



R.B. Zack & Associates, Inc.

About R. B. Zack & Associates

More than a Quarter Century of Experience

R. B. Zack & Associates got its start working on mainframe and mini-computers in 1981, but has continued to stay up-to-date with the latest technologies as the decades have rolled by. Today RBZ&A builds client server- and web-based solutions to satisfy its clients' evolving business requirements.

Size and Stability Matter

As a mid-sized player in the application development, system integration and database design space, RBZ&A prides itself in having weathered multiple IT booms and busts, and maintaining a team of more than 20 highly-skilled developers, QA personnel, sales people, executives and administrative staff.

RBZ&A's development work is completed within the United States. Design and development projects have been executed for small and large companies alike, but the common bond is that the projects are typically critical to the companies' survival or ability to compete effectively. Simply put, clients trust R. B. Zack & Associates with the business applications that matter.

Increase Efficiency and Business Advantage

Often, clients come to RBZ&A when they need three or more applications to communicate with one another. These may include accounting, quotation, CRM, compensation or other systems. In fact, these integration skills have helped RBZ&A create applications that have become the music industry standards for royalty and rights management.

Business Problems First; Technology Second

One of the main differentiators for RBZ&A is that, even though it is a technology company, it looks at the business problem as the first item to be addressed. Within the company, technology is looked at as a tool to solve a problem – not the entire solution in and of itself. For this reason, ongoing training is considered extremely important. RBZ&A is also known for finding the best solution for the client, even when that solution won't be provided by or won't be the most profitable for RBZ&A.

A Record of Success

This approach has worked to win client engagements across a number of industries including entertainment, real estate, food and beverage, fashion, research, mining, healthcare, textiles and others. Many of these projects have been conducted for clients who have had relationships with RBZ&A for decades.

These decades-long clients have come to respect RBZ&A's full-service approach, which includes everything from the initial requirements gathering sessions through application support for programs built by RBZ&A, and in some cases, other organizations.

Your Goals Are Our Goals

The RBZ&A team is comfortable working with client team members at all levels. Whether these counterparts are end-users, business line managers, or executives, RBZ&A treats them respectfully and focuses on *their* goals. So RBZ&A is always mindful of keeping projects on-time, on-budget, and valuable to the organizations purchasing them. After all, the projects are being executed to gain efficiency or advantage, so they have to be reliable and meet their business objectives, but they also have to generate a proper return on investment.

To experience our approach firsthand, contact us today at sales@rbza.com or 310.303.3320.