

Intelligent Technical Solutions (ITS) – Providing Managed Cybersecurity, Risk/Compliance and IT-Managed Services with their own Internal SOC (Security Operations Center), virtual Chief Information Officer (vCIO) and almost 400 Employees Worldwide available 24/7 differentiates ITS from other MSPs



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Interview conducted by:
Bud Wayne, Editorial Executive
CEO CFO Magazine

CEO CFO: *Mr. Andrulis, would you update us on Intelligent Technical Solutions and give us a brief overview of the past 5 or 6 year for you?*

Mr. Andrulis: Over the last five to six years, Intelligent Technical Solutions (ITS) has undergone a transformative journey, merging with Intivix (San Francisco) and PC Miracles (Detroit) to expand our footprint in the latter half of 2021. With the backing of private equity funding starting in mid-2022, ITS has completed 18 transactions to date, expanding nationally and serving clients across various regions, along the West Coast (Seattle down the Coast to Los Angeles, Las Vegas and Phoenix and most recently to Atlanta, GA. This growth has allowed ITS to enhance our service offerings, providing cyber and risk management expertise and comprehensive support to meet the governance and IT needs of businesses nationwide. ITS remains dedicated to empowering clients with the highest level of cyber protection and professional IT support, helping them to focus on their core business operations without the worry of technological challenges.

CEO CFO: *Intelligent Technical Solutions (ITS) is a Cybersecurity Managed Services and IT support company, is that correct?*

Mr. Andrulis: We are. Our bread and butter is managed cybersecurity, risk/compliance services, and IT-managed services. We also provide phone services, cloud services, Artificial Intelligence (AI) consulting, and data analytics assistance.

CEO CFO: *Were you a founder?*

Mr. Andrulis: Yes I started ITS back in 2003. I built it up over thirteen years. I knew a lot of other IT business owners and we had conversations around partnering up. In 2016, we did our first partnership. From there, we went through a series of partnerships and mergers with various companies that started even before us. We did a three-way merger with Intivix (from San Francisco) and PC Miracles (Detroit) late 2021; Both of those companies started in the mid-1990s. We have completed eighteen mergers or partnerships at this point, so we've been busy over the past few years.

We brought on a private equity sponsor about three years ago to help finance and to accelerate our growth trajectory. While I started ITS technically in Las Vegas in 2003, ITS at this point is a combination of eighteen IT companies and cybersecurity companies that have all come together to be under one umbrella, to deliver exceptional support to our clients.

CEO CFO: *You mentioned some of the services you provide such as cybersecurity, managed IT, cloud computing, compliance, even VOIP phone systems, data analytics, and business internet. Am I missing anything?*

Mr. Andrulis: We have built a practice around AI consulting most recently. AI is a hot topic. There is some confusion, at least within our business community, as to what to do with this tool. They hear a lot about it in the media but are not sure how they can realistically implement it to gain value. We have developed an AI service that is rapidly gaining traction across our client and prospect base.

AI Consulting is a minor portion of our businesses at this point but gaining steam. Most of our businesses revenue is derived from cybersecurity and Managed IT services, but it is exciting to see the AI consulting angle starting to take off. We are happy to help clients out with it.

"Every business is under constant attack—whether through spam, phishing, or ransomware—and the threat landscape is only intensifying with AI-powered cybercrime." Tom Andrulis

CEO CFO: *As cybersecurity and managed IT are the biggest part of your business now, what sets you apart in cybersecurity and managed IT from other companies?*

Mr. Andrulis: The biggest differentiator for us is we are truly 24/7, have our own internal SOC (Security Operations Center) with almost 400 employees worldwide. We can cover every time zone around the world. When security alerts come in, we have a team of experts who are there to respond. In cybersecurity especially, things happen in the middle of the night, they happen on holidays, they happen on weekends. Bad actors plan to disrupt a business's operations at the most inopportune time, so clients need to have somebody they can count on, to be able to respond quickly when those things happen. That is one differentiator for us, just the 24/7 network operations center and security operations center.

Another differentiator is our virtual Chief Information Officer services, which we call vCIO. Every one of our accounts gets a vCIO assigned to them. I think a lot of IT companies say they provide vCIO services, but it isn't a robust offering. For us, because we put together eighteen companies, vCIOs are prior business owners that have gone through a merger process and have grown and sold their business. That generates a tremendous level of expertise to draw from, which provides our clients with high-level strategic guidance. That is a big differentiator that we hear from clients who have switched providers to ITS.

Many companies subscribe to Microsoft 365 licensing through Microsoft CSP partner relationships. There are multiple tiers of providers each with differing pricing power. We are a Tier 1 Cloud Service Provider (CSP), the highest Tier with the most aggressive pricing discounts. Through that relationship, we also have a direct link to premier Microsoft support if any issues occur. The vast majority of MSPs are in the sub \$5 Million revenue range, and as such can't provide the competitive pricing to clients. It is unfortunately a bit of pay-to-play, where the vendor charges us quite a bit of money for the designation, but provide direct, premier support services, and provide the best pricing for our client base.

CEO CFO: *Do you incorporate other aspects such as chat or Chatbots, or is it strictly the virtual officer that helps them?*

Mr. Andrulis: The vCIO is a real person; they regularly meet with our clients when they are in the same geographic region. We also host virtual video meetings and recurring strategic business reviews. During this review, we discuss the

current state of the client's systems, challenges, and vision for the next few years, which all roll up into a strategic multi-year roadmap. We want to make sure that the technology aligns with the business goals of the company. The vCIO delivers the strategy to our clients.

