

AT A GLANCE

MAINSTREAM TECHNOLOGIES, INC.

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Number of Employees: **30**

Top Executive: **JOHN BURGESS, PRESIDENT**

Product or Service: **CUSTOM SOFTWARE
DEVELOPMENT; SERVER MANAGEMENT/
HOSTING/COLOCATION**

Future Plans and Goals

In 2008 we made strategic plans to double in size by 2012. In spite of the economic downturn, we are on schedule to meet or exceed those plans.

Business Milestones

- **October 1996** – Founded the company with capital of \$400 provided by founders
- **September 1997** – Opened first offices with the hiring of first employee
- **May 2002** – Moved offices to Corporate Hill Hill Drive with 21 employees
- **September 2008** – Moved offices to downtown Little Rock

Why We're

THE BEST

Technology continuously changes, whether hardware or software. In addition to adding employees with the latest skills, we provide continuous training to current employees. With a low turnover rate, Mainstream has built a bench deep in expertise so that we can provide the right solution to any particular business need.

Awards or Special Recognition

- John Burgess is in the current Leadership Arkansas class
- Jeff Byers was in the Class XXIII of Leadership Greater Little Rock
- In 2008, bronze winners of the Governor's Work-Life Balance Awards (Small Business category)



Co-Founders John Burgess and Mark McClelland

Local Firm Delivers World-Class Technology, Expertise Nationally

IT HAS BEEN SAID that an “expert” is somebody who is more than 50 miles from home. Sometimes without realizing it we overlook people with some of the world’s best expertise because they are right in our backyard. Such is the case with a technology firm headquartered in downtown Little Rock.

Mainstream Technologies provides its expertise to clients all over the country. And those clients are far more than 50 miles away from Little Rock. The opportunity for companies in Central Arkansas is having world-class technology expertise with the convenience and accountability of a local firm.

Mainstream Technologies’ goal – and role – is to be “CTO to the most successful companies.” And just as any executive team would expect from their chief technology officer, Mainstream keeps the success and best interests of its clients at the forefront of all that they do. They identify, create and implement technology solutions that most effectively and efficiently address pressing business needs as if for their own company.

Unlike other technology firms, Mainstream takes pride in having the depth and breadth of expertise to truly act as their clients’ CTO. They

are not only a trusted advisor but one speed dial away for technology answers.

Mainstream approaches every business need uniquely and objectively. If the best approach is to utilize off-the-shelf software or existing hardware, that’s what

COMPLETE TECHNOLOGY EXPERTISE

1. Custom software development
2. IT staff augmentation
3. Network support
4. Server support
5. Tier 2+ secure data center

Mainstream will recommend. Unlike other firms, they don't profit from the sale of packaged software or hardware.

"A firm's CTO doesn't profit from recommending software or hardware," co-founder Mark McClelland says. "Why should we be any different?"

Fellow founder John Burgess chimes in. "If we think someone's needs can be met using something that's already out there, we'll recommend it."

That client-focused approach characterizes the way Burgess and McClelland were oriented long before they co-founded Mainstream Technologies in 1996. The pair were veterans in the IT department at a preeminent retailer headquartered in the South managing supply chain and financial information systems applications, respectively.

They thrived on challenges but reached the point in their careers where they realized they were confined by the corporate box in which they found themselves. When a mutual friend offered the chance to embark on a six-month project designing a hazardous waste tracking system, John and Mark flew the big-company coop and established Mainstream Technologies, Inc. They never looked back ...

The six-month engagement proved successful, with the ultimate seal of approval the fact that Mainstream continues to supply technology solutions for that same client today.

Custom software development remains a critical component of the Mainstream Technologies' value proposition. The Mainstream team can take a vision, analyze its requirements and deliver a solution that turns vision into reality. Some of their clients have turned software solutions into profit centers by reselling them to others in the clients' industry. This is made possible because the software Mainstream develops typically belongs to the client, which also avoids ongoing licensing fees.

This software expertise is also utilized when a client experiences inefficiencies resulting from existing

software solutions. As McClelland puts it, "Shrink-wrapped software forces businesses to conform to the software's processes. Mainstream is frequently able to integrate existing software so that those processes begin to fit the businesses' needs."

Many firms have recognized Mainstream's world-class expertise and leveraged them through staff augmentation. Even businesses with their own IT staff find themselves with more projects than staff – or in need of a particular skill set.

Year by year, as Mainstream has grown, the company has added layer after layer of relevant expertise, from providing data mining products, vendor tracking systems, customer and distribution management solutions, and more.

Employing consultative problem solving, Mainstream creates original solutions to business problems through custom applications development, network and server architecture. And all of these areas of expertise were cultivated and deployed to meet clients' changing and escalating needs.

"Our original concept of Mainstream was that we would use proven technologies, those in the mainstream," Burgess says, "but that we would focus our efforts on creative ways to employ those technologies. It's a mindset that has served our clients well and one that Mainstream will continue to adhere to."

That client-focused approach has helped Mainstream Technologies grow, and somewhat ironically that growth has helped the company even better serve its customers.

In September 2008, Mainstream had outgrown its second home in west Little Rock and relocated to the former Federal Reserve Bank building downtown. This move offered much more than just additional office space.

The robust environment that housed the local Federal Reserve's technology infrastructure provided Mainstream Technologies a 5,700-square-foot IT facility that is currently the only available Tier 2+, secure data center in Central Arkansas. It is the ideal environment



Mainstream Technologies' Corporate Headquarters

in which to host its clients' technology solutions, allowing for secure hosting of clients' applications and hardware, as well as a back-up site for critical business data.

With full UPS and diesel generator back-up power, waterless fire suppression, security cameras and biometric security entrances, the Mainstream data center provides an unparalleled environment for clients' critical technology assets.

Technology solutions, of course, are only as valuable as the bottom-line results and competitive differentiation they deliver. Mainstream focuses on providing solutions that pay for themselves. Its technologists employ their expertise, experience and creativity in searching for ways

to eliminate manual effort, leverage existing investments and create competitive advantage for clients. Mainstream also tasks itself with moving its clients forward as technology evolves, with a current focus of migrating clients from older technologies to the new .Net platforms.

And that's why Mainstream Technologies has generated steady growth, year over year, for itself and for its clients. Regardless of the up and down economic cycles, its service and solutions make sense for clients who know that Mainstream can be counted on to serve as "CTO to the most successful companies," like theirs. Every day, Mainstream proves that experts don't have to be 50 miles away. ■