THE EXPERT’S OPINION

An interview with

Sean P. Sears, President
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Canada

Interview conducted by Dr. M. Gordon Hunter
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JGIM: How and why did you become involved in the information technology field?

Sears: I chose the IT field right out of high school. I wanted to be a part of the industry that would shape how the world would function. For my first 13 years I was mostly disappointed with the ability of our industry to have the impact I felt it would. Most organizations treated technology as an enabler at best. Rarely did organizations use technology to fundamentally change their outcomes; rather they deployed technology to improve the efficiency of the process.

There have been a few exceptions to this most notably expert systems and some process control applications. However, it wasn’t until the World Wide Web started to make the Internet popular that organizations started to understand technology as a transformation tool.

When I am asked what industry do I work in, I do not reply the IT industry. Since January of 1995, I have dedicated my efforts to the Convergence industry, which of course is the coming together of the IT, Entertainment, and Telecommunications industries. At the heart of convergence is an exciting new set of ideas and technologies that we all believe will reshape much of the world, as we know it. There are new rules for the road and critically important new laws for understanding the changes taking place.

JGIM: How has Keltic Technologies used information technology to its advantage?

Sears: Keltic is like many of its clients. It is only now beginning to use technology to improve its business. It has been using central administrative applications for some time and is now adding front-end applications to make our systems a helpful part of the work process rather than an administrative capturing of work already performed.

It has adopted a wide area network strategy that deploys the Internet as a key transport mechanism. It uses Intranet applications for most information sharing needs and advanced messaging which integrates voice, fax, pager, and email into a central repository and allows for the access to this information in one of many voice or print formats.

Keltic is beginning to use virtual meeting space to conduct discussions on particular topics and desktop video conferencing to have face to face dialogue without the costs of travel. It has an information website which promotes the company’s services and provides a detailed recent history of the company, in particularly as it expands and moves into new markets. It also uses the web to allow customers to book seats and is now adding front-end applications to make our systems a central repository and allows for the access to this information in one of many voice or print formats.

It is terrifically exciting to be a part of this industry. The technologies are beginning to change the way people communicate. Communication methodologies are central to culture and thus we are about to effect a whole lot more than transformational change in organizations. We have begun to effect change in society as a whole.

JGIM: Please describe Keltic Technologies.

Sears: Keltic is a technology and outsourcing firm focused on the Information Technology industry segment we called Interconnectivity. Our definition of Interconnectivity is “The Products and Services that allow companies to effectively communicate with their employees, customers, suppliers and partners.” Basically, we are assisting large organizations to take advantage of the technologies emerging from the many Internetworking products being developed. We have three primary lines of business, Connectivity Consulting, Learning Centers, and Technology Solutions, which includes Hardware/Software sales and Operational Technology Support. Keltic also runs two standalone technology Enterprises, iLabs which is a research and development company and Keltic Year 2000 Inc. which supplies trained resources to fix the millennium bug.

Core to Keltic expertise is wide area networking and collaborative applications such as messaging, real-time information and application sharing and web-based applications in general.
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