

# ALLEVIATING TECHNOLOGY PAIN

*Xylotek's proactive approach has vaulted them to success*

"Our customers consider us their high-tech aspirin. We take away the pain." That's the credo of Douglas Grosfield, President and CEO of Kitchener-based Xylotek Solutions.

In less metaphorical terms, Xylotek is a full-service IT support company that places unusual emphasis on proactive maintenance. Grosfield says, "we're very much generalists. As a company we handle everything from cabling and networking infrastructure to the security, server, storage and business continuity architecture and the software that runs on them."

"We feel our role is to maximize how technology can benefit an organization, and to alleviate technology pain wherever it may occur."

Xylotek was founded in 2005. Its current management team – co-founder Grosfield, co-founder and CTO Michael Topp, and COO Chris Pickard – lead a company that has made its mark quickly. Xylotek has been named to the Profit Hot 50 list of Canada's Emerging Growth Companies, by posting revenue growth of over 200%, year over year. Grosfield adds, "we're on pace to far surpass that growth rate in the coming year."

It's even more impressive that Xylotek can boast of a 100% customer retention rate, with a client list of over 200.

All the business driving their growth has come on a referral basis, but Grosfield says their marketing is evolving: "We're starting to pursue business, rather than exclusively relying on organic growth." However, Xylotek's 12-person team knows the key lies in keeping existing clients happy.

Instead of waiting for a call from a customer in trouble, Xylotek focuses on being proactive. "Right from the beginning, we made a conscious effort to stress customer service, as opposed to merely closing the sale."

Says Grosfield, "We are in the customers' place of business on a weekly basis." Some clients outsource all IT to Xylotek; others seek help with larger or unique projects. Either way, the Xylotek team is ready, 24/7, because "we stay up to date and relevant in our industry so we are in a position to advise people and help them to use technology to make them more efficient. To give them peace of mind."

The CEO laughs that while their expertise lies in technology, in the end, "We're just people doing business with people. People want to do business with someone they trust." For more information, visit [www.xylotek.ca](http://www.xylotek.ca) or email [info@xylotek.ca](mailto:info@xylotek.ca).



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