



Business Beat

Advanced technology consulting, inc

David Goodwin, principal and co-founder, Advanced Technology Consulting, Inc. (ATC)

ADVANCED TECHNOLOGY CONSULTING, INC., (or ATC), was founded eleven years ago by **Dave Goodwin** of Heritage Club Drive, and his business partner. Through their experience in the telecommunications field, the two entrepreneurs were able to identify a need for help in controlling a company's costs involving telecommunications -- telephones, internet access, data networks, audio/video conferencing, webinars, etc. Because of the relationships they had built within the telecommunications industry they were uniquely qualified to form a consulting firm which specializes in finding the right fit between their clients and the service providers.

ATC has a portfolio of some fifty providers, allowing ATC to pick and choose among several providers, giving their clients the best available services from a variety of suppliers. The company analyzes the invoices of their clients, identifies where they can cut costs, designs and draws up the contracts, stays with the clients through the installation and remains with their clients as

their special representative with the service providers from their portfolio.

Through the years the company has received several awards, perhaps the most prestigious being the Better Business of Cincinnati Torch Award for their market place ethics. This recognition then positioned the company to play a significant part in writing the code of ethics for the Technology Channel Association (TCA) industry. At ATC, Dave says, "Doing the right thing has always been the performance standard."

ATC has also received the CINCY BUSINESS MAGAZINE -- Tristate Success Award for continued success in the region; the Fast 55 BUSINESS COURIER award for growth; and the Small Business Excellence Award, Cinci USA Regional Chamber.

In addition to Dave Goodwin, Principal and Co-founder, the Cincinnati office also employs Clayton Connor, Manager of Administration, and Nick Enger, Manager of Business Development. Some residents may remember Nick from his earlier years at Heritage Club in food service, and also in the golf pro shop. Dave hired him as an intern several years ago while Nick was still in college, and the summer-time job developed into a full time position and career for him.

The company also uses the services of a dozen or so agents and about six or so short term contract employees for public relations, legal, accounting, etc.

Likely customers for the services provided by ATC are those businesses which spend upwards of \$1,000 per month on telecommunication services, with no upward cap. Customers can expect to realize an average of thirty percent per year reduction in their entire telecommunications budget.

Dave says the main reasons why customers buy from ATC are customer service and support, as well as cost savings.

Dave Goodwin resides on Heritage Club Drive with his wife Lauri and three children, Trey, Cassie and Grace.



Clayton Connor, manager of administration; David Goodwin; Nick Enger, manager of business development, celebrating the company's success.