

## BACKGROUND

**Allen Hartley, President and CEO**  
ProData Computer Services, Inc.

Number of years in technology: **32**

What solutions/service does your company provide? **ProData provides programmer productivity tools, including DBU database utility (a widely used third-party software on the System i\* platform), as well as SQL/Pro, RSP (RPG Server Pages) and more.**

## THOUGHTS ON TECHNOLOGY

What is the biggest challenge facing your customers today? **Our customers tell us that their biggest issue is time—they don't have enough of it to get the job done! That is the problem we try to solve for them. Our tools allow them to get things done in a fraction of the time it takes them otherwise. It's not unlike drag racing, where in a 4.5-second race, saving a hundredth of a second can mean a win or a loss.**

How is your company poised to address that challenge? **We keep our finger on the pulse of the marketplace. Our marketing, sales and technical teams all stay tuned to what our customers are telling us. We actively pursue feedback at conferences, via e-mail and our Web site, and through direct customer calls to ensure we are moving in the best direction possible with our products for our customers.**

What are the strongest growth areas for your company? Why? **Our strongest growth areas correlate directly with what's happening in our customers' environments. DBU Audit has been extremely popular with all of the regulatory requirements our customers face. DBU/GUI has also picked up steam with the WebSphere\* Development Studio Client (WDScl) environment moving into the mainstream. Another hot item is RSP, which delivers Web enablement of back-office RPG applications quickly, without too much effort.**

### TO LEARN MORE

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A photograph of Allen Hartley, a man with grey hair and a mustache, smiling. He is wearing a red and black racing shirt. The shirt features several logos: 'NHRA POWERADE RACING SERIES' on the left chest, 'CHAMPION SYNERGYN RACING OIL' on the right chest, and 'HARTLEY Racing' in large white letters across the bottom. The background is slightly blurred, showing what appears to be a racing track or pit area.