

Service Lighting Express Really Shines Thanks to MLANS Technology



Don Roy is typical of many small distributors and retailers who are caught between the need to modernize their businesses and the difficulty of finding trustworthy technology experts to help them weather the transition.

Don's company, Service Lighting Express, Inc. of Hudson NH, distributes fixtures, ballasts and hard-to-find lamps and operates a retail store. He offers expert advice on energy-saving measures that meet sophisticated design requirements for small businesses in the area and for homeowners.

Don's Transition from "Horse and Buggy" to an Internet-Based Business

Until recently, Don says his business was "operating horse and buggy," taking hand-written orders and faxing them into factories with purchase orders. However, his sales volume improved, requiring a higher level of efficiency. "We could no longer sustain it and had to go into the real world," Don says.

Don initiated an Internet-based program that lets him control his business remotely. Don says, "I can login anywhere in the world, add orders and adjust orders. (But we are still old world when it comes to personal contact!)" For Don and his wife, who winter in Costa Rica, remote control along with trustworthy local support, are essential. His employees, some of whom are family members, fulfill Don's expectations.

However, his first forays into getting technological assistance were not successful. "Too many guys, supposed geeks or experts, told me I had some kind of a spike or a surge, and then I had downtime."

When Don met Mark Aronson, he took advantage of his offer for two free hours. Don was pleased that, "He got the systems to work in conjunction with the Internet program. Without him, we would have had a heck of a learning curve."

Firm is More Competitive

Don reports that the transition to an Internet-based business has been successful. "I've got information readily at

hand without any downtime and I can respond to customers readily. The margins are getting better even though we're working tighter. Even though we're a small company, we operate like a large company technology-wise, so we can compete with any major company anywhere."

"Mark Doesn't Supply Excuses, He Supplies Solutions"

Don's says his experience with MLANS has been very positive. "Mark doesn't supply excuses; he supplies solutions. He keeps everything running smoothly. If there's an issue, he can solve the problem. We're a small company and we can't afford to be down," Don says.

"When I call him he responds. He's prompt. We live in a day and age when so many contractors say they'll be there 'as quickly as I can' which may be forever. I can't wait that long. I have a very small staff so if something is not

Hudson Light Distributor Soaks Up the Sun (continued from P.1)



Don Roy

working properly I've got a real major problem. If there's a little problem Mark can solve it over the phone as often as not.'

"The employees like him. He's a great guy to deal with. He doesn't get in anybody's way, does what he has to do and the problem gets solved as quickly as possible."

Now Don Can Relax in Costa Rica and Not Worry About Business

Don says, "I go to Costa Rica in the winter and have a dedicated small staff here. I can look at everything from Costa Rica and see what's going on. If something goes wrong and I'm out of the country, Mark will still be there to take care of it. Knowing Mark is available is the biggest positive impact in the world. I never have to worry about something that cannot be fixed. It will be fixed and he's the guy to do it.'

"I could not recommend anybody else. Mark knows my operation and knows me personally, what I feel and what I want, and he's always there when I need him."