

Spotlight on Common Sense Computing

Common Sense Computing, Inc. was started in 1995 to help small to mid-size businesses in Maine successfully integrate technology into their businesses. We offer a range of information technology services, such as

- the planning, design, and implementation of computer systems,
- operational support for desktop and server computers and networks,
- selection or development and implementation of software,
- managing projects, especially in large organizations,
- basic website development, and
- training in software applications.

Our special expertise is helping clients better integrate their information systems with their business. Too often we have seen small business owners buy their computers and software from a reseller or a box store only to find out that they didn't get what they need. Many businesses lack the knowledge to configure systems and select components that match their real needs. Businesses often drastically underestimate the resources needed to use their systems effectively. Many of our clients are also big enough to need a network but lack the expertise to set one up correctly and maintain it properly. Most of our clients have not begun to use their software to competitive advantage. We have expertise in all of these areas.

We always begin by analyzing the client's business plan and understanding what they expect technology to do for them. In some instances, technology is not the answer and we make that clear. "We don't sell hardware or software," says Dick Bourne. "Almost everyone who is in the computer consulting business has a relationship with a supplier, but we don't. We are objective. We aren't obligated to any supplier. When companies can only sell the products they represent, they often implement solutions that aren't appropriate for their customers." We help the client choose the right solution for their business and solicit bids for hardware and software. In large installations, our role then changes to one of a general contractor. We work with the hardware supplier to make sure the system is set up correctly and all is working according to plan. We do customized training on specialty software for the client or shoulder-to-shoulder training on office applications to make the client more productive. For small businesses we offer the expertise of a full time systems manager without the added cost of another employee. We specialize in setting up systems that work simply and continuously. With Common Sense Computing, Inc. on call, businesses can leave the computing headaches to us and get on with running their businesses.

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Our clients come from small and mid-size business, non-profit organizations, and individuals, primarily in the mid-coast and central Maine areas. Dick Bourne and Sue Westlake share over 60 years of experience in information technology from mainframes in large Fortune 500 companies to operations running on a single computer.

Dick and Sue are dedicated to making technology easy and stress-free for the businesses they serve. "We will go the extra mile to understand a client's business so that they can understand their goals for technology. We help them be more productive," says Sue.

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COMPUTING, INC.

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Common Sense Computing's principals are:

Susan Westlake, President, is an information systems consultant and end-user support specialist. She has over twenty years experience in business systems analysis, information systems development, and manufacturing line management. Sue has established and operated three small businesses and served as a mentor to others.

Sue has a B.A., cum laude, from Mount Holyoke College and an M.B.A. from the University of Southern Maine.

Richard Bourne, Vice President, is an information systems consultant and systems integrator with a focus on using information technology for competitive advantage. He has over thirty-five years of diverse experience in business information systems development, technical staff management, technology leadership, engineering and scientific computer applications development, and electronic systems design with Fortune 50 companies.

Dick has a B.S.E.E. from Worcester Polytechnic Institute.

