

Ask SCORE for Business Advice

Green Bay Press Gazette Sat., May 30, 2009

Success as an Outsourcer by Tina Dettman-Bielefeldt

According to Wikipedia, outsourcing is essentially a division of labor. Businesses turn over parts of their operations to outside experts who can do it better or less expensively. As outsourcing grows in use, specialty businesses are sprouting up to meet the demand.

When the company that employed Tim Long decided that it could save money by outsourcing his job, he and his fellow IT employees found themselves out of work. Instead of getting depressed, they seized the opportunity to form their own company.

“A contributing catalyst to our start up was the availability of a pool of highly experienced, well qualified, well trained people willing to join us. We had worked together at our former company so we knew each other’s strengths and weaknesses,” Long explained. “Why not work for our own IT Infrastructure Services company?”

Moving cautiously through the process, they worked with SCORE and other business professionals to develop a business plan, evaluated the pros and cons of going into business, obtained feedback from prospective clients, talked to potential investors, met with prospective employees, and evaluated markets. They recently received a business plan grant and are further refining their plan.

“Using this plan, we have modified some of our business strategies, and are now putting additional focus on areas where we might have been a little light,” Long noted.

SRC Technologies clients typically have a small to medium technology footprint. Regardless of where the company is located, SRC can provide services from their own location at the Business Assistance Center at NWTC. They don’t require space or resources at the client’s site.

Long said, “With the current economy, many companies are looking for cost-savings, and are finding that they can effectively outsource functions that are outside of their primary business focus. This enables them to spend more time and utilize their expertise doing the things that are most critical to their business success.”

SRC provides two types of services – professional and managed. Professional Services are contracts to complete a specific project and Managed Services are on-going contracts to provide remote administration for some or all of their IT Infrastructure. This allows companies to obtain specific expertise without adding staff.

“It is difficult for companies to do everything ‘best in class’ and very stressful to provide 24/ 7 coverage. SRC Technologies has the depth and breadth of experience to do both, usually at a lower cost than what the client would have to pay to hire their own people to provide the same level of experience and coverage,” Long noted.

As clients realize the savings of using SRC’s services, the company continues to grow. With a high-level benefits plan and unique workplace, they are attracting and retaining the right talent. Future growth projections are impressive.

Long predicts, “SRC Technologies projects 5 year gross sales in excess of \$10.5 million with most sales coming from Managed Service clients. By that time, we expect to have approximately 50 employees.”

If you’d like to learn more about outsourcing, contact the Green Bay Chapter of SCORE. Visit www.greenbayscore.org or call Cindy Gokey at 920-496-8930 for information.

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