

Detroit Business Technology Examiner

By Scott Banks

BTP and IAN Collaborate on the Business Tech of Tomorrow.

Business Technology Partners, a technology consulting firm based out of New York with facilities in Detroit, has announced a partnership today with Internet Area Network, a provider of cloud computing services to small and mid-sized businesses. This is significant to Southeast Michigan because it marks the emergence of one of the fastest-growing industries in business technology through combining two fields that are already gaining momentum in the changing business environment.

As business technology rapidly goes from being two separate concepts into the new paradigm, companies like BTP and IAN enjoy the view of the stormy seas from a high promontory. This is because both companies are providing the products and services that will be essential in the way business is done in the future. Business Technology Partners provides technology services to their customers whereas Internet Area Network develops technology solutions in the realm of cloud computing. The partnership between these two companies combines two fields that are quickly gaining ground in the business technology industry to provide products and services that will be the new standard within a few years.

Business Technology Partners, with tailored technical solutions for their clients, is already making a name for themselves with regards to technology solutions. You've got to imagine that anyone selling businesses solutions in this economy has their phone ringing off the hook, especially in a region where corporations are frequently being told to get efficient...or else.

Internet Area Network provides a different type of technology solution, one that makes their partnership with BTP a perfect business fit. IAN provides "cloud computing" solutions. The precursor to "virtualization", wherein network services usually assigned to a computer or network of computers are handled by specialized software that simulates the function of multiple machines, "cloud computing" is a style of computing where virtualized resources are available as an internet service. This technology is what created the concept of the "mobile office", where any mobile device, not just a computer, can be turned into a business machine.

With a local company at the epicenter of this collaboration, it should just be a matter of time before we start to see the impact of these shifts in the business landscape translated into new jobs for Southeast Michigan.