



Q&A with JJ Christian, Managing Partner of Intellatek providing Technology and Support for Charter and Private Schools that allow Students to Learn from Anywhere at Anytime



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“Educational technology support is ALL we do.” - JJ Christian

CEOCFO: *Mr. Christian, would you tell us the concept behind Intellatek?*

Mr. Christian: Intellatek was established with the intent of servicing the educational sector. Charter schools and private schools as a whole don't have the reliable technology support like a traditional school district does. With this in mind, our knowledge and understanding along with experience gives our clients the trusted partner they look for in their day-to-day technology needs. Our dedicated technical support team has extensive knowledge of technologies that continue to be used throughout charter and private schools today.

CEOCFO: *What are some of the special circumstances for schools and school districts that you are able to help improve?*

Mr. Christian: Intellatek understands that more and more schools rely heavily upon technology. Whether the school's curriculum is arts integrated or STEM based or anything in between, we help our schools by allowing the students to learn, anytime and anywhere. I personally feel that we should not limit a motivated student to learn only between the operational hours that the school is open each day. With that said, one of the biggest issues that sets Intellatek apart from any other educational technology providers is understanding the school's budget. Our support provides complete coverage that is cheaper than anyone out there doing this. With the amount of services that we provide to schools, which may consist of onsite support, HD video surveillance systems, helpdesk support, state testing, E-rate and student information systems, the cost is the same regardless of how many emergencies or crises that arise. Peace of mind is huge to our schools and knowing that they have a fixed budget gives them that feeling.

CEOCFO: *Would you tell us about student information system support?*

Mr. Christian: Student Information System (SIS) support is just one part of the day-to-day operations that we offer our clients. These systems

allow educational institutions the opportunity to input student-related activities such as tests or examinations, attendance, grades, and performance appraisals. We work closely with the school administrators, registrars, and teachers in helping them with all aspects of their system - such as setting up their report cards and transcripts, along with their grade books and ADHOC reports. In short, we provide complete support. Training and educating the staff also plays an integral part in providing our clients the proficiency they seek.

CEOCFO: *What do you need to know about regulations in a state, in a city and in a school district so that you can effectively work with clients throughout the country?*

Mr. Christian: We are expanding to support over 25,000 students, in 27 schools, spanning 13 charters, which are located across 3 states. We work closely with the state charter school authorities so we are prepared for any federal or state regulations that could affect our school's technology needs. The biggest issue that we see on a consistent basis is the federal and state mandated testing which is required each school year. After making sure all systems are prepared and thoroughly tested, we provide training with each of the school's testing coordinators, preparing them on all potential troubleshooting techniques as well as having technicians available onsite at the beginning of their testing timeframe. Intellatek also works closely with school architects when planning new buildings in new areas to help determine what governmental requirements are necessary for emergency communications.

CEOCFO: *Do schools initially look at local people for tech services and then realize it is not good enough or do they tend to look more broadly even if they are not looking for someone focused on schools?*

Mr. Christian: My experience tells me that schools are trying to find a reliable and trustworthy business partner who can give them quality service that is cost effective. What sets Intellatek apart is that most schools end up hiring three or four companies to support various technology needs and when they find out how much they can save with Intellatek, they make the switch. Why would anyone want to pay several companies when all they need is one?

CEOCFO: *What is involved when you are implementing your service with an organization?*

Mr. Christian: Several things need to take place to ensure a successful transition. A site survey and needs assessment with administrators and staff is critical to ensure that continuity of services and support remain smooth and seamless. The time during this period can prove to be invaluable in earning trust and integrity during the initial stages of bringing them into our care.

CEOCFO: *How do you stay ahead of not only new technology but new education ideas?*

Mr. Christian: The education community does a great job of communicating new ideas and challenges that they face in the classroom. Intellatek takes those ideas and challenges and finds solutions using technology. Technology as a whole tends to run behind the private sector, typically due to pricing and availability. Conventions, vendor seminars and other consortiums help us stay in touch with emerging technologies that can benefit our classrooms and campuses.

CEO CFO: *What has changed from your original concept?*

Mr. Christian: I am very grateful for how blessed Intellatek has been over these past 5 years. With the addition of 3 to 5 new schools each year, we continue to offer more and more services from our first year. With emerging technologies hitting the marketplace at such an astounding rate, we listen to our clients and they truly dictate what services we offer. One important lesson I have learned across this journey is to do it right the first time and this has benefited us and our schools so much and I'm excited to see what's new around the corner.

CEO CFO: *How do you craft a program for a specific school within their budget?*

Mr. Christian: I have found that if you listen, you can learn a lot. What sets Intellatek apart from other technology support companies is that all we focus on is education sector! Our only focus is servicing the school to the best of our ability. With that in mind, our fee is that of a fixed monthly amount which allows the school the freedom to control their budget moving forward regardless of any technology surprises. Our fees are set by the student enrollment. As a school grows or reduces their student enrollment, their budget would stay proportionate, thus keeping their budget on a fixed and calculated rate without any surprises.

CEO CFO: *Can you determine the quality of a good charter school?*

Mr. Christian: When I have a chance to sit down with a principal or board member, I get a sense of their focus and plan of action. I know rather quickly if their charter school will be successful or not. There is something about working with devoted and driven individuals that tells me that they will have a successful school. They have hit road blocks in their lives, but that doesn't stop them from accomplishing their goals. I have been very lucky to rub shoulders with these amazing men and women.

CEO CFO: *As you continue to grow are you seeking funding, partnership or investment to move forward?*

Mr. Christian: That is a great question that I have not considered yet to be completely honest. We are always looking for more efficient and effective ways to help our schools. I would certainly be open to anything that could help our schools as a whole.

CEO CFO: *Why is Intellatek an important company?*

Mr. Christian: Intellatek is an important company because we provide schools with educational technology support that is second to none. While other companies provide technology support, they do not understand the educational intricacies and their tremendous effect across a K-12 campus. We understand schools needs and when a school joins our family, they are pleasantly surprised.

