

IN THE SPOTLIGHT

One-stop IT shop

Duo offers services to small businesses, local nonprofit organizations

Business name: Small Business Technology Solutions Inc.

Owners: Michael Peterman and Robert Novak III.

Address: 210 Sioux Court, Janesville. Our other office is located in Kenosha.

Phone: (608) 554-4858

Web site: www.seeus4it.com.

Hours: 8 a.m. to 7 p.m., Monday through Friday; 10 a.m. to 4 p.m., Saturday and Sunday.

Type of business: IT networking and hardware services for small business in southeastern and southcentral Wisconsin and northern Illinois.

When business opened: Last spring, after Novak graduated from the University of Wisconsin-Whitewater with a degree in information-technology infrastructure.

Why did you start this business? We saw a need for IT services geared toward small business at affordable prices. There are many companies who say they want to help small businesses, but their prices are not affordable. When creating this business, we worked hard to keep costs low, which will allow us to grow the business rapidly. We also wanted to create a knowledgeable resource for small businesses, home users and nonprofit organizations to rely on when having technology issues.

How did you initially get into this business? While working in IT for other small businesses, we saw employers paying way too much for subpar services and technological assistance. There was no personal touch, no interest in helping

The Particulars

Small Business Technology Solutions

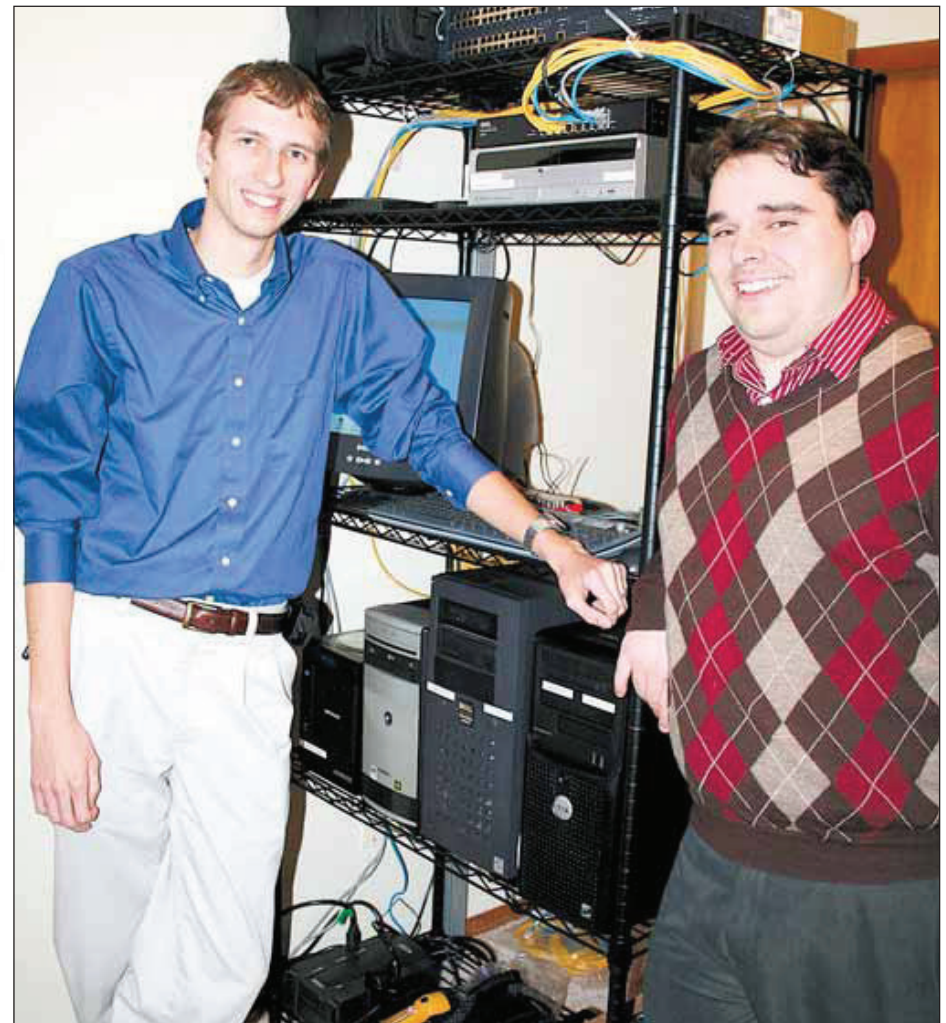
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your business succeed. If we can give business owners one less thing to worry about, they could concentrate more on running their business.

What types of products or services does your business offer? We offer business-class Web hosting and design, hosted Microsoft Exchange, offsite backup service, Microsoft Windows 5.0/6.0 smart-phone integration, deployment with Exchange 2003/2007, project management and consulting, full remote site-management, network monitoring, network configuration, Microsoft Windows Server 2003/2008 administration, installation and configuration, wireless-network configuration and implementation, QoS, intrusion prevention, spam filtering, data cabling and network testing, VPN configuration/site-to-site configuration, PC setup and deployment, VoIP phone system, and basic data recovery from corrupt hard drives.

What is the biggest challenge you face in your business? Continuing to grow while keeping costs reasonable.

What aspect of your business do you enjoy the most? We enjoy making a difference for our clients. The smile on a client's face makes us feel like we have accomplished something very tangible at the end of the day. We also like the fact that each day can be completely different than the previous one. No two days have



SARAH ZELLER/STAFF

Small Business Technology Solutions owners Robert Novak, left, and Michael Peterman show off some of their power-saving equipment on the server rack at their business' Janesville location.

ever been the same, and it keeps us on our tired-but-happy feet.

From what cities do the majority of your customers come? Kenosha, Elkhorn, East Troy, Whitewater, Milwaukee, Twin Lakes, Racine and West Allis, as well as Deerfield and Mount Prospect, Ill. Soon, we hope to add Janesville to that list.

What are your future plans for the business? We want the business to grow,

and to become more involved with our clients and the rest of the business community. In the next two years, we would like to have one to three employees working for us. However, we always have said that we don't want to be the kind of business owners who never get dirty — we love what we do, and will always stay active visiting clients and doing what needs to be done. We pride ourselves on working around our clients' needs.