

“ An authoritative voice for the community. ”

ADVERTORIAL

Speaking the Language

Adaptive Technical makes technology understandable

It's every business owner's nightmare. An important client project is due, and suddenly your computer network goes down. What to do? Call in some IT support.

However, when the technology expert comes in, it's often difficult to understand the “technobabble” they use to explain what's wrong and how to fix it. How do you know you're getting sound advice that fits the needs of your business?

Relax. It is possible to get expert technology services in clear, plain-English. Founded in 2006, Adaptive Technical has built their business on making technology understandable and accessible to their clients, while providing professional service that creates the most efficient computer systems.

The principals of the company, Ian Sutherland and Stefan Neuberg, both came to the IT field from other industries. This laid the foundation for the accessible style of IT service they offer today.

Stefan was in business management before he decided to move into the technology field and subsequently earned Microsoft and Cisco certifications.

In his role at Adaptive Technical, Stefan manages projects, designs networks, and manages technical and operational details.



BURNABY IT EXPERTS STEFAN NEUBERG AND IAN SUTHERLAND BUILD RELIABLE TECHNOLOGY SYSTEMS

ADAPTIVE OFFERS SERVICES IN BUSINESS PROCESS ANALYSIS, ADMINISTRATIVE SUPPORT, NETWORK DESIGN, IMPLEMENTATION AND COMPUTER TROUBLESHOOTING & CONSULTING.

Ian began in the hospitality industry, where he learned the art of building relationships with clients. After working in a sales role at a computer wholesaler, he discovered an interest in computer technology and now uses his experience to develop business and build client

relationships at Adaptive. He is often the face that clients first meet when working with the company. Adaptive offers services in business process

analysis, administrative support, network design, implementation, and computer troubleshooting & consulting. They find solutions to fit the needs of their clients and present recommendations in a way that is easy to understand, so companies can get back to business as usual.

“We're not your typical geeks or nerds you hear about in this field” says Ian. “We offer professional service to build reliable technology systems. We make a point of hiring technicians who not only know IT and can deal with the technical aspects of the job, but are also able to speak in plain language to the clients they work with.”

Based in Burnaby, Adaptive has grown to include clients across Canada and as far as Atlanta. Their clients appreciate the accessible, professional support they offer that allows businesses to make sound decisions on their technology needs. Because, at

the end of the day, business owners want to focus on their specialty and know that they are supported by technical experts who speak their language.

www.beadaptive.ca

