



QUICK FACTS

- Founded in 1991 in Tempe, Arizona
- 11 more self-performing states: NM, CO, TX, UT, GA, MN, CA, OR, NV, VA, WA
- Over \$40M in annual revenues
- Over 200 employees / over 6000 clients
- Markets served: business/commercial; education; gaming; government; Tenant Improvement, healthcare and military
- Product/service offerings: Structured Cabling, electrical services, A/V, access controls, Video Surveillance, outside plant/fiber optics; paging/intercom

Technology in Business

Aspen Technologies' Constant Focus On Relationships Keeps Customers Happy and Builds Long Term Success

April 4, 2018 / Mesa, AZ • Troy Dean

Aspen Technologies is one of the country's premier providers of one source, total solution technology. Dedication to taking care of their hundreds of small business customers, with the same attention to detail and customer service as they provide to their Fortune 500 clients, has earned Aspen Technologies an outstanding reputation both in the industry and community as a whole.

Aspen Technologies is a wholly owned subsidiary of Level 7 Technologies, LLC and is privately owned and operated in the Phoenix Metro area located in Tempe, AZ. They have been in operation since 1991, successfully providing comprehensive engineering and installation of products and services for Business Telecommunications Systems, both new and existing applications; Structured Cabling Systems for both copper and fiber mediums; LAN and WAN infrastructure engineering. Aspen specializes in the systems design and installation of; structured cabling, telephone systems, Security-Access Control-CCTV & Intercom, Audio/Video, Distributed Antenna Systems and constantly works to bring new technologies to the marketplace.

Aspen Tech has maintained steady growth of 50 - 250 % annually, even during the recession. How did the business maintain its success during that difficult time? With efficient processes, consistent customer satisfaction, dedicated training and support.

Assuming Aspen Tech is constantly streamlining (i.e. - improved efficiencies, implementing new tools, practices or software) Can you expand on how the business continues to evolve? By adding evolving technology product lines / services and associated training needed to support them.

This year is looking very nice for your business, with activity up ~70% from quoting to new customers and supporting on-going projects. To what do you attribute that? Past performance with customers and their very supporting word of mouth support and referrals have helped us grow each and every year.

Specific to long-term relationships, you just celebrated the company's 27th anniversary. Do you still have any original customers? Yes, we have been fortunate enough to have their support and continue to support all of them still. One of our very first customers, Tom Jones Ford, that two of the owners did themselves prior to hiring any employees, is still a business partner whom we support and provide service to as well as we buy all of our fleet from for all of our company needs. Nearly 100 of them.

It's got to be rewarding to have some of those clients so long, to grow with them, help them change and build those relationships. Yes, it has been great to be apart of working with them to understand everything it has taken to plan, execute and deliver to help them grow. It is even more rewarding to see all the personal relationships of employees and staff that are still supporting their contacts, some that have moved on to other companies, moved up in status, taken on new roles.


Gaming and Data Center work is among your leading vertical markets. Can you tell me why that industry is so appealing and also any inherent challenges? Gaming is important as it constantly demands the latest and greatest products for their ever changing client needs. Data Center / white space and Cloud services has been and is the future. Every single fortune 1000 company is tied to the nature of this storage and access need that will continue to grow for decades.

Let's move to Education, same questions. Education is the self driving engine that fuels the evolving world. New technology is only as good as we can understand it and use it. Education facilities, all levels, provide access to the millennials who use it, know it, dream it, create it..etc. Their needs then require ever changing access to information, software, tools, classes, hands on use..etc. All of these needs pushes to the far reaches of every school classroom, from the largest High Schools in Phoenix to the smallest consortium class rooms in the most remote rural farming communities across all 50 states.

Let's talk customer service, customer care. Everyone says their service is what differentiates them. They take care of the customer. Everyone says that but in reality few consistently execute or maintain it. At Aspen Tech, what are the checks and balances? We communicate internally between all the Sr. Managers and their departments to constantly evaluate what our customers are saying, what we are hearing, what we witness..etc. This allows us to constantly evaluate our processes, communications back to customers, information we provide to them, the process in which we provide it, frequencies in which we provide them, etc. But we feel our clear communication with outlined details is how we would like to be treated when we are a customer, so that is the overall goal in the way we treat our customers. This has always been an area that our customers have praised us for.

Do you ever have to walk away from business due to unrealistic customer demands or because they're stuck on a certain product you don't service? Not from Demands. We have covered all those up front and provided clear expectations for our work and their wants. This is all part of clear and detailed communication that takes care of most items. However, we do not support ALL the products in the IT world, so from time to time we see products that are called out on a hard RFP that we choose to pass on.

How do you motivate your teams to take on new offerings into the marketplace? They typically bring the ideas to us for added lines of service that their customers have showed interest in or that we see being called out in RFP's, such as DAS Antenna systems were years back. We researched the products, talked to manufacturers who provide those products, schedule proper training for the products, hire experienced staff to support the technical support side and go from there. So, in short, the customer requests, we do what we need to provide that service to them and support it going forward. It's how we have grown from the 3 employees we had day one to where we are today.

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