

Communications Technology Consultants

In Action



“EE and Associates is a digital transformation consulting firm that helps our clients navigate disruption and empower change”

Beth English, Founder & President

OVERVIEW

EE and Associates (EE) is an information and communications technology consulting firm, providing cloud and premises-based digital transformation services to enterprise clients.

As experts in a wide range of current, legacy, and emerging technologies, EE has the unique ability to bring together disparate services, systems, and processes. They leverage this expertise in emerging technologies, designing and procuring contemporary solutions - combining it all with a solid underpinning in legacy technology integration.

EE ensures that their clients' communications systems work together with the right technologies in place so that the client can focus on its core business.

The company has offices in central California and the Washington, D.C. metro area.

EVOLUTION

As new and evolving IT and communications technologies directly support and impact business strategy and processes, EE now plays a more prominent upfront role at the CIO/CTO level to help assess the client's strategic technology needs and how to best integrate new or emerging technologies within the client's current network infrastructure.

EE consulting services run the full gamut from upfront strategic planning to network architecture design to procurement and implementation support.

Design services include network architecture/ engineering/technical design, cable plant and infrastructure, and data centers. Once the network requirements are determined, EE provides RFP development, technology selection, vendor evaluation/bid review and actual system procurement support.

Once procurement is fulfilled, EE consultants work closely with the vendors and their partners (system integrators) to help oversee and manage deployment and implementation.

CLIENTS

Today, EE largely targets global, multinational business clients with disparate systems across multiple countries and organizations. The key challenge facing many of these clients is building a network platform that connects and works globally.

Network complexity, new technologies, multi-vendor environments with disparate systems, cloud alternatives, etc. make it increasingly difficult for businesses today to keep up with all of this and determine the solutions that best meet their needs. This is the market niche being served by EE.

Independent consultants like EE help their clients better understand what is going on and how to best implement/integrate the right technologies, solutions and applications, as well as overcome any biases or misunderstandings the client may have specific to any vendor, solution or technology.

Verticals that EE is most active in include high tech manufacturing, healthcare, transportation and education.

VALUE-ADD

As subject matter experts across many technologies and applications, EE consultants provide the knowledge and experience to help their clients make strategic technology solution decisions. This includes helping to manage the RFP or similar process and make specific vendor/solution recommendations to the client.

EE helps facilitate team decision making, including IT, telephony and senior (CTO/CIO) management. Most clients are open to and expect EE to introduce them to new technologies and vendors, although some clients have predetermined internal reasons for including or excluding certain vendors. EE can address either of these environments.

The major benefits EE offers its clients:

- Objective connections to the vendor community
- Understanding of new technologies, solutions, vendors and where/how they best fit
- Understanding of how to integrate new with legacy technologies
- Strong telephony background to help build bridges to new technologies
- Understanding the role of corporate culture in multi-national companies

STAYING CURRENT

It is critical for consultants like EE to stay current on the technology/vendor landscape. EE relies on the following sources of information, education and support:

- Select conferences, such as SCTC, BC Summit and Enterprise Connect
- Industry and vendor webinars
- Vendor Consultant Liaison programs, including CLP Central
- Local vendor/association meetings

Keys to effective vendor relationships include:

- Recognizing it is a long game relationship
- Time to understand the company and what they have to offer
- A designated CLP or other point-of-contact
- Ongoing education through webinars and meetings
- An understanding of their channel strategy and referrals to the right resellers

The vendor landscape is changing and EE strives to stay abreast of these changes and the up-and-coming players.