



Cultivating Growth Companies

G r o w F L . c o m

Company Case Study

Infinity Technology Solutions

CEO: Terry Hedden

Employees: 37

Location: Tampa Bay (Hillsborough County)

Website: www.infinityit.com

Product/Services: Managed IT services

Company Background: Infinity Technology Solutions, a Tampa-based managed IT services firm, provides telephone, computer and website technical support for clients throughout Florida and Georgia. For Infinity Technology Solutions' CEO Terry Hedden, participating in the GrowFL program meant free business support to help his company grow.

The Infinity Technology Solutions GrowFL Experience

When Terry learned about the Florida Economic Gardening Institute's GrowFL program, he saw it as an opportunity to get external, impartial advice and assistance for his firm. As a small company with no directorate, Terry had no internal sounding board to turn to for advice or support.

Coming into the program, Terry expected the GrowFL team to challenge him by asking big picture questions, thereby forcing him to examine the macro-level issues that he typically does not have time for as a small business owner. He said the program was successful at pushing him to step back and work on his business, rather than just in it.

Specifically, the GrowFL Technical Assistance program provided Terry with go-to-market strategies and information to better target potential customers. GrowFL provided insight on potential market segmentation and how to best reach these potential customers. The team also gave Terry information on generating detailed marketing lists based on this new market information. Terry feels this information will help him save time and money reaching out to client prospects and provide better tools to communicate with potential customers.

Overall, Terry was most surprised by the level of talent within the GrowFL Economic Gardening Team. He normally would have spent a lot of money for the opportunity to talk to such experienced professionals and was impressed by their wide breadth of knowledge, spanning several disciplines.

Since first engaging with the GrowFL program, Infinity Technology Solutions has already hired three additional employees. Terry expects to add two management-level positions and two or three more technical positions just in the next 90 days.

Terry is looking forward to implementing some of the marketing strategies set in motion by GrowFL. He expects these efforts will boost the company's revenue once they go into effect. After he has had time to put these strategies in motion, Terry hopes to participate in GrowFL's second level of engagement, which he will use as an opportunity to dive deeper into some of the information the team provided.