

SMALL Business Times

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SYSLOGIC, INC. 2ND YEAR WINNER



TINA CHANG

LOCATION: 375 Bishops Way, Suite 105, Brookfield

WEB SITE: www.syslogicinc.com

YEAR FOUNDED: 1995

PRODUCT OR SERVICE OFFERED:

SysLogic is an information technology services firm offering business consulting, software development and integration, and maintenance solutions for clients in the manufacturing, healthcare, financial services and services industries. SysLogic specializes in web services, business intelligence and mobile/hand-held solutions.

LEADERSHIP TEAM: Tina Chang, chief executive officer

TARGET CLIENTELE: Mid-to-large size organizations in the manufacturing, healthcare and life sciences, financial and insurance industries.

BUSINESS ORGANIZATION MEMBERSHIPS: Metropolitan Milwaukee Association of Commerce, American Marketing Association

WHAT HAS FUELED YOUR COMPANY'S GROWTH? A reputation built on a team of talented employees that are dedicated to our clients' best interest first. We are passionate that integrity and honesty are the foundation for everything that we do.

DO YOU PLAN ANY CHANGES IN YOUR COMPANY IN THE UPCOMING MONTHS? We anticipate adding a team of employees within the next six months in order to execute on forthcoming 2005 strategies. We are evaluating moving our office to the City of Milwaukee in 2005.

WHO ARE THE BUSINESS PEOPLE, LOCALLY OR NATIONALLY, WHOM YOU ADMIRE? AND WHAT TRAITS DO THOSE PEOPLE EXHIBIT THAT MAKES YOU ADMIRE THEM? Mary Ellen Stanek, managing director and chief investment officer at Baird, for serving as a role model and leading the way for women in male-dominated industries. My father who has worked for the same company for 52 years and exemplifies passion for one's work, loyalty and dedication.

WHAT IS THE OUTLOOK FOR THE BUSINESS CONDITIONS OF YOUR INDUSTRY OVER THE NEXT SEVERAL MONTHS? Concentration on information technology will be very strong as organizations continue to try to do more with less. Organizations are becoming more mature in identifying strategies to use technology to manage their enterprise. Specifically, Web services, business intelligence and business mobilization are helping management to leverage business-to-business integration, make better strategic decisions based on trend analysis, and optimize business processes in an expanding geographic climate.

