

By Antonio Dozier

3 KEYS TO OUR BUSINESS SUCCESS

Success. It's the one thing entrepreneurs strive for when they start out in business for themselves. Twelve years ago, I started an information technology company in Atlanta because I saw an unmet need while working as a systems infrastructure specialist in corporate America. I also realized that the so-called, "glass ceiling" would eventually prohibit me from reaching my professional goals.

Being a successful small business owner takes a combination of things such as, determination, vision, experience and capital. It also requires focus and forward thinking. In 2007, our firm received the most business awards in the history of our organization. The U.S. Chamber of Commerce honored TDC Systems Integration as a Blue Ribbon Small Business. The Georgia Minority Supplier Development Council selected our firm as the Supplier of the Year, Class III Award winner and we were inducted into the Georgia Plus Program. Additionally, the Cobb Chamber recognized TDC Systems Integration as One of the Top 25 Businesses in Cobb County. These honors are a testament to the hard work and success we have strived for, for more than a decade.

As an entrepreneur, you too can be/achieve great things.

FOCUS ON SERVING THE CUSTOMER

No business can succeed without knowing who the customer is and how to reach them. Beyond that you also must do your best to provide the highest level of service to your customer.

As a small business owner, you will encounter and need to be prepared for "the unexpected". There will be occasions when a project will not go as planned. Your firm may be requested directly or indirectly to help resolve an issue that is not your responsibility. What should you do? This has happened on several occasions with my company and in many cases we take on the added responsibility simply because we know it's what the customer wants. In order to keep the project moving forward, we have gone above and beyond to pitch in and help.

On average our systems integration company receives 70 percent repeat and referral business. How? It's a direct result of the level of satisfaction our clients have with the job we've done for them. Because of our size we are flexible and can make adjustments quickly when needed.

REINVENT YOUR BUSINESS

When our doors opened for business in 1995, we were strictly a systems integration company. Today, we are much more. In 2006, we launched our Department of Transportation Division and within our first year we were awarded more than \$13 million in contract work in Georgia.

Explore the needs of your current clients and partners to identify



Antonio Dozier, TDC Systems Integration, CEO.



if there are any unfulfilled needs that your business can logically provide and in turn make you more profitable.

PROTECT YOUR REPUTATION

Working with the City of Atlanta for nearly a decade, our systems integration firm started out pulling cable and installing network switches for various technology projects. Our mission then and now is to complete each project on time and on budget.

Our reputation for meeting this goal has helped us to win and complete successfully several more projects including:

- Installing phone, PC and fiber cabling for the 911 call center for the Atlanta Police Department,
- Installing infrastructure for the wireless fidelity (Wi-Fi) and cellular phone service project at Hartsfield-Jackson Atlanta International Airport,
- Commissioning the Emergency Operations Center at Dallas-Fort Worth International Airport,
- Customizing the case management system to automate daily court functions (City of Atlanta)
- Designing 12 Atlanta community Cyber Centers and building the wide area network

TDC Systems Integration is a full service systems integrator with a certified, skilled staff delivering various consulting and systems integration services related to the Internet, e-business, software development, network systems/infrastructure, IT solutions and training.