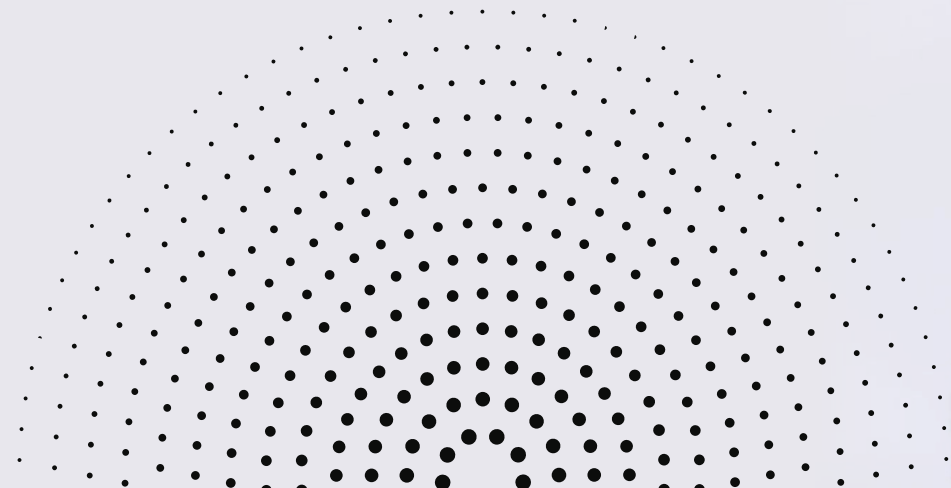
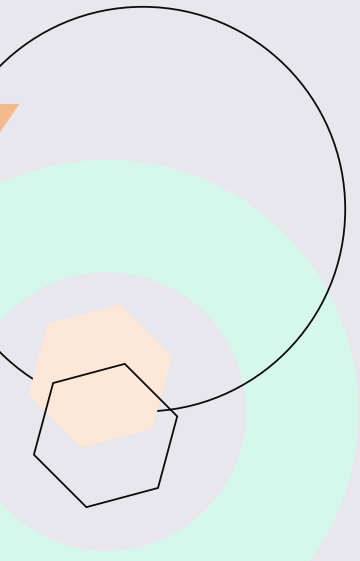


COVER STORY

# MICHAEL DOWNS

Aligning Technology with Business Objectives  
by Designing Comprehensive Solutions

Michael Downs  
Chief Technology Officer  
Evolving Solutions





In the ever-evolving landscape of technology, Michael Downs stands as a visionary and creative strategist, leading the charge as the Chief Technology Officer at Evolving Solutions. With a wealth of experience and an uncanny ability to foresee the potential of emerging technologies, Michael has become a trusted advisor to senior leaders, helping organizations navigate the complex and dynamic world of innovation.

Michael's expertise lies in his exceptional capacity to analyze current and future trends, dissecting how they will impact existing business models and identifying opportunities and threats on the horizon. He thrives in the realm of strategic thinking, offering invaluable guidance to senior leaders on how to steer their organizations towards positive outcomes in the face of technological disruption.

As a trusted advisor, Michael doesn't just provide insights; he crafts strategic roadmaps that shape the future of organizations. His mindset is the driving force behind his ability to envision change and architect solutions that propel businesses into the future.

A true change agent, Michael is unafraid to challenge the status quo. He understands that innovation is not about maintaining the status quo but rather about embracing change as a catalyst for progress. His forward-thinking approach empowers organizations to adapt, evolve, and thrive in an ever-changing tech landscape.

Michael combines this with deep technical knowledge. As an experienced solution architect he excels at designing comprehensive solutions that not only address immediate needs but also lay a foundation for his client's long-term success. His holistic approach ensures that technology aligns seamlessly

with business objectives, resulting strong business outcomes.

Communication is the cornerstone of Michael's success. His ability to bridge the gap between technical complexities and business realities makes him a skilled cross-functional communicator. He can convey complex ideas in a manner that resonates with diverse stakeholders, fostering collaboration and ensuring that everyone is on the same page when it comes to driving technological change.

### **Gaining Insights into Enterprise Challenges**

Michael has extensive experience in the technology industry with a focus on large, maxtrixed enterprises. He began his career in the in the End User space, where he developed a keen interest in understanding how individuals utilize technology to achieve their goals. His background in the humanities has been instrumental in comprehending these aspects.

