

## SMALL BUSINESS CORNER

# Choosing best and lowest-price business phone carrier made easy

By Val Prevish

Enquirer contributor

**MASON** – There was once a time when choosing a phone service for your business was simple, because there weren't many choices.

Today, with a myriad of telecommunications options and providers, businesses often need help navigating the complicated networks and products that make their operations run.

Advanced Technology Consulting helps companies find the best choices in the telecom industry and then helps those businesses manage their networks to save money on this critical piece of their operations.

Finding its clients an average of 30 percent savings in their telecommunications networks, ATC has experienced growth of almost 50 percent over the last year, said David Goodwin, co-founder of ATC, as more businesses look for cost cutting measures.

Goodwin said ATC earned \$2 million in revenue in 2008, up from \$1.3 million in 2007. He said the growth was from aggressive marketing efforts that highlighted ATC's competence in securing the most competitive telecommunications providers for its clients.

"People are looking to cut costs, and ATC is strong in this area," said Goodwin.

With a background in telecommunications sales, Goodwin founded ATC with business partner Darren DeMartino, who he worked with for many years at Cable & Wireless, a large telecom corporation based in England that also does business in the U.S.

They launched ATC in 1999 after Cable & Wireless made changes to its sales structure that Goodwin said made his and DeMartino's jobs less attractive. The two men decided that a telecom consulting business was a natural choice given their experience and skills.

ATC operates out of two offices, one in Mason run by Goodwin, and another in South Windsor, Conn., which is operated by DeMartino. With about 500 clients total and 300 out of the Cincinnati office alone, Goodwin said ATC does business across the nation, but the majority of its clients are in the East.

ATC analyzes a customer's telecom needs in the areas of procurement, spending, technology and pricing, and then recommends a service provider from the more than 50 carriers it has partnerships with, said Goodwin.

The service often costs clients nothing because ATC is paid commissions by the service providers it represents, which accounts for 80 percent of ATC's revenue.

Goodwin said ATC is a carrier-neutral agent



The Enquirer/Leigh Taylor

**David Goodwin** (center), a co-founder of ATC, in the firm's Mason office with colleagues Nick Enger (left) and Clayton Connor.

### About ATC

- Address: 6792 Heritage Drive, Mason
- Phone: 513-323-1122
- Web site: [www.4atc.com](http://www.4atc.com)
- Employees: 12
- Owners: David Goodwin and Darren DeMartino

and so looks out for the client's best interests when it comes to services and equipment. After a contract is in place, ATC acts as a direct representative on the account for help with service and support questions.

Three years ago ATC helped Sheakley of Springdale, a payroll and human resources outsourcing company, update some of its telecom services, said Tom Pappas, chief financial officer for Sheakley, which translated into a cost savings of between 25 and 30 percent, he said.

"They are very knowledgeable with the products and technology," said Pappas. "That's not our core business, so we are unprepared to negotiate with carriers."

With roughly 500 employees, dozens of of-

fices and at least half a dozen telecom providers, Pappas said even a full-time employee at Sheakley dedicated to working on telecom service cannot keep up with the complicated networks and technology.

"It's overwhelming if you don't work with that business every day," said Pappas. "Because of their experience working with companies of all sizes, they can fit your company with the best solution."

Pappas said he also respects ATC for not always recommending new providers. "They're not always going to make changes," he said. "They're all about meeting the customer's needs."

Goodwin said quality customer service is a high priority for ATC as a key way to differentiate his business from competitors.

"We pay attention to the details," said Goodwin. "... We can't control what the carriers do, but we do control how fast we respond and how good our work is."

Much of ATC's growth can be attributed to word-of-mouth referrals, which reflects on the company's dedication to service, Goodwin said.

E-mail [vprevish@fuse.net](mailto:vprevish@fuse.net)