



Van Ausdall & Farrar, Inc. Accelerates Customer Profitability and Competitive Advantage Through the Utilization of Technology

Leading Managed Technology Services Provider Guides Small to Mid-Sized Businesses Through an Innovative Technology Budget and Roadmap Process

INDIANAPOLIS, IN – January 28, 2025 - Van Ausdall & Farrar, Inc. a leading managed technology services provider (MTSP), has introduced a strategic technology budget and roadmap (SBR) process designed to help small to mid-sized businesses (SMBs) maximize their utilization of technology, reduce operational costs, enhance profitability, and stay ahead of their competition. With a forward-thinking approach, Van Ausdall & Farrar, Inc. is revolutionizing how businesses align technology with their goals.

“Businesses often find themselves overwhelmed when it comes to managing their technology investments,” said Les Royce, IT Director at Van Ausdall & Farrar, Inc. “Most managed IT companies are focused on servicing whatever breaks, and they overlook the broader picture of their client’s long term IT infrastructure. Clients don’t just need to optimize single solutions, they need a partner who can weave together a comprehensive

picture, deliver strategic insights and give them a technology roadmap that will help them scale as efficiently and profitably, as possible.”

While many IT companies promise good service and reliable support, Van Ausdall & Farrar, Inc. is setting itself apart by delivering measurable results and straightforward technology plans that empower clients to enter technology conversations from an informed position. Through systematic Strategic Business Reviews (SBRs), Van Ausdall & Farrar, Inc. ensures customers receive regular updates on:

- **Service Performance and Risk Assessments:** Reviewing system efficiency and addressing vulnerabilities before they escalate.
- **Technology Alignment:** Ensuring businesses meet minimum standards and avoid costly, inefficient infrastructure.
- **Cost and Budget Analysis:** Identifying areas where customers can save on technology expenses and reinvest those savings back into their business.

A key differentiator of Van Ausdall & Farrar, Inc.'s process is the technology roadmap created for each client. This roadmap provides a clear path

for future upgrades, highlights cost-saving opportunities and ensures every piece of technology (not just the technology which Van Ausdall & Farrar, Inc. provides) aligns with the company’s overall strategy. By identifying risks, planning for growth, and introducing new solutions, Van Ausdall & Farrar, Inc. empowers businesses to plan ahead rather than reacting to problems, which can be costly, cause cash flow issues or unnecessary downtime.

“Businesses shouldn’t be blindsided by unexpected technology costs or inefficiencies,” added Les. “Through our SBRs and roadmaps, we provide transparency and help our clients remain on track with their goals.”

Through Van Ausdall & Farrar, Inc.'s Customer Advocate process, businesses have uncovered substantial savings and efficiency gains, such as:

- **Eliminating outdated systems** that are draining budgets.
- **Cutting redundant tools** like standalone conferencing apps when businesses already pay for Microsoft 365.

By analyzing clients’ full technology budget—across

infrastructure, internet service providers, VoIP systems, cybersecurity insurance, and more—Van Ausdall & Farrar, Inc. regularly uncovers cost savings which SMBs can use to reinvest back into their business so they can thrive. This approach ensures IT solutions are not just operational expenses but tools that drive profitability.

Van Ausdall & Farrar, Inc's commitment to its clients goes far beyond technology solutions. By partnering as trusted advisors, the company focuses on helping businesses improve their operations, profitability, and competitiveness. Through

proactive planning, regular communication, and measurable outcomes, Van Ausdall & Farrar, Inc. continues to redefine what it means to be a strategic technology partner.

ABOUT Van Ausdall & Farrar, Inc.

Van Ausdall & Farrar, Inc. is 110 year old Indiana-based company whose mission is to provide value-driven technology solutions while delivering a world class customer experience and having a positive impact on the communities we serve. Bottom line, our vision is to

implement technology to improve the human experience. We are an innovative provider of custom IT, security, communications, compliance and automation solutions. Offering advanced technology know-how, Van Ausdall & Farrar brings innovative IT, workspace, cloud performance and hybrid solutions that help businesses simplify and leverage technology to meet specific objectives. To learn more about our products, services, and support please contact Van Ausdall & Farrar at 317-634-2913 or visit www.vanausdall.com