



KEITH DURLINGER / STAFF

**EYE ON EFFICIENCY:** Jose Cardenas, president and CEO of J&J Technology Consulting Inc., on Thursday. Cardenas helps businesses work more efficiently by turning their paper process into an electronic document workflow.

# Paperless pusher

## Local consulting, software firm helps businesses go electronic

**By Audrey Reed**  
Staff Writer

**WHITTIER** — When Jose Cardenas was working in IT for a fast-growing company, he learned quite a few lessons while setting up 90 offices across the state.

Now the Whittier resident is taking his experiences and applying them to his startup consulting firm, **J&J Technology Consulting Inc.**, which specializes in workflow automation for small to medium-sized businesses.

An idea that came from his time setting up offices was that businesses need one entity to provide technical support and to provide consulting consistent with the longterm vision of the business.

"Anybody can buy servers, but if they don't make it work for the business, it means nothing," Cardenas said.

J&J Technology, which started in January 2007, divides its ser-

vices into two categories — software and network. Cardenas said that of the two, the software side that focuses on workflow automation, comprises about 70 percent of his business.

"I have more of a passion for the workflow automation side: keeping the head count low, but still being effective at their business," Cardenas said.

If a small business plans for technology correctly early on, that can save owners money when it comes time to expand, according to Cardenas. A business could potentially end up buying the same type of equipment twice if initial purchases aren't carefully thought through.

"If they would have spent 15 to 20 percent more money at the beginning, they could have configured everything properly," Cardenas said.

That, he said, will allow them to expand at a lower cost in the future.

While J&J Technology has been open for just under a year, Cardenas said that he has clients in many areas, including Iowa and Texas.

"We are spreading nationwide with our software," the longtime San Gabriel Valley resident said. "We are staying in Whittier where we want to be, but we are doing national sales."

One of Cardenas' clients a little closer to home is **ANA Insurance**, which sells car, home and business insurance. The 15-year-old business has locations in Norwalk, South Gate and Van Nuys.

Amy Rodriguez of ANA said that J&J Technology set up a network connecting the company's three branches.

"We are more on track with our clients," Rodriguez said. "With our new system we are able to have better customer service with our clients."

Rodriguez said the network has

allowed them to be able to look up any client at any location, making the business more efficient.

"He's been a great help," she added, referring to Cardenas. "We are so glad with how reliable he is."

One of J&J Technology's software programs is called MergeWare, which is a workflow automation program.

"Rather than adding more staff," Cardenas said, "you can make (the workload) manageable with the same or less staff."

Cardenas said the MergeWare-TIFA (truck insurance form automation) has been the focus thus far, but he plans on expanding the push into other types of insurance. The TIFA speciality is used by truck insurance brokers, who otherwise have a hefty stack of papers for each client, Cardenas said.

"Data is data," he said. "And we can help you manage it."

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