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# SCHULTZ TECHNOLOGY, LLC

## An Entrepreneurial and TCACC Success Story



Baran D. Schultz

As **Baran D. Schultz**, president of **Schultz Technology, LLC** prepares to take the reins as the Chairman of the Board of the **TriCounty Area Chamber of Commerce (TCACC)** next month, he reflects on his experience 18 years ago as a new member of the organization. “When I first started out, I went to the chamber,” he said. “They made me feel at home. One of my first and largest clients at the time came from the chamber, and just built from there. They helped me grow and I still get business every day from the chamber. I believe we’re only as good as our chamber, locally, referring other business and buying local. I truly believe in that,” he said.

Today, **Schultz Technology, LLC**, headquartered at 3117 W. Ridge Pike in Pottstown, is a successful, national “one-stop-shop” technology business, combining a “never say no” approach with a “can do” attitude, and a highly skilled and motivated team of employees who embrace and execute the company vision. The company currently serves a variety of clients throughout the U.S from their Pottstown, PA headquarters and regional offices in the Carolinas and the Tampa/Orlando area. “We work with clients in all states and Canada, and we do the tech support for clients in Europe after hours on the phones,” Schultz said.

Schultz Technology started out in 2000 as a telecommunications services provider and quickly expanded its capabilities to meet the growing demands of satisfied customers who requested their assistance with their other technology needs. Today, Schultz Technology can expertly handle just about anything related to commercial, industrial, and residential technology.

“The biggest thing that our client base appreciates is the fact that any technology question that comes up, we are able to handle it,” Schultz explains. “Whether it’s a computer question, a phone question, cabling questions, security or fire. That’s been our strength. They can call us, use us, and get their questions answered,” he said, adding, “And our client base is great about referring us.”

Over the past two decades, CEO Schultz grew the company in part by building relationships with other technology services providers, who, in some cases, now work under the Schultz Technology umbrella. “I truly believe in relationship building,” Schultz says about working with potential competitors. “I believe we can and should help each other out. For example, I work with other IT companies that don’t do cabling and don’t do cameras, who use us to provide those services.”

Schultz’s belief in the power of relationships also drives his involvement with TCACC and membership in several other regional chambers of commerce. Schultz Technology is a major sponsor of TCACC’s annual dinner, golf outing and numerous other chamber events. As an individual, Schultz has served and supported TCACC over the years in a variety of roles, including board member, executive committee member, treasurer, and starting July 1, as chairman of the board.

SCHULTZ technology

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"From the beginning of our working relationship, Schultz has blown me away with their incredible customer service. From top to bottom, every employee we have had contact with has made us feel like a member of their family. As soon as Schultz came into our office, they immediately pinpointed areas of concern in our IT development. Never criticizing what was in place before, they suggested inexpensive and extremely reliable solutions."

Kevin Kulp, Kulp Car Rentals



"We're fully on board (with the TriCounty Area Chamber of Commerce)," Schultz said. "I truly live and breathe it. I give back and help as much as I can. And I would suggest to anybody who is not a chamber member, they should join. TriCounty Area Chamber of Commerce is a great place to network and build relationships. You're going to get to know everybody in the community, which you need to do if you're going to live and work in this community. Do I want everybody's business? Of course. Do I get everybody's business? I don't. But at least they know we are here," he said.

"Our participation in the chamber bridges that gap of letting others know who we are as individuals, what we do, and what services we provide," Schultz explains. "Every year I send somebody to Leadership Tri-County, which is a great program because you learn about the community. Participants build relationships in the ten-month program, life-long friendships, and I can't say enough about it just because it builds those relationships and you gain business."

Schultz equates ROI in a chamber membership with successful gardening.



"You're only really going to get out of it what you put into it," he said. "If you don't fertilize your vegetable garden, you don't get the maximum yield of vegetables. Some people say, 'I joined the chamber and I didn't get anything out of it.' Well, did you go to a luncheon? Did you go to a dinner? What did you do to grow that membership?" he asks, adding, "Everybody's time is valuable. I ask people who say, 'I don't have time to do it,' then how are you growing your business? Even if you're an individual, somebody in your organization can go. With my business, my staff goes to every function. If you never go to something, you can't say the chamber didn't do anything for you."

