

**BACKGROUND**

**Michael W. Taylor, President and CEO SMA (Software & Management Associates)**

Number of years in technology: **26+**

What solutions/service does your company provide? **OpCon/xps is a fast, flexible way to automate and control a wide range of IT and business processes that once required manual control.**

**THOUGHTS ON TECHNOLOGY**

What is the biggest challenge facing your customers today? **Today's technology evolves at a rate that is practically infeasible for businesses to manage. As organizations engage very skillful employees, however, it is becoming increasingly difficult to keep their clients satisfied with legacy technology and comprehend how to apply new technology to meet business needs.**

How is your company poised to address that challenge? **OpCon/xps allows clients to manage older technology by automating the business process and managing the process based upon information in a database. OpCon/xps enables a human-resource challenged organization to respond to users' evolving requirements automatically while freeing up people to work with new technology.**

What are the strongest growth areas for your company? **Why? Organizations with complicated IT environments that would like to get the most out of older technology and incorporate new technology without hiring additional staff are our strongest growth area. OpCon/xps is able to leverage the knowledge and experience of one person across many different operating systems without OS-specific knowledge.**

What is the most exciting area of IT today? **Automation is the most exciting because it is largely overlooked by IT personnel. It is uncomfortable for technology professionals to allow their system(s) to be automated with automated responses. They trust the systems/applications they create. Automated responses to dynamic events make IT professionals acutely apprehensive.**



**TO LEARN MORE**

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