

Staying Focused: A Tale of Two Companies



Clients: Atlas Wallpaper & Paint and McLean Packaging Corp

The Challenge: Managing IT needs while still focusing on core business.

The Solution: Outsourcing IT & Accounting Systems through CompuData, Inc.

Ted Spivak, President, Atlas Wallpaper:

"Outsourcing was a good deal for me. We had massive technology needs and I needed to focus on the business. CompuData's services were very valuable. All they needed from me was a list of my symptoms they took care of the rest."

Marilyn Gutstein, Office Manager, McLean Packaging:

"Outsourcing has enabled us to keep on top of technology. Through the years, CompuData has done everything for us, from hardware installation, to networking, to writing software. They service our needs and are there to quickly resolve problems as they occur."

It was the best of times, it was the worst of times, it was the age of wisdom...and through all the changes that a business undergoes over twenty years, these two companies managed to stay focused on sustained growth and the changing market.



Atlas Wallpaper & Paint has served the decorating needs of residential and commercial customers for more than 75 years. McLean Packaging has provided packaging and displays over two decades. Both companies went into business with modest means but with a huge commitment to their missions and clientele.

Atlas Wallpaper & Paint began as a small operation that grew into a powerful regional distributor and now has become a well known retailer that satisfies the most discriminating high end interior decorating tastes.

McLean Packaging got its start in an 8,000 square foot facility. It now occupies over 400,000 square feet in three highly-specialized plants and employs over 350 skilled people. Both companies have built their businesses around a cornerstone of unique products for unique customers. And both have experienced exponential growth because they have never lost focus of their core missions.

Keeping focus during times of growth can be a challenge. As companies expand and product lines diversify, it is easy for management to become distracted by new details and situations that arise with growth. But skilled managers understand the importance of delegating responsibilities to keep balance and continuity. And skilled decision makers understand the importance of allowing other experts to manage growth in areas that are outside of the organization's core competency. As they continued to grow, Atlas Wallpaper & Paint and McLean Packaging both decided to outsource their technology needs. Their decisions to do so helped them to continue to grow, profit, and remain focused on their missions.

"Outsourcing has enabled us to keep on top of technology," said Office Manager Marilyn Gutstein of McLean Packaging, Philadelphia, PA. "Through the years, CompuData has done everything for us, from hardware installation, to networking, to writing software. They service our needs and are there to quickly resolve problems as they occur. We don't have to worry about staffing an IT department."

Atlas Wallpaper & Paint found itself going through an incredible growth spurt during the 1980s. Sales were increasing, orders came in nonstop, and business was booming. Inventory, purchasing, and accounting had to be computerized and tied in together to keep up with the growth. CompuData handled all these issues for Atlas Wallpaper & Painting as their outsourced IT and accounting system provider, servicing and upgrading technology as needed all along the way.

Over time, Atlas Wallpaper & Paint changed its business model. It sold off its distribution operations and now focuses exclusively on high end residential needs. Its stores in



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Marlton, NJ, Cherry Hill, NJ, and Philadelphia, PA are famous for decorating the homes of local celebrities. And CompuData was there to handle their changing needs.

“Outsourcing was a good deal for me,” said President Ted Spivak. “We had massive technology needs and I needed to focus on the business. CompuData’s services were very valuable. All they needed from me was a list of my symptoms—like going to the doctor. They took care of the rest and I was able to get back to the business of serving customers and growing the business.”

Is your organization going through a period of rapid growth? If so, are you spending valuable time and resources focusing on which technology tools to choose instead of focusing on your core business? By outsourcing your technology needs, you will be able to concentrate more of your resources on your mission as well as further sustain your growth. Call your CompuData representative today to see if outsourcing is right for you.