CEOCFO: *So. if I am a business in trouble and a client of yours, I will not get stuck in a Chatbot waiting for someone to answer?*

Mr. Andrulis: No! No one wants that. If you have an issue, you want to be able to pick up the phone and get help immediately. That is what we do. We have expanded this company to twelve different cities across the country and the challenge has been to continue delivering a true local support feel that the clients have grown to love and expect. Our clients expect to know who they are talking to; they want a fast response, and their problems resolved--when they happen--regardless of time of day. We have dedicated numbers that allow our clients to call directly into their assigned support team pod. That is another differentiator.

It is like when you call your cell phone provider for support. You are going to get a Level 1 technician. If they can't fix it, they bring it to Level 2. If they can't fix it, they escalate it to Level 3. However, with the cell phone provider support process, you get a different person each time. I don't think people love that experience in general. I know I don't.

What is different about our approach is that we have taken that pool of people and segmented them into team pods. We have multiple support teams that are assigned to groupings of clients. Therefore, when those clients call in, they get the same people every single time. That support team pod better understands their business support nuances, the client can often name their support team members by name, and close relationships are then built. This results in much better client experience overall.

CEOCFO: *What type of companies turn to you?*

Mr. Andrulis: We are fairly horizontal, so we do have pockets of different industries that we work with. Manufacturing is a large vertical, along with non-profits. We service medical, financial, automotive dealerships, construction, and architectural clients. At its core, a lot of foundational technology is the same across industries that we support. That enables our teams to specialize in most efficiently supporting the line of business applications that the clients use in their industry and related software packages that they also run.

CEOCFO: *Do they fall under the SMB category?*

Mr. Andrulis: Yes, small to mid-sized businesses, with 25 to 500 employees. Most of our clients have 25 to 500 employees or users. There are a handful of clients that we have that are in the 1000+ user range, but the majority are in the 25-500 user range.

CEOCFO: *You just went into Atlanta. Would you tell us how your geographic expansion works; is it through acquisition? Do you decide on a city you want a presence in and then look for an acquisition or it just happens a company you are acquiring is in that city?*

Mr. Andrulis: Yes, we just brought on another company based out of Atlanta, so we now have additional East Coast presence as well. Our M&A process typically focuses on the West Coast. Yet, we also come across great companies that are in other regions that are a tremendous culture fit, offering services that complement and extend ours, and we have a joint vision of better together.

We will go through our refined M&A process to bring them aboard. The company in Atlanta is more nationwide-focused, with clients not just in Atlanta. They are a great extension of what we are doing.

CEOCFO: *Where do your products come from?*

Mr. Andrulis: As a service provider, our primary role is to deliver high-quality service to our clients. We achieve this by leveraging the right tools and technologies to enhance efficiency, reduce costs, and streamline operations. Our work involves both implementing industry-leading products and optimizing the software and hardware our clients already use. When we introduce a new service offering, it's typically in response to a clear market need--when we see multiple clients facing similar challenges, we ask, "How can we solve this problem?" From there, we develop a tailored solution.

Looking ahead, our growth strategy is twofold: expanding through mergers and acquisitions (M&A) and driving direct sales in high-demand areas. M&A partnerships remain a key focus, providing opportunities for strategic growth and scalability.

On the direct sales side, cybersecurity and compliance are major drivers. Every business is under constant attack—whether through spam, phishing, or ransomware—and the threat landscape is only intensifying with AI-powered cybercrime. As these threats escalate, the demand for robust cybersecurity solutions and proper governance continues to grow, making it a critical area of expansion for us.

Beyond cybersecurity, managed IT services remain essential, especially as companies look to do more with less. Economic pressures, inflation, and evolving business needs are pushing companies to rethink their IT strategies. Many are realizing they don't need a full-time, in-house IT team when they can access a more cost-effective, comprehensive solution through a managed service provider. We offer 24/7 support, strategic IT guidance, and operational efficiencies—often at a lower cost than hiring internal staff.

CEO CFO: *What are some of the phishing attempts you have seen?*

Mr. Andrulis: Business email compromise (BEC) is one of the most common and costly cyber threats we see. It typically starts with a deceptive email that appears legitimate—often instructing the recipient to reset their password. When the user clicks the link and unknowingly enters their credentials, attackers gain access to their email account. From there, bad actors operate quietly in the background, monitoring communications and waiting for the perfect opportunity to manipulate the victim into wiring funds.

We've seen cases where businesses have been tricked into sending hundreds of thousands of dollars—money that, once transferred, disappears instantly. At that point, the best option is talking to your cybersecurity insurance provider. We strongly recommend cyber insurance, but unfortunately, many companies lack proper cyber insurance or don't realize their existing coverage is insufficient.

Cyber threats are constantly evolving, and while no defense is 100% foolproof, businesses must take a layered approach—implementing strong security measures, filtering out threats, and ensuring they have insurance in place as a final line of defense.

CEO CFO: *As you grow are you looking for more investors?*

Mr. Andrulis: We have a great private equity firm sponsor that is supporting us right now. At some point, they may get to a place where they would want to monetize their investment. For us, though, it is about helping clients thrive while managing and securing their technology. And doing that with an awesome client experience. It is not so much at this point about needing a larger investment.

CEO CFO: *You have done a great job of pointing out why SMBs need ITS; is there anything we have missed?*

Mr. Andrulis: I did not mention our compliance service. Many of our clients are bound by certain regulations while others want to do all they can to protect their businesses and data safe from cyberattack. As we work with new clients we can better understand their compliance and policy needs, map out that future for them, and align their technology and security practices to take their business to the next level.

