



## FETC

### Interview with Mike Ruprich - January 25th 2017 President & CEO of Troxell Solutions

#### So Mike, tell our readers about your company. What's your main line of business?

Troxell offers a full range of today's leading technology brands to accommodate varying education technology initiatives. But we don't stop there. Our dedicated account executives make it their business to understand what our customer's goals are, and then match solutions to their goals while keeping an eye on budget and schedules. We can also install and configure solutions to get learning initiatives up and running fast, and even provide professional training to ensure that teachers, students, and staff get up to speed on their new solutions. We also offer a fully personalized White Glove service that can include everything from delivery and unpacking to software updates, installation, and asset management.

#### What would you say makes your company unique?

In essence, we are the nation's leading end-to-end solution provider for education technology and collaborative solutions in K-12, higher ed, government and corporate. With 65 offices nationwide, we combine large-scale purchasing power with the high-touch, consultative approach of a local specialist.

#### What do you see as some trending in education technology and how is Troxell addressing this evolution?

In less than two decades, the Internet has gone from fun to fundamental. Statistics show that about 2.5 billion people are connected to the Internet today. Experts are even saying they expect there to be about 4 billion users by 2020. As a result, the global digital economy is growing at more than 10 percent a year- that's more than the economy as a whole. So, it's an increasingly important source of growth and, frequently, jobs. So, for educators, there can be no

greater purpose than to prepare students for this fast-growing digital revolution. For Troxell, we feel it is more important than ever to make educational technology solutions an indispensable part of the classroom of tomorrow, today.

#### So Mike, tell us about what type of solutions Troxell is introducing to meet these challenges?

Well, the fast-changing digital economy will require students and teachers to be fluent in digital technologies and highly adaptable to fast-changing technology trends. The 1:1 learning environment lights a spark for students and teachers and puts them on the path to lifetime learning and discovery using technology. We are helping empower students and teachers with our complete and integrated 1:1 Learning Suite solutions—featuring a wide range of devices, peripherals, management platforms, and applications, as well as flexible financing options, configuration services, and more.

As for Preparing 21st Century Students for a Global Society, collaboration is an essential skill for students. Collaborative learning spaces enable students to work in groups to solve problems, discuss ideas, and experiment with different approaches. Furniture becomes modular and movable, audio-visual equipment can "pop up" as needed, and STEM gear invites discovery and learning. Making classrooms more collaborative is just another of our solutions. We provide expert guidance to our customers, helping them create collaborative learning spaces needed to meet federal mandates and develop future leaders.

#### Mike, what is the outlook for Troxell in 2017?

We will continue to build deep rooted relationships with our customers, strive to understand current market needs and technological trends, and provide end to end solutions for K-12, and higher ed for today and tomorrow.