



## Two Technisource Executives to Publish 3rd Book

By James Gordon  
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John Baschab and Jon Piot of Technisource Inc., an IT services company headquartered in Little Rock, in March will publish the second edition of "The Executives Guide to Information Technology," the third book for the duo.

Baschab, president of Technisource's management services division, said the book was written for chief information officers as well as chief financial officers, chief operations officers and other managers who might not be tech-savvy but nonetheless work at businesses that rely on IT services.

"When we surveyed the offerings out there of other IT books, there weren't any that were specifically focused on management issues. So they might tell you how to install a piece of software or write a different application or program for running the business, but they didn't talk about how to select or manage vendors, how to do budgeting, how to manage risk, how to work with senior executives that are non-technical, how to plan your organization, things like that," Baschab said.

The book's first edition – published in 2003 by John Wiley & Sons – reached the top 30 on Amazon.com's business bestsellers list and has been adopted by undergraduate and graduate courses at a dozen colleges and universities, including George Mason University at Washington, D.C. and Southern Methodist University at Dallas, where Baschab and Piot are adjunct professors of engineering and management information systems.

The first edition was also translated into Chinese.

Baschab said half the second edition is new or revised material, covering topics such as IT governance and strategy, outsourcing, off-shoring, data center management, IT problem management, disaster recovery, systems security and open source software.

The book also has a new foreword by technology writer Nicholas Carr, who sparked debate about the use of IT departments for competitive advantages when he published an article, "IT Doesn't Matter," in the Harvard Business Review a month after the first edition of the executive's guide was published. Carr followed up with a book in 2004, "Does IT Matter?," which he said was written with the aid of the guide.

"The guide was a permanent fixture on my desk, serving as an ever-dependable source of clarity and insight on all kinds of complex matters," Carr said in his foreword.

Other IT researchers and practitioners also offered ringing endorsements, including Lynda Applegate of Harvard Business School and Erik Brynjolfsson of MIT.

No strangers to IT services, Baschab and Piot both formerly worked for the global strategy and technology consulting firm Booz Allen Hamilton of McLean, Va., before co-founding Impact Innovation Group of Dallas in 1998. Impact was acquired by Technisource in 2005.

Technisource was founded in Little Rock in 2000 as Intellimark Holdings Inc., a spinoff of Staffmark Inc. of Fayetteville (now Edgewater Technologies Inc. of Wakefield, Mass.). In 2002, Intellimark acquired publicly-traded Technisource of Fort Lauderdale and rebranded the entire company in 2005 as Technisource.

With 32 office and almost 3,000 employees company-wide, Technisource provides IT and engineering services across the United States. The company's clients include Fortune 500 and middle-market companies in industries such as insurance, banking and finance, telecommunications, health care, manufacturing, retail and government.

Baschab and Piot also published together in 2004 "The Professional Services Firm Bible."