

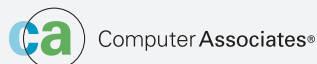


TIAG (left to right): Jeffrey Goldberg, managing director; Dalita Harmon, president; Fred Goeringer, executive principal; Roger Miller, general manager.

# TIAG's Battle Plan

MILITARY MEDICINE LEADS TO BIG BUSINESS

Profile: Value-Added Reseller  
Employees: 56  
Specialties: Enterprise management solutions and consulting, a Computer Associates ESP partner.



- Avnet Enhancements
- > Financial Services
  - > Partner Training
  - > IT DemoCentral

Results: Avnet helped TIAG's new business unit close eight new contracts in six months.

If you want to define the phrase "enterprise-wide technology challenge," just take a look at military health systems. You have thousands of PCs to keep current and secure. You have facilities around the country and around the world. You have diverse platforms to integrate and manage, and budgetary accountability to maintain.

The Informatics Application Group (TIAG) of Reston, Virginia, was formed a mere six years ago to meet the technology needs of that not-so-small niche of military health systems. "Specifically," said Dalita Harmon, president of TIAG, "we began our business to offer IT consulting, engineering support and program management for the clinical applications in military health systems."

## CA SOLUTION STRATEGY

As Web technologies and other leading-edge practices began to alter the technology makeup of business environments, TIAG expanded into a second strategic focus: to support such information systems in the enterprise environment. It formed its Esteam business unit, led by Roger Miller and Jeff Goldberg, to take the enterprise management benefits of the Computer Associates' Unicenter® software products to new markets.

"Based on our success in the military medicine marketplace, we've learned our project engineering and enterprise planning have a broader applicability in the military market in general, in the federal market and even in the private sector," observed Fred Goeringer, executive principal of TIAG. "Esteam focuses on the enterprise services, taking what we've learned in the medical field and applying it to a broader market scope."

In establishing the Esteam business unit and choosing Miller and Golberg to lead it, TIAG was introduced to the CA products and, in turn, Avnet Partner Solutions. Today, TIAG is taking its expertise in enterprise management with the CA products to an expanding list of prospects both within and outside of the military medical community.

Miller is retired from the military, where he served as a chief technology officer. "When I was assigned as CTO in the military, I discovered that a lot of money was being spent on employees walking from workstation to workstation pushing patches," Miller recalled. "In addition, no one knew precisely what the assets were."

Miller led an evaluation of the situation and selected CA's Unicenter product for the project. "We chose it because it was an integrated package that we could use right out of the box. It didn't require a lot of customization, and I could send my own guys to class to get them trained to use it. We implemented the CA package, and it was so successful that we pushed it out through the entire regional command. I was able to let go of \$600,000 worth of temporary employees, I knew how many PCs I had, I knew how many different operating systems I had, and I knew which ones needed life cycle replacement at the end of the fiscal year. It gave me all my answers."

Now at TIAG, Miller and Goldberg are using that experience to illustrate the strength of CA's products for enterprise-wide solutions for their newly targeted markets. Since launching the new business unit six months ago, they have closed eight contracts in seven different states, including several large private-sector corporations.

## AVNET IS KEY

TIAG chose Avnet as its distribution partner and resource for the CA software. "Avnet just jumped to the forefront," said Goldberg. "It offered a very comprehensive portfolio of services to support my technical staff and vital financial service programs to help us capture sales."

Harmon agreed Avnet financial services have been key to TIAG's ability to go after large enterprise-wide prospects.

"We're a small firm," she said, "and when you're looking at installing enterprise-wide software for a very large customer, well, that would have been beyond us. Avnet's financial services enable us to service that larger customer. Avnet is really exceptional at supporting its partners."

Goldberg puts heavy emphasis on assuring his staff is fully credentialed on the CA products and finds the Avnet CA training classes have the focus they need. "I've sent other staff to regular CA training, and the Avnet training is definitely geared more toward partners. Avnet knows we deal with many more issues than the average customer administering the software, and the training reflects that."

"AVNET OFFERED A COMPREHENSIVE PORTFOLIO OF SERVICES TO SUPPORT MY TECHNICAL STAFF."

— JEFF GOLDBERG  
Managing Director, TIAG

CA Unicenter products are now a part of the Avnet IT DemoCentral service, and TIAG wasted no time in using the demo capabilities. "It's a phenomenal benefit," Goldberg said. "We don't have to send an engineer out in the field with a backpack full of laptops, with only the ability to show 'canned' demo material. With this Avnet service, now we show our customers live data that makes sense to their particular business. That's huge."

## THE FUTURE

After the firm's initial years as a technology consultant, the management has embraced its new position in the channel and is uniformly optimistic about TIAG's future. "We have a solid reputation in our community as a trusted provider. By leveraging our relationships and reputation with the strength of the CA product and the support of Avnet behind it, we can deliver those large deals. Our growth reflects that, and I have every reason to believe that this growth will continue," said Harmon.

Goeringer agreed. "We can go after any company now with the full faith that we can meet all of its requirements." ☞

» TO LEARN MORE ABOUT TIAG, please contact Dalita Harmon at (703) 437-7878.