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Dallas IT Consulting Firm Fills the Gap for Small Business

Small and medium size businesses can now leverage best-in-class technology and support to improve productivity and reduce IT costs, without the overhead of a large in-house IT staff.

Dallas, TX – Back in the 1990s, Mike Glover provided IT consulting services to Fortune 500 companies as part of a high-end Information Technology consulting firm. Through the years he came to find that big businesses and small businesses received significantly different levels of service from IT Consultants. Big business could afford to make technology work for them and reap the profits that technology had to offer. Small business tended to work the way technology dictated, resulting in lost productivity. It seemed to Glover that small and medium size businesses were getting the short end of the stick. He saw a real need to reshape the way IT services were deployed.

"Traditional IT services are technology-centric. Too often technology dictates the way business operates, which leads to operational inefficiency and excessive overhead," says Glover, now CEO of GOZIRRA. "GOZIRRA's strategic approach lets business processes lead the way, by matching business strategies with cost-effective technology and IT solutions. Partnering with GOZIRRA allows small and medium size businesses to leverage best-in-class technology and support to improve productivity and reduce IT costs, without the overhead of a large in-house IT staff."

GOZIRRA was founded with the intent to fill the gap in IT Services for small and medium size businesses. "Small and medium size businesses deserve to benefit from the same level of service received by Fortune 500 companies but at lower costs," says Glover. "If we can't demonstrate IT cost savings and improved business productivity, we're not doing our job."

GOZIRRA is also the first Dallas area IT firm to embrace the Dallas Green Initiative. The company supports reduced energy consumption through shared resource utilization. Sharing resources also means reducing costs. The result is a win-win scenario for both the city of Dallas and local businesses. Apparently Glover is on to something, as demand for his service is rising. In just three months since its start-up in February of 2008, GOZIRRA has grown from three people to thirteen, selecting local expert professionals to build its core strength. GOZIRRA plans to grow its professional technical staff to over 30 people before the year's end.

Glover hints at things to come. "In July we'll be rolling out innovative service offerings to let small businesses take advantage of high-end technology at a fraction of the usual cost. With these services, we'll demonstrate IT cost savings for businesses of up to 40-60% while providing improved IT service and reliability."

With operations based in the Dallas, Fort Worth area, the company is building a strong foundation from which to launch a much larger support structure. In coming years, they plan to offer their innovative approach to IT Solutions and Support nationwide.

You can find out more about GOZIRRA's innovative IT services at www.GOZIRRA.com.