

# EUC

# MAVERICK

# TODD HSU

CAR BUFF &  
EUC CHANGE AGENT

IN THE HIGH-STAKES  
WORLD OF IT SERVICES,  
EUC MAVERICKS

**“CHALLENGE  
EVERYTHING”**

WITH IGEL

Each year IGEL awards the title of **EUC MAVERICK** blazing trails to help their organizations solve their most pressing business challenges.





## ★ MAV STATS ★

**NAME:** Todd Hsu

**OCCUPATION:** IT visionary,  
a.k.a. “EUC Disruptor”

**NUMBER OF YEARS IN  
TECHNOLOGY/EUC:** 20+  
years

**FIRST JOB:** Entrepreneur

**HOMETOWN:** Taipei, Taiwan

**FIRST CAR:** 1998 Volvo S70 T5

**FAVORITE FOOD:** Well-crafted  
cuisine and fine wines and  
spirits

**FAVORITE SAYING:**

“Here’s to the crazy ones...  
because the ones who are  
crazy enough to think that  
they can change the world,  
are the ones who do.” ~ Steve  
Jobs.

**HOBBIES:** Cars and  
technology

# EUC MAVERICK: TODD HSU

**“IGEL has always met our needs much better than anything its competitors can provide.” ~ Todd Hsu**

In 1997, Todd Hsu started his first business, THConsultants Inc., a technology consulting firm in Montreal, Quebec. One of his first wins came when he was hired by a large Canadian financial services firm to implement a thin client solution to deliver Microsoft Windows desktops using Citrix virtualization infrastructure.

### **Innovation and ingenuity beat the competition**

“Wyse (now Dell Wyse) was the leading provider of thin client solutions in Canada,” recalls Hsu. “The customer was having trouble with the keyboard configuration for their thin clients. They had two choices, either US English or French, but neither would support French-Canadian symbols and layouts. As a result, Wyse was not winning the hearts and minds of the customer.”

Todd and his business partner and brother, James Hsu, had an idea after meeting Termtek Computer at a tradeshow. “Termtek made white-labeled hardware and had a contract with IGEL,” explains Todd. “James and I tapped into their expertise and built an image for the French-Canadian keyboard that would integrate with the IGEL firmware.

**Subsequently, we beat out Wyse and over the course of two years, sold more than 10K units of the IGEL thin client with the customized keyboard.”**

### **Exceptional alliances drive entrepreneurship success**

By 2012, Todd and James had become the largest, independently owned Citrix VAR in Canada. “I was traveling around the world as a Citrix-certified instructor, which deepened our relationship with Citrix,” says Todd. “James and I first met then Citrix CEO Mark Templeton in 2001 at a conference, and then again in 2011 when Citrix made its offer to purchase THConsultants.”

For nearly 10 years, Todd ran Citrix’s consulting services business in Canada, before joining Mike Shuster at Ferroque Systems. **The firm has grown rapidly, and part of that growth is due to Ferroque’s alliance with IGEL.** “We love IGEL for its software offerings,” says Todd. “IGEL offers an exceptional endpoint management tool, and it has always met our needs much better than anything its competitors can provide.”

“

**IGEL is the pure-play OS we need to help our customers drive success with their digital workspace deployments.”**



WHAT'S AN  
**EUC  
MAVERICK?**

EUC Mavericks are at the very top of their game  
**“CHALLENGING EVERYTHING”** in the delivery  
of cutting-edge IT services. Todd was inducted by IGEL into  
the **EUC MAVERICKS HALL OF FAME** in September 2022.