Michael's career path led him to work at IBM, where he assisted Fortune 100 companies in resolve complex business issues. During this time, he gained invaluable insights into the intricate challenges faced by organizations and how technology can enable growth. Subsequently, he joined a prominent software company where he focused On integrating emerging technologies to clients to assist business model transformation. This experience provided exposure to a wide array of organizational challenges and opportunities that technology could solve at time when cloud technology was emerging.

Michael's journey eventually brought him to Evolving Solutions, where he aimed to extend the company's well-established reputation for excellence in data center services to address a broader spectrum of IT and business challenges. His rich background and diverse experiences have equipped him with a deep understanding of the intricate relationship between technology and enterprise success.

### **The Pillars of Evolving Solutions**

Evolving Solutions is a technology solutions provider that specializes in modernizing and automating mission-critical applications and infrastructure to support

business transformation. The company adheres to core values, including integrity, teamwork, and humble confidence, and is dedicated to delivering exceptional results to clients and partners while ensuring everything is done right every time.

Since its inception, the Evolving Solutions team of innovators and technologists has prioritized clients' goals. They provide technology solutions closely aligned with clients' business objectives, offering agility and innovation in an ever-changing world.

Evolving Solutions continually expands and advances to better serve clients. Recent efforts include building and investing in core focus areas: modern networking, security, observability, hybrid cloud, and automation and orchestration. The company sees immediate opportunities for further team expansion in these areas and additional investments in machine learning and ethical AI.

### **Bridging Tradition and Innovation**

Evolving Solutions' overarching approach centers on Modern Operations, enabling



businesses to become future-ready. Modern Operations encompass the processes, skills, and tools needed to ensure a stable, secure, and high-performing hybrid cloud environment. It leverages the benefits of public cloud, multi-cloud, and hybrid cloud innovation while retaining the core IT functions that have been practiced for decades.

Modern Operations are built on several core principles. First, while many disciplines remain the same, teams must adapt to performing them with code. This necessitates acquiring new skills and embracing tools and processes that may initially seem unfamiliar but align with the historical mission of operations teams.

Second, organizations must take a proactive approach to supporting innovation. For example, providing a framework that developers can easily incorporate into their workflows, reducing last-minute adjustments and costly adaptations when supporting new applications.

From Evolving Solutions' Modern Operations approach centers around systems and platforms that are supported by four key focus areas (Data Protection, Pipelines & Automation, Observability, and Data Access & Connectivity) and is underpinned by Security to safeguard operations.

The result is a future-ready business possesses the ability to adapt and thrive in any situation, especially unexpected and impactful events.

### **Results-Driven Collaboration with Clients**

When collaborating with clients, Evolving Solutions prioritizes actionable and impactful change. Instead of extensive philosophical documents, the team concentrates on constructing practical roadmaps that align to their client's goals and lead to future readiness. The company's primary objective is to ensure clients success. They frequently express their preference for working with Evolving Solutions by noting, *"When I give a project to Evolving Solutions, I don't have to worry about it. It always turns out great."*

### **Evolving Solutions' Impact Through Genesys Works**

Michael underscores Evolving Solutions' commitment to nurturing technical talent in underserved communities,

primarily through Genesys Works. The company's core values are the cornerstone of its actions, with a dedication to "Doing the Right Thing" and a mission centered on "Building Enduring Relationships." These principles drive Evolving Solutions to place a strong emphasis on ethics and social responsibility in all its endeavors.

### **Balancing Technical Expertise with Leadership Skills**

Evolving Solutions envisions a future where they assist their clients in empowering their businesses by effectively implementing technology. Whether it involves cloud computing, AI, Quantum Computing, or emerging innovations, their primary objective is to ensure the practical usability of technology. This transformation necessitates the adaptation of people and processes to foster operational excellence. Evolving Solutions is committed to realizing this vision by applying their core values and unwavering commitment to excellence to the well-established capabilities essential for any business to thrive with various technologies.

### **Guidance for Aspiring IT Leaders**

Michael's advice to aspiring leaders or individuals aspiring to join the IT sector is that they understand both business and people, rather than solely focusing on the technical aspects of IT. Michael succinctly states, "Technology is easy. People are hard." He underscores the significance of recognizing that while technology can achieve remarkable feats given sufficient time and attention, it ultimately relies on people working together cohesively to accomplish a shared objective. This insight highlights the critical role of interpersonal skills and business acumen in the IT field.

