

Managing Information Systems 3 Inc.



Ryan Castillo, VP of Sales

MIS3
INC.

"MIS3 Inc. strives to work with our clients to understand their entire ecosystem from the business, internal processes, people, customers, systems, applications, workflows, and business risks. Through our simplistic approach to Understand, Consult and Realize, we are able to utilize this collection of data to aid in effective and meaningful management decision-making."

About the VP of Sales

Ryan Castillo is the VP of Sales of Managing Information Systems 3 Inc. since 2020. He is a technology and relationship professional with over 25 years of experience in the Canadian capital markets.

Ryan is responsible for corporate sales across Canada and focused on the MIS3 Inc. portfolio of consulting, technology partners, and managed services. He also takes care of the clients to form better relationships and understand their goals and objectives. Ryan also oversees the sales team across the country and manages overall sales profit and loss

Digital transformation is the only way for the companies to sustain themselves and remain profitable. The COVID-19 pandemic has shown us that sticking to the core business and being customer-centric can save you even in tough times. Managing Information Systems 3 Inc. is one such company that has seen growth even in the pandemic time and has set an excellent example for others in the industry. Ryan Castillo, the VP of Sales of Managing Information Systems 3 Inc, shared his ideas and insights about the company with us in an interview. Here are a few excerpts.

For any best performing company, guiding its customers for success is essential. How do you help your customers in embracing digital technologies securely in all areas of their business?

A company can't be great without knowing its clients. Technology is only a piece of the puzzle. It is an intimate journey, a partnership, and a relationship. Our transformational IT journey and why clients

adopt us are based on our simplistic 3 step approach: Understand, Consult, and Realize.

Our approach, coupled with our proprietary IT Modernization Methodology, which drives and supports our Secure Digital Transformation Framework, allows the client to understand how MIS3 Inc is able to map the business value the next-generation technology brings in order for the client to begin to realize their business outcomes.

Our recommendations are always in direct alignment with our overall key "*differentiator*" – what we have developed: The New IT Service Delivery Model. A true focus on three core areas where all applications live and breathe: SaaS, Public Cloud, and On-Premise. We believe that the application drives all IT complexity and that clients need to have an application-centric focus and philosophy. The ultimate challenge lies in delivering all application workloads, regardless of where they live and breathe, with Governance and Visibility.

How does an organization achieve business transformation?

To achieve Business Transformation, you need to understand how an organization plans to reimagine their business. Secure Digital Transformation Framework is the go-to solution. Although we may have labeled this but we didn't invent this. This is an industry-standard. It's quite evident what players



are utilizing this standard and who are simply not. COVID is now forcing companies to reimagine their businesses. Those who fail to execute are either struggling immensely or have no option other than shutdown.

The four core business-level questions are the key to transformation:

How will you Engage your clients?

How will you Empower your employees?

How will you Optimize resources and internal business processes?

How will you Transform your brand?

When a client has decided to remain relevant and mapped out the answers to the above core business questions, our MIS3 Inc IT Modernization Methodology will allow them the luxury of leveraging next-generation technology to execute against their Business Vision. At MIS3 Inc, we make it a habit, religiously, not to shoehorn technology in any client environment without a genuine business purpose. Alignment with key business objectives is crucial. This is truly resonating across all sectors and verticals, and we are witnessing it firsthand.

Tell us about the IT Modernization and its advantages.

IT Modernization is the only choice for a company to survive through adversity and competition. It is also responsible for remaining relevant in the eyes of their clients. IT modernization is like water to human beings. We all need it to survive and remain healthy.

The MIS3 Inc mantra is Business Transformation Through the

Adoption of IT Modernization. Now, we are a customer-first of many of the next-generation technologies that are part of our story and ecosystem. We immediately felt the “WOW” factor in everything that we did and how we function as an organization. We knew exactly what we needed to stand up and succeed in this business by putting ourselves through the test of our own methodology and framework.

A critical component of our story is to lead by example. IT modernization allowed us the luxury of being born in the cloud utilizing both SaaS and Public Cloud for all our application workloads. Almost everything we do is simply mouse-clicks. All of our applications have embedded AI & Machine Learning, including Application Integration & Orchestration. This level of IT Modernization is what continues to allow us to grow and expand the MIS3 Inc brand.

How do you reach your clients nationally?

Organically grown, MIS3 Inc launched its Head Quarters in Toronto. We soon realized the tremendous value we were able to deliver to clients and decided that we needed to grow the team and presence to grow the business to the next level. We soon opened offices in Vancouver and Edmonton.

Just then, the COVID-19 hit, however it did not stop us from growing. During this pandemic, we were able to launch offices in Ottawa and even expand into the US, where MIS3 US Inc was born with Head Quarters in San Francisco and an office in New York City.

We have actively grown our Sales Team targeted for the aforementioned geographic locations and continue to grow and expand. We are also increasing our

Cyber Security and IT Infrastructure Teams, respectively in order to continue with our journey of providing all our clients with an “Elite Customer Experience.”

How are you providing a 360-degree view of IT with an application-centric philosophy?

The IT Modernization framework has an Application Centric philosophy allowing any organization of any size to adopt, globally, if they truly want to achieve Secure Digital Transformation. This framework is supported by New and Emerging Next Generation technologies because legacy technologies cannot help you Securely Digitally Transform.

What solutions does MIS3 Inc offer?

Our solutions focus on our three core practice areas:

Next-Generation Infrastructure – Invisible infrastructure. A shift in what’s essential. It’s not the infrastructure. It’s the application. The infrastructure should simply just work.

Next Generation Cyber Security – What makes us unique is our focus on our five guiding principles (Understand, adopt and benchmark against a Cyber Security Framework, Build a Dynamic CMDB, Adopt an early Detection Response approach, Build a Zero Trust Framework, Security as a Service).

Next-Generation IT Operations – Fewer touchpoints and manual intervention and injecting simplicity and boosting operational efficiency. It’s about transitioning to adopt AI and Machine Learning and eventually self-healing, reducing overall IT Operational complexity.