(Continued on page 8)

SCHULTZ technology

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## COVER STORY

(Continued from page 7)

In addition to chamber involvement and all of their technology offerings, Schultz attributes the growth and success of his business to setting the highest standards of customer service as a priority for himself and his skilled staff. "There are other companies out there who do the things we do, but what sets us apart is our attention customer service. We always answer our phones. If it's after hours, someone will return your call within 10-15 minutes. We pride ourselves on making sure that our customers will get a call back and quick response and resolution," he said.

More than half of Schultz's staff have been with the company five years or longer. "We try to keep it family-oriented and make sure our employees enjoy the work atmosphere," Schultz said. "We have monthly company meetings, and we start each meeting with our goals, and the number one goal is 100 percent customer satisfaction. We're making sure everyone is taking that goal seriously. I ask employees how they would run the company if their name was on the company trucks?" Schultz said. "That's how I want them to envision it, because it's all of us. We have a great 401k program, where we give four percent back,

and we try to make sure that as we grow, everybody reaps the rewards," he says, adding "It's important to keep the staff happy, and that means happy customers."

Training and enhancing technical skills is an ongoing process at Schultz Technology Solutions. "Our IT department maintains their certifications," Schultz explained. "On the tech side, guys are certified and re-certified in the fire, CCTV, and security systems on an ongoing basis. We always make sure we're on top of the newest in technology, and everybody is current with their qualifications."

Schultz Technology offers various payment options for clients, based on the need and circumstance. The company's IT managed services offering, meaning encompassing everything for one set price or IT fee, has become a popular option. "We've been getting a lot more clients on the fixed fee," Schultz says, "and a lot of our clients like the fact that they can still not have to sign a contract. They can call us when they need us and buy a discounted block of time, or in advance, at a discounted rate, and use that time as needed. And some people just call us when they need us."

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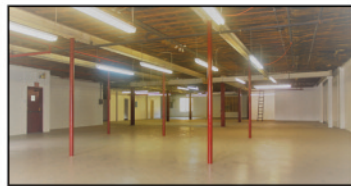
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**COVER STORY**

(Continued from page 8)

While Schultz Technology continues to provide home-based technology services such as total home control systems and home theater systems, their primary focus is on the commercial side. "Our help desk IT side continues to grow," Schultz said. "It seems like we're adding IT people weekly, especially with the national accounts that we've acquired."

Providing IT services, cameras and access control systems, and Voiceover IP (VoIP) services remain a major focus with commercial clients. "Probably 99 percent of our clients use VoIP systems compared to traditional systems," Schultz said. "It just keeps getting better and more cost efficient for the client, so it's a no-brainer. Probably from 2015 to now, our VOIP phone system growth has probably been 1000 percent. We're averaging about seven or eight new phone clients per month, which has been really, really good."

Cameras and access control systems are huge now, Schultz said. "We do probably a couple jobs per month with cameras. Everybody wants cameras now, especially with liability. All the offices we support have them for liability purposes, for the safety of the employees and also for the safety of the clients," he said.

Perhaps because of their logo and "IT's Best Friend" tagline, Schultz Technology provides services for a large number of veterinary offices throughout the U.S., although they also provide services for a wide range of other commercial clients. "Most of them we do everything for — IT, phones, cabling, security," Schultz said.

"They like the fact that we know all the software applications on the veterinary side. It's been a nice niche, especially with our logo of a dog. They are a great fit for us."

Schultz Technology offers free consultations, free network assessments, and free phone assessments. "Whatever your needs are, we'll come out and do an assessment and help you save money and future-proof their technology," Schultz said.

As Schultz looks forward to succeeding Rich Graver of The Victory Bank as TCACC chairman, he is optimistic and enthusiastic about the direction of the chamber. "I think right now we have all of our board members taking accountability," he said. "Everybody who is there wants to be there. There's a commitment. We did our leadership retreat to focus on where we are going. We know there are things we have to do and want to do to grow as a chamber. I truly believe, with my heart, that in the next couple of years we can be back to the membership level we were at prior to the 2008 economic downturn. I truly believe that. It's just a matter of getting out there, going to the people, making them feel important and saying, this is where you need to belong, and why," he said. "We have a great, great chamber staff. We have some newer people and everybody's excited. Everybody wants to grow. The future looks bright. I wouldn't be on the board and wouldn't become a chairman if I didn't truly believe that."

For more information on Schultz Technology, LLC, please call 877.495.6204, and visit [www.schultztechnology.com](http://www.schultztechnology.com).

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