

ORVIWO – Veteran Owned Small Business Providing Tactical IT & Smart Security Solutions across Puerto Rico with eye on Expansion into the Caribbean, Latin America and the US



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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Ortega Suárez, what is the vision behind ORVIWO?*

Mr. Ortega Suárez: The vision behind ORVIWO starts with providing Tactical IT and Smart Security solutions across Puerto Rico and the rest of the Caribbean. The key concept is helping Puerto Ricans grow into a new era. We are a security company that is here to provide solutions that will enable all of the people of Puerto Rico to feel safe. At the same time, we will be moving throughout the Caribbean region and Latin America.

CEOCFO: *When you say Tactical IT what does encompass; what are you providing?*

Mr. Ortega Suárez: Our Tactical IT offering comes from my own experience as a military member on the 156th Wing, which is the parent unit of the 156th Communications Squadron, a unit of the Puerto Rico Air National Guard. It is personalized for our clients using my military experience and veteran background for any deployment that will be provided as a solution for the client. "Tactical IT solutions" refers to IT services, technologies, or strategies designed for short-term, urgent, and specific needs within demanding operational environments, often in sectors like defense, public safety, and retail. It can include things like biometric monitoring systems, or Secure, 5G-enabled smartphones and low-cost MANET (Mobile Ad-hoc Network) radios for mission-critical communication among first responders and Unmanned Aerial Systems (UAS) Operations.

CEOCFO: *Who is using your services today; what types of organizations?*

Mr. Ortega Suárez: We have clients in the private sector, vertical markets, healthcare, pharmacies, schools, federal agencies and military bases.

CEOCFO: *Do many of your clients take advantage of the full range of services or is it pick-and-choose for specific problems and needs that they have?*

Mr. Ortega Suárez: When we bring on a client, they can ask for whatever product or service meets their specific needs. We also have clients where we have to ask what their needs really are. Then we can recommend the best solution for their specific issues.

CEOCFO: *Would you tell us about the AI powered video surveillance; how does that work?*

Mr. Ortega Suárez: It came from the AI digital intelligence video knowledge analytics recognition, because there are a lot of features that will make our clients feel safer. They will be more aware how secure their facilities' environment is 24/7.

CEOCFO: *Is AI used commonly in video surveillance today or are you ahead of the game with that?*

Mr. Ortega Suárez: There are many competitors out there today that are beginning to use an AI feature, but I can say we are ahead of the game right now, because of my strategic partnership with Motorola Solutions' Avigilon cloud-based video and access control solutions. Avigilon is already providing these same kind of services to the same vertical markets.

This technology provides you with the ability to find what you are looking for in large volumes of footage faster and easier, facial recognition, license plate recognition and Focus of Attention (FoA), which is a new video monitoring concept that provides the user with a more intuitive way of consuming information of potential security incidents

"At ORVIWO, we merge military experience with cutting-edge technology to deliver Tactical IT and Smart Security solutions—empowering Puerto Rico and expanding across the Caribbean, Latin America, and the USA." Jan G. Ortega Suárez

CEOCFO: *Please tell us about the Rugged IT Infrastructure; you are certainly in an area where there is a lot of weather and other issues that cause problems?*

Mr. Ortega Suárez: Rugged devices are very important in these areas, Puerto Rico and the Caribbean, because there are a lot of units in the field, outdoors, where in public safety and industrial there are always emergencies where these devices can be dropped to the floor or exposed to different chemicals. These incidents can affect business continuity. Therefore, we provide these devices including phones, tablets, or computers engineered and built to withstand harsh environmental conditions that would damage standard consumer-grade electronics.

CEOCFO: *What is the key to staying on top of all of the new technologies; there is so much going on today?*

Mr. Ortega Suárez: In terms of the necessity of the people, either commercial, private or government, you always need to be on top of the most recent developments on AI, such as recent updates on any vulnerability out there. There are hackers out there that could exploit your vulnerability and affect your operations, so the best thing is to be updated purely up to the moment.

CEOCFO: *One of the things that I see on your website is exceptional customer experience; how do you work with your customers and go above and beyond in customer service?*

Mr. Ortega Suárez: When a customer comes to ORVIWO for the first time just looking for guidance or information, we will provide all of the necessary information and requirements needed to meet the necessities of the client. When we supply a customer with any IT hardware or IT services, there will be a one-on-one relationship where if at any time, knowledge, information or training is needed, it will be provided. From the very beginning we work to make sure the client is comfortable with their relationship with us.

In terms of the installations on site, customer support on site, at least locally here for Puerto Rico, that will always be provided.

CEOCFO: *How do you reach out to get new customers and what are your plans for expansion in the Caribbean?*

Mr. Ortega Suárez: I began by knocking on doors. After that, I started using marketing elements online and social media. There is also the possibility of doing email and texting campaigns for the private sector and governments, and we think this will be a good idea to help us expand and keep growing.

We look forward to expanding beyond Puerto Rico, extending to all of the Caribbean region, as well as to Latin America and the continental USA. Most of what we have done has been mostly online with social media, but we will use some other marketing approaches as we expand.

CEOCFO: *What are some of the challenges in working with the government? What have you learned?*

Mr. Ortega Suárez: The challenge in working with the government has been different from local, state and federal agencies. It was so much easier working with the federal government model, because there is a great deal of resources online and there are a lot of people available to help. And they were available to help me during the federal government registrations and everything that I had to do, because here in Puerto Rico, the federal government was totally free. However, with the local and state government in Puerto Rico, there are a lot of registration fees, and those government workers are not as available as with the federal government.

Besides that, if you continue working the same way, the same strategies apply here. I can reach more people through the federal market than I can through the local and state government in Puerto Rico.

CEOCFO: *You mentioned your military service; what have you learned from your military service that helps you on the business side of ORVIWO?*

Mr. Ortega Suárez: I was a member of the 156th Communications Squadron; I know how it works, as I have been there. What I learned is that we could make the business bigger. ORVIWO could reach out to any branch of the armed forces. In the United States, there are some people out there waiting for some companies, small businesses, to reach out to them, knock on their doors and let them know you are available. Over here in Puerto Rico it happens the same way. Not just only with the US Air Force, US Army, Marine Corps and Coast Guard.

CEOCFO: *Final thoughts, there are a lot of companies providing IT services; why choose ORVIWO; why use your services?*

Mr. Ortega Suárez: I have a Veteran Owned Small Business (VOSB) certification myself as an experienced veteran working with information technology, radio frequency, tactical communications, so my experience has been proven in the real world. Representing the Hispanic people here in Puerto Rico, as a minority owned small business it is possible to be onsite to customize services and solutions for our clients makes a big difference. That is the most important part.