

Tamburrino Technology moves into 'cloud' computing to give clients fewer headaches

Premium content from Memphis Business Journal - by Michael Sheffield

Date: Friday, March 11, 2011, 5:00am CST

Related:

[Technology](#), [Human Resources](#)

As the economy caused more small and medium businesses to downsize or eliminate IT departments, opportunities have arisen for companies that provide IT services to fill a void.

One of those companies, Tamburrino Technology Strategy Simplified, a boutique IT services company, is watching its opportunities continue to grow.

The company was founded by **Patrick Tamburrino** four years ago as Total Care Technologies. He says the name change came from wanting to convey a personal relationship with clients instead of a generic name.

Tamburrino Technology specializes in basic tech support, CIO services and, more recently, migration of e-mail and networking systems online to virtual networks or "cloud" computing. The company is an authorized reseller and implementation specialist for Google Apps.

Tamburrino says his interest and expertise in Google Apps began when he started using them for his business.

"I liked it and started looking into the reseller aspect," he says. "We had to meet some implementation standards, but we can take away exchange servers and take companies out of the e-mail business."

Transferring networks to the virtual world frees up server space and takes away the costs associated with maintaining and updating servers, Tamburrino says. The company did something similar for Memphis advertising firm Archer Malmo, which downsized its own IT department because of the recession. The company, which has 110 employees, was looking for someone to outsource to, says CEO Russ Williams.

Williams says Tamburrino serves as a virtual IT director and the pairing has worked out well.

"IT isn't our core competency and for me to try and manage a professional IT staff isn't the smartest thing," Williams says. "Outsourcing it to someone where it is their core competency makes a lot of sense."

And Williams appreciates the fact that Tamburrino can "translate the geek factor" into practical business form. That part of the service, Tamburrino says, is a conscious effort on his part.

"We try not to speak geek because a lot of our clients never knew what their IT people were talking about," he says. "I thought about all of the things that annoy me and we don't do any of them."

Tamburrino got his start in IT working his way up from tech support to management with Baker, Donelson, Bearman, Caldwell & Berkowitz PC, Helena Chemical, Accredo Health Group Inc. and Campbell Clinic. He started the company after what he was doing "began getting dry."

His mother had launched and run a nonprofit similar to Metropolitan Inter-Faith Association when he was growing up in Missouri, so he wanted to provide services for nonprofits when he started the company. Tamburrino Technology has done work for Temple Israel and Bridges Inc., a service company for individuals with developmental disabilities.

His approach is to learn as much about a company and their needs as possible, admitting that sometimes it's just as important to know who you can't work with as it is to know who you can work with.

"You always want to work with people you'd like to go to lunch with and I think of that when we're taking on new clients," he says. "We prefer not-for-profits and medium-sized businesses because not many 20-30 employee companies have a director of IT."

Tamburrino Technology has seen a 20 percent increase in growth already this year, mainly based on word-of-mouth marketing from satisfied clients. The company is anticipating revenue of between \$500,000 and \$750,000 this year after revenue of about \$300,000 in 2010. And he is looking to add two more employees to his three-person staff.

As it continues to grow, the company will continue to offer a variety of services, from virtual CIO work to fixing a laptop for a Ph.D. student (who was recommended by a client).

"That's brought us a lot of business, but it didn't just happen overnight," he says. "It's the definition of networking and good service. You can throw advertising at it, but if you're providing garbage, you're going to get garbage back."

Tamburrino Technology Strategy Simplified President: Patrick Tamburrino Address: 516 Tennessee St., Suite 224 Phone: (901) 489-8408
Website: www.tamburrino.com

mshffield@bizjournals.com | (901) 259-1722