

Information Technology Provider for Small and Midsized Businesses



Andrew and Amanda Harper
CEO

Founded in 2004, Gaeltek is an award-winning information technology solution provider located in Manassas, Virginia. Gaeltek monitors, manages and maintains the network technology of small to mid-sized businesses in the Washington, DC area and is dedicated to providing its clients with cost-effective, state of the art solutions. Gaeltek is the only IT service provider in the region that offers a 90-Day 100% no hassle money back guarantee on its flat rate all inclusive service plans. For more information, visit Gaeltek at www.gaeltek.com.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Ms. Harper, what is the concept at Gaeltek?

Ms. Harper: Gaeltek is an information technology provider to small and midsized businesses. We provide a full range of support from VoIP and cloud computing to flat fee IT services and consulting. Our typical client has three to fifty users and provides professional services; so many of our clients work in financial services sector, law firms, architects, engineers, property management and medical practices. We also work with a number of nonprofit organizations.

CEOCFO: What is it that is outstanding about the Gaeltek approach?

Ms. Harper: We have set ourselves apart in a number of ways from our competitors in our region. One of the first things we did was start of on a money-back guarantee which is unheard of frankly in the IT industry. We have a “Thrilled

Today Or You Don't Pay” 100% Money Back Guarantee. We are so confident in our services and support that we are willing to back it up with a powerful guarantee that no other IT firm or consultant would dare to make: We will refund 100% of the money a client has paid us with no questions asked if in the first 90 days they are not 100% satisfied with our service or their decision to partner with Gaeltek. We have been in business ten years and we never had a client or potential client ask for their money back. We are proud of that.

Another thing that sets us apart from our competitors is that we are forward-thinking; for a long time in the IT industry as an end user you would work on your computer and if something stopped working you would call your IT provider and wait for them to come on site. You waited for it to break and then you waited for someone to fix it. Very early on we changed that model by embracing a proactive approach to managing systems. We could tell by analyzing computers / trends when something was going to happen. We could get an issue taken care of before it becomes a problem. The proactive model is something that we have done from the beginning of our business and the rest of the IT industry started doing that. We also started with a flat and fixed fee for our services to make it easy for budgeting so companies know how much they are going to spend on their IT expenses. This is something that was not the norm and the clients that we worked with loved it. Over the course of our ten-year history we have constantly been on the leading edge of making changes in the IT experience for end users. In fact we were recognized a few years ago for being one of the forty most innovative IT companies in North America. They cited the way we provide our services and we were cited by the way we bill for our services so those are just a few of the ways that we set ourselves apart from our competitors.

CEOCFO: What circumstances brought you ahead of the curve?

Ms. Harper: My husband, Andrew, and I co-own the company and co-started the company ten years ago. My husband had been in the British Royal Navy and decided that he wanted to stay here in the United States following his tour in the United States. He initially went to work for an IT company but soon realized that the way this particular company treated their clients depended on the size of the clients and how much that client paid each month. The larger the client and the more they paid the better support that they received. What he saw is that these small businesses were getting substandard treatment and support in his opinion. As an immigrant, Andrew believes very much in the American dream and that anything is possible in this country; he believes that small businesses deserve better – that they deserve the same treatment as the larger businesses and competitors.

As a part of making that decision to start our own company, we brainstormed how we – as business owners – would want to receive our IT support. We decided that we did not want to sit and wait for someone to drive to us to fix our computers so that is what we started our business with the proactive service model. We continue to reevaluate our business model and talk to our clients to figure out how we can tweak our services and make it a better experience for everyone.

CEOCFO: *How do you reach prospective clients?*

Ms. Harper: We get many clients through referrals and we are active both in our local community. I am involved in a local leadership development program and that gives me an opportunity to meet many people in the community and to understand what their needs are. We do free educational events as well. This past week I spoke at a seminar here in the community and a women came up to me and she told me she loved coming to events that I speak at because she always learns something from me every time. That is what I want to do in the community. We make IT understandable and accessible through building ties in our local community and providing educational and outreach events. We also use other ways to reach clients, but outreach and personal connections are highly effective.

CEOCFO: *Do you find given what seems like a special relationship with many of your clients that they go with your suggestions?*

Mr. Harper: We develop trusted relationships with our clients. When we make a recommendation we want them to know that we are making it because we have their best interest at heart and are making that decision based on research and because we know their company so well.

**“Helping our clients is something that we all love to do and is evident in everything we do.”
- Amanda Harper**

CEOCFO: *What is the key to evaluating new technology?*

Ms. Harper: We have a great technical team here and part of what they do is stay on top of new technology and emerging trends. They are constantly trying out new software, hardware and new applications and evaluating whether they may be a good fit for our clients. Much of it comes back to knowing our clients, how they work and how tools that are available can be used to help them.

CEOCFO: *Do you need to keep up with regulatory issues in some of the industries that you are working with?*

Ms. Harper: Yes we do. We have clients in the financial services sector so there are requirements for that field that we have to keep up with. We work with medical practices and there are a number medical specific regulations, such as HIPAA, that we must stay up to date about and receive training on. Not only does that help us but we can help our clients understand what the new regulations are and what they need to do.

CEOCFO: *What is next for Gaeltek?*

Ms. Harper: We recently celebrated our tenth anniversary. Our plan is to have another great ten years – and more! We want to continue providing quality IT services to small and mid-sized businesses in the Washington, DC area.

CEOCFO: *Why pay attention to Gaeltek?*

Ms. Harper: We have a great team of individuals here who love coming to work every day and want to do the best that they can for our clients. We want to make IT something that helps our clients grow their business, but we want it to be behind the scenes and the subject of our focus. We manage the IT so the owner can focus on growing his business. Helping our clients is something that we all love to do and is evident in everything we do.

BIO: Amanda Harper is president of Gaeltek, LLC | Technology Solutions in Manassas, Virginia. She oversees business development, strategic planning and public relations responsibilities at Gaeltek, as well as day-to-day management of operations. She co-founded Gaeltek in 2004 and joined the company full-time in 2009. Prior to joining Gaeltek, Amanda served as a Press Officer, Public Affairs Specialist and Information Officer for the US Department of State and the US Department of the Navy.

Gaeltek, LLC
9028-E Prince William Street
Manassas, VA 20110
703-652-4685
www.gaeltek.com