

## The BSCA Team



Barry Strock, M.A., is President of BSCA. Mr. Strock brings 30 years of experience in local government management; planning, organizational re-engineering, systems analysis, developing needs assessments and system evaluations, negotiating contracts, and implementing solutions. He is an expert on finance, public safety, records management, and geographic information systems. Mr. Strock has a Masters Degree in Urban and Regional Planning/Public Administration. He is the author of numerous articles on local government and information technology, author of the *Municipal Computer Systems Handbook*, and conducts seminars and workshops on information technology, project management, and management re-organization.



Jack Dash Harris, Ph.D., is National Director of BSCA. Dr. Harris has over 20 years technical experience. With a doctorate in Sociology, Dr. Harris provides careful organizational and management guidance through seminars and workshops that fit the technology to the organizational culture. In addition, Dr. Harris provides strategic application planning, proposal and bid development, acquisition processing related to finance and accounting, public safety, hardware infrastructure, including local and wide area networking, project management, and contract negotiation.



Robert "Jake" Jacobstein, M.B.A., is Technical Director of BSCA. Mr. Jacobstein brings over 20 years of extensive experience with local government. Mr. Jacobstein is a specialist in technology strategic, tactical, and project planning addressing organizational, governance, system management, technical architecture and infrastructure design. His focus is on the cost effective delivery of municipal services through the use of information resources. Mr. Jacobstein assists local governments to optimize their technology operational effectiveness. He conducts seminars nationwide on strategic technology planning.

BARRY STROCK CONSULTING ASSOCIATES



BARRY STROCK CONSULTING ASSOCIATES, INC.

**Information  
Technology and  
Telecommunications  
Planning and  
Consulting**

## Full Service Counseling

Barry Strook Consulting Associates, Inc. provides a full range of services to local government, utilities and school districts. We are your agents, and we are biased — for what works for you!

Our work is anchored by carefully researched, documented, and analyzed strategic technology plans that synchronizes technology with management objectives.

### Strategic Technology Planning

With technology changing rapidly, how can local government address long term planning needs without becoming obsolete during plan implementation? BSCA assists municipalities to address this issue by planning for "Business of Technology"; by examining the total cost of technology ownership over the life of the plan; and viewing technology acquisition as an investment. The plan strives to leverage installed technology with prospective purchases through the combination of standards and solid management practices.

### Organizational Development

While local governments continue to devote large sums of money to information technology, many fail to maximize the benefits that this technology can bring. More often than not this is due to factors within the organization and how the technology is governed rather than the technology itself. BSCA helps municipalities implement sound technology governance practices based on its culture and prior investments. BSCA examines roles, responsibilities and accountabilitys, expectations, relationships and communications, appropriate decision making and support procedures.

### Management Consulting

How can local governments exploit the use of technology to improve service to external and internal customers alike, improve productivity, manage costs and provide appropriate levels of support? BSCA answers these questions and more as it guides our clients through the technology maze from concept to implementation. BSCA consultants have a broad base of experience with the technology issues that local governments face and the impact these issues have on daily operations.

## TELECOMMUNICATION OPTIONS

**Voice** — Whether there is concern about the quality, functionality or cost of telephone systems and services, BSCA offers a cradle-to-grave service from assessment of telephone bills and operations to replacement, upgrade and reconfiguration of the currently deployed voice facilities. Using its knowledge of networking technology, BSCA views telephony as a network application and looks at alternatives of combining voice with data, video, and audio to reduce costs and leverage government's network assets.



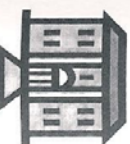
**Local Area Networking** — Connectivity and access to data have become prerequisites to enabling both the centralized and distributed technology within the municipal organization. BSCA examines local area networking from the perspectives of staff productivity and information processing. Based on the government's sources and destination of data, BSCA assist local governments implement functional, reliable, maintainable and sustainable LAN systems.

Answer the call —  
Integrate voice and data, and save taxpayer dollars!

**Wide Area Networking** — Based on geography and the location of numerous government facilities, BSCA develops wide area networking strategies to link these facilities together. Wireline, cable, wireless and competitive provider alternatives are evaluated and matched with the connectivity needs of the municipality.

**Multi-media** — Traditionally, voice, data, and video networks have been considered in isolation of one another. While this approach presents fewer challenges for local governments, it often results in redundant costs and lower levels of capabilities. BSCA's consultants take a holistic look at total networking needs to develop efficient solutions to them in total.

## THE ELECTRONIC CITY HALL



**Bring City Hall to the desktops of homes and businesses**

Public Access is the next challenge for local government. Citizens and Taxpayers have rising expectations about the availability and ease of obtaining information. Through Internet access or kiosks throughout the community, citizens can view parcel data, minutes, resolutions, apply for permits, and even pay tax bills! BSCA can guide your efforts toward greater Internet visibility while securing available data.

## RATE ANALYSIS

It is very likely that your local government, utility or school district is paying too much for telephone service. Today's rates are very confusing. Local providers are often restricted by tariffs and face stiff pricing competition. In addition, there are a variety of topologies and functions such as fiber and copper, voice and data, and even voice over data that make wise choices difficult. Consider a professional RATE ANALYSIS of your voice and data operations. Barry Strook Consulting Associates can provide a cost reduction study that will lead to a reduction in operational costs.

## BSCA CAN PROVIDE

- Strategic Technology Plans
- Management Plans and Needs Assessments
- Request for Proposals and Bids
- Networking Applications
- Acquisition Support
- Project Guidance
- Rate Analysis
- Workshops & Seminars
- Professional Recruitment



The tale of the tape:  
SAVINGS  
for  
TAXPAYERS!

Barry Strook  
Consulting Associates, Inc.

Barry Strook, President



**Barry Strook Consulting Associates, Inc.**  
MANAGEMENT AND SYSTEMS CONSULTING  
Finance, HR, Utilities, Public Safety, Nonprofits, Security Evaluations

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