



Guillermo Fernandez
VCIO

Van Ausdall & Farrar, Inc. Invited to Technology Assurance Group's 25th Annual Convention Focused on AI-Driven Business Growth

Leading MTSP to Acquire AI Strategies to Help Customers Improve Efficiency, Security, and Customer Experience

INDIANAPOLIS, IN – March 26, 2026 – Van Ausdall & Farrar, Inc, a leading managed technology services provider (MTSP), announced today that the company has been invited to attend the 25th Annual Technology Assurance Group (TAG) Convention, taking place April 26–28 in Las Vegas – one of the technology industry's premier events focused on innovation, collaboration, and the future of business technology. This year's theme, "AI – Embrace, Capitalize, Dominate, Profit," reflects a pivotal moment for business innovation. Artificial intelligence is no longer a future concept – it is actively reshaping how companies operate, serve customers, and compete. For Van Ausdall & Farrar, Inc, attending this milestone event is about one thing: bringing back real-world strategies and technologies that directly improve outcomes for their customers.

"AI isn't about automation or replacing people," said Guillermo Fernandez, VCIO of Van Ausdall & Farrar, Inc. "It's about helping businesses make better decisions, respond faster, and deliver a higher level of service without increasing overhead. Every single business is looking for ways to do more with less, but few are leveraging AI significantly. We have been educating our customers for quite some time and we're constantly looking for new ways to utilize AI."

Throughout the convention, Van Ausdall & Farrar, Inc. will participate

and provide insight during sessions focused on how AI can be applied across service operations, cybersecurity, and internal workflows. A keynote presentation by Matt Mayberry, a two-time Wall Street Journal and USA Today bestselling author, will share unique applications and forecasts on how AI can be used as a strategic thought partner – helping leaders think more clearly, identify opportunities faster, and execute with greater confidence.

"Van Ausdall & Farrar, Inc. has always focused on helping our customers maximize their profitability and productivity," added Mr. Fernandez. "What excites us about this year's convention is the emphasis on turning AI into real business outcomes – not just theory, but practical strategies that improve profitability, enhance and protect operations, and elevate the customer experience. We're excited to teach what we know to others in the industry, while also gaining exclusive, battle-tested insights from other technology leaders."

"We're thrilled to have Van Ausdall & Farrar, Inc. share their expertise and valuable insight with TAG Members throughout the U.S. and Canada," said Brian Suerth, President of TAG. "Van Ausdall & Farrar, Inc. is at the forefront and our Members have great appreciation and respect for their knowledge."

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

ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)

Founded in 1998, Technology Assurance Group is an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$1 billion in products and services. TAG Members integrate all technology solutions including IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control and copiers/managed print. Members benefit from best business and management practices, advanced sales training programs and processes, in-depth financial analysis and industry benchmarking, professionally led peer group interaction, marketing and lead generation programs, and strategic partnerships with technology manufacturers. For more information, please contact (858) 946-2108 or visit our www.tagnational.com.