

Mission Statement

Our mission is to assist small to mid-sized businesses with increasing revenue, decreasing costs and increasing customer satisfaction by applying our expertise in business process and technology optimization to each unique business situation.



Enable Growth

Are you interested in creating more growth opportunities for your company?

Would you like to open up new markets and acquisitions, but aren't quite sure your IT department can support it?

OPT Solutions will work with you to ensure your company has the ability to support increased sales and revenue.

Management Services:

- Part-time CIO and Interim CIO
- Business to IT Strategic Alignment
- Acquisition Due Diligence Support
- Advisory Services
- Strategic Planning

Reduce Costs

Are you concerned about continuing profitability when costs are rising all around you?

Wouldn't it be great if there were a way to increase growth without adding costs?

OPT Solutions can help your company do more with less.

Technology Guidance:

- Architecture and Technology Assessments
- Budget and Expense Assessments
- Vendor Analysis

Improve Efficiency

Are you struggling with the challenge of running your organization more efficiently?

Would you like to see your organization operate more efficiently with increased quality?

OPT Solutions will partner with you to streamline your customer service and increase productivity.

Process Improvements:

- Business Process Redesign
- Aligning Process with Business Strategy
- Technology Selections and Implementations

5 step process

- 1) define
- 2) assess
- 3) evaluate
- 4) recommend
- 5) implement



- Do you need strategic input on technology but don't have the budget for a full-time CIO?
- Do you wish your vendors would go out of their way to help you?
- Would expertise on the selection and implementation of new IT solutions be valuable to you?
- How do you know whether your IT budget is supporting your business goals as cost-effectively as possible?
- Are you concerned that your company's growth will stress your current operational processes?

About the President

Laura Pettit Rusick, founder of OPT Solutions, Inc., has 10 years of experience in CIO level roles, with responsibility for all facets of information technology (IT). She has spent more than 20 years working in and with business units to optimize business process efficiency and utilize technology to automate those processes.

Prior to establishing OPT Solutions, Inc., Laura worked in the healthcare and insurance industries, including vision, supplemental health and property and casualty insurance. She has held positions at Deloitte & Touche Management Consulting, Progressive Insurance, Family Heritage Life Insurance, Cole Managed Vision and Franklin & Seidelmann. She is a board member of the Society for Information Management's Northeast Ohio Chapter.

Contact OPT Solutions

Contact us for a no obligation two hour on-site visit. During this time, we'll discuss your challenges, and suggest ways that OPT Solutions can partner with you to enable growth, reduce costs and improve efficiency.

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