competitive compensation packages and strong growth potential. We are also willing to be creative on where we search for talent," says Mott.

Companies that offer a unique value attract more attention in any market. Today the key differentiating factor in the IT industry is first-rate customer service, and Langtech has made customer service a top priority. Its 'white glove' policy is a centre piece of its service model. Each client is assigned to a client manager who guides them through the entire process of choosing and managing their technology. IT strategy is an important part of any business, but many small and medium sized

businesses do not have formalized IT budgets or IT leadership such as a CTO. Third party advisors, such as Langtech, are a major asset for these smaller companies. As part of its standard customer service offerings, Langtech's strategic CTO services provide its clients with recommendations, cost-benefit analysis and budgeting assistance to help them chart their own technology roadmap. 'White Glove' customer service, together with Langtech's deep knowledge of various sectors of the IT industry, make Langtech a top draw in the IT market.

Having solid experience in a range of IT-related fields, from hosting to software development to cloud computing and everything in between, is another key advantage for Langtech. For a company that offers many different solutions, cohesion amongst all the departments is a crucial attribute that keeps the business process flowing without any hiccups. Any

weaknesses in the work flow chain could cause the whole process to crumble. Langtech's various departments function as one unit. The collective expertise of its talented employees creates a tech think tank that is fully equipped to navigate, support and secure its clients' data. Companies that are adopting automation and similar services especially benefit from this system as it provides them an environment that manages itself without any hassles.

Finally, strong and long-standing partnerships with its customers plays a major part in solidifying Langtech's strong position in the market. Many clients have been with them for more than ten years. US Sports Camps (USSC), for instance, has been a loyal customer since 2000. Throughout the 15 year relationship, Langtech has helped virtualize and digitize all of USSC's operations. Now USSC leverages all of Langtech's product

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offerings, including software development, hosting, Desktop as a Service (DAAS), managed service, and virtual CTO offerings, the combination of which has helped USSC to keep up to speed with ever-changing technologies and manage their rapid growth to become one of the largest sports camp management companies in the world.

Given all the knowledge and expertise Langtech has acquired throughout the years, it is no surprise it was awarded the Ingram Micro SMB 500 Award, a prestigious accolade given to the most elite IT companies. Having experienced great success in the industry, Langtech now seeks to expand its operations through organic growth, acquisitions and investments in automation, which will lead the company into the next era of IT services. However, despite its large ambitions, Langtech does not intend to "grow just for growth sake," which has been the key cause for the failure of many companies in the industry. Instead, Langtech will continue to seek balanced growth by providing new benefits and opportunities for its customers without compromising its focus on excellent customer service.



Langtech help desk

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25 Most Promising Cloud Services Vendors 2015

With the Big Data surge today, there arises a need for a vessel to contain all this data that is virtually of astronomical proportions. The cloud has taken up its role as the tanker that accommodates a safe haven for potentially sensitive data around which the whole business world revolves. This new dimension that the cloud has manifested itself into renders providers and consumers alike a panacea that negates the need for the multitude of tools that are usually required to handle Big Data. With evolving technology replacing traditional tools that have now been dubbed as relics, there arises a dire need for cloud computing solutions that possess the perspicacity to handle these advanced marvels of the digital age. The cloud offers the most efficient solutions for Data needs which include scalability, security and cost effectiveness.

When the entire planet has morphed into well oiled machine whose core is the IT industry, it is imperative to

possess the necessary advancement in all diagonals of the industry especially the cloud which has become an integral part of IT. This sea change in the business infrastructure in the past decade has sparked a revolution amongst organizations of all disciplines to embrace IT as part of their working compliment. As a consequence today countless organization have taken up Big Data and Cloud services as their business, extending the digital revolution to the four corners of the world rendering services such as IaaS, SaaS and PaaS. Finding the most compatible provider for their solutions for organizations would be like searching for a needle in a haystack. We took it upon ourselves to deliver to you a list of vendors that possessed the necessary resources, infrastructure and security features to handle the cloud. Our experts scoured the Globe and sorted out the most eligible companies that matched these standards to give you Outsourcing Gazette's '25 Most Promising Cloud Vendors'.



Company:

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Key Person:

BRIAN MOTT,
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Description:

A provider of advanced IT and software solutions to manage offices and IT infrastructure

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