

Denny Cherry and Associates Consulting

A Globally Renowned Expert in Cloud and Database Solutions

No one can deny the fact that cloud solutions have brought transformation across all the industries. Over traditional solutions, cloud helps consumers in ease of access, scalability, and easy data recovery. In the business world, companies use cloud tools and technologies to gain competitive edge and drive disruption.

However, to take advantage of such smart technologies, businesses need a reliable service provider such as **Denny Cherry and Associates Consulting (DCAC)**.

Let's learn more about the *Innovative Tech* firm.

Brief us about your company and its history since inception. Also, do let us know about you mission and vision.

Founded in 2012, Denny Cherry and Associates Consulting is a cloud and database solutions company driven by globally renowned award-winning expertise. Started by Microsoft MVP Denny Cherry, his vision was to gather the most renowned experts in the world to provide rapid, reliable cross-platform transformations for small to medium sized businesses that frequently do not have the dedicated IT resources to achieve those goals alone. With DCAC's staff of Microsoft MVP's, working collaboratively across a variety of disciplines from Performance Tuning to Business Intelligence, clients can achieve optimal solutions reliably, within a timeline and budget that won't break the bank.

Brief us about the proactive Founder/CEO of the company and his/her contributions towards the company and the industry.

CEO and Founder Denny Cherry is a globally renowned expert in his own right, a Microsoft MVP, a frequent speaker at Microsoft Ignite, PASS Summit, and Dev Connections, as well as trainer for IT departments of enterprise businesses all over the world. Cherry is the published author of numerous books, including seminal work "The Basics of Digital Privacy" a standard-bearer in data security. In addition to performing all operational functions at DCAC, Cherry works alongside his team of consultants to provide swift, optimal solutions for clients.

Share your point of view on the current scenario of the Industry.

I anticipate continuing adoption of the cloud to cut capital

expenditure costs. Multiple companies will move forward in the Artificial Intelligence (AI) and Machine Learning (ML) space as they adopt cloud technologies. The trick will be making sure that AI and ML make sense for the companies that are using them.

There are many instances where AI makes a lot of sense, but there are also instances where it doesn't. Utilizing AI to answer common customer questions, for instance-typically works well. By way of contrast, using AI to handle an issue in Human Resources due to its sensitive nature -likely wouldn't be the best use of the technology.

Kindly brief us about all your products/ services.

We focus on two main areas of IT — Database Platform (Microsoft SQL Server, Oracle, MySQL) and Cloud Platform (Azure, AWS, GCP). Our differentiation within the consulting field comes from the level of expertise we offer within those two platforms. Within those spaces, we offer zero-downtime migrations, performance tuning, disaster recovery, and business intelligence solutions, as well as more complex architecture challenges such as data warehousing and Big Data (Modern Data Platform).

Our differentiation comes from the level of expertise we offer. 80% of our consultants are Microsoft MVP's. Our clients tend to like that we're so familiar with the most popular office software on the planet, as well as the fact we're connected to the Microsoft product teams.

Virtually all our consultants were working in the major cloud platforms before they were publicly available. That gave us a significant head start in cloud technologies. We've been in the cloud so long our clients realize long-term, revenue-generating goals such as data warehousing and Big Data (or Modern Data Platform) objectives.

Given the latest emergency calls to our company, DCAC will also be launching an Emergency Response Team for catastrophic events such as Ransomware infection next month.

- Cloud Migration & Acceleration
- Data Analytics & Deployment
- Database Virtualization
- Database Performance Tuning
- BI & Analytics



Denny Cherry, CEO & Founder

- High Availability / Disaster Recovery
- Cloud and Database Security
- Data Warehousing
- Big Data/Modern Data Platform

Share with us how you contribute to the tech industry and how it is helping its clients in their business growth.

DCAC works with clients to help them improve the performance of their applications, in order to improve the responsiveness of applications for their clients, employees, and their customers.

We're currently assisting a few customers with their data ingestion processes, as well as the visualizations within their reporting environments. For example, for those that suffer from color blindness, visualized reporting data can prove an uncomfortable challenge. We're working to customize the environment so the reports can be viewed and understood by all who read them.

DCAC is on the cutting edge of cloud solutions, and for businesses, the cloud itself is considered cutting edge. Because we're really well versed in the field, we've been able to implement some truly groundbreaking solutions for our clients.

Mention some of the awards, achievements, recognitions and clients' feedback that are notable to you.

So hard to pick! We've won more than two dozen awards and certifications since 2016. The biggest shock was being invited to become a Microsoft Partner in 2015. We had only



three consultants on staff at the time and they usually reserve that designation for much larger companies. Getting named to the Inc. Fastest Growing List last year was amazing as well. As a team of Microsoft MVP's, we're expected to win tech achievement awards – getting named to the most prestigious list in the country on how to run a private business falls in the "unexpected" category. Our awards and recognitions include:

- Microsoft Gold Cloud Platform Partner
- Microsoft Gold Data Platform Partner
- Microsoft Gold Data Analytics Partner
- Microsoft Silver Application Development Partner
- Inc. 5000 List of America's Fastest Growing Private Companies 2019
- IT Team of the Year 2019 American Business Awards
- IT Team of the Year 2017 Silicon Valley Awards
- Best Technology Innovation 2019 American Business Awards
- Best Full-Service Cloud Consulting Company 2019
- Best Tech Professional 2019 American Business Awards

What are the major contributing factors behind your company's success?

First and foremost, our success is definitely based on the level of expertise DCAC offers: clients receive an optimal solution "the first time," the engagement is usually delivered at or ahead of schedule and is frequently at 70% of estimated budget. We exceed expectations with such regularity the CTO or CIO usually asks on the spot about a goal he or she formerly thought of as mere "pie in the sky."

The reason we're able to so frequently able to deliver this kind of quality work is because while a client may only meet one or two DCAC consultants, our entire team works collaboratively whenever consultation in a discipline is needed. In other words, you don't just reap the benefits of the world-renowned expert standing in front of you: you reap the benefits of multiple world-renowned experts.

Additionally, DCAC operates a virtual office, savings we pass along to clients.

Where do you see your company in the future in terms of expansion and/or innovation?

As our customer base continues to grow, we will continue to expand our employee base with more top-tier Cloud and Data platform experts. One challenge we continually face is that we only hire experts, and that's a rather small pool from which to recruit. We're committed to, and rather proud of, being regarded as the premiere boutique cloud consulting company in the country. But we are committed to helping our customers, so we continue to do the hard work of recruiting to meet their needs. 📍