



Promotion
TEXAS
 WOMEN IN BUSINESS

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Red River Technology Group

IT Services Firm Makes Most Out of Minority Status

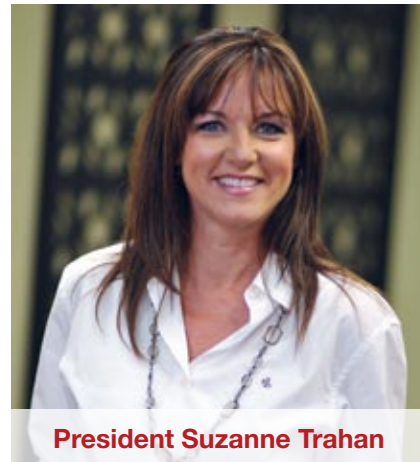
Three hundred and fifty percent. No, not the price of gas. Rather, the staggering 2007 growth rate of a local IT services company. Red River Technology Group started out of President Suzanne Trahan's living room three years ago with just two employees. But since that humble beginning, the company has outgrown its offices, twice, and now has more than 200 employees nationwide.

"We started RRTG with a belief there was a demand for quality, solution-based IT services on a nationwide scale," says Trahan. "Other firms are either small, local firms or huge corporations that are challenged to be flexible enough for the customers we were hoping to serve."

Trahan and her co-founder, husband John Trahan, brought a significant amount of experience to the business and have made smart use of the firm's minority-ownership status. "Being a woman-owned business provided us with opportunity," she says. "Opportunity and some exposure that I don't know we would have been given otherwise. But at the end of the day, it's all about performance. We've worked hard to turn those opportunities into a steady stream of successes, which have

provided repeat business with existing customers and new customers through positive word of mouth."

In fact, the company has earned a spot on *Women's Enterprise* magazine's list of the top 100 women's business enterprises in the nation. It has also earned a significant portion of one of the largest Cisco VoIP services projects in the world. "One-hundred-eighty-thousand VoIP phones installed in more than 5,000 locations," explains Trahan. "We're providing voice and data engineers, project managers and coordinators, and field support teams. It's an unbelievable project for us."



President Suzanne Trahan

Committed to Success

Trahan says she believes the key to the company's success is its people. "Our teams are committed to creating solid relationships with each other and with our customers," she says. "We roll out very large, very technical, complex deployments. Our team is continually challenged to find simplicity, build processes and bring calm to the storm within these complex programs. Our customers appreciate and respond to that."

Trahan says another big differentiator is that RRTG, despite its national footprint, is able to quickly respond to its customers' needs. In fact, the ability to remain scalable and agile is a core company value. The company also sets high expectations with its staff and expects them to be leaders who positively influence customer interaction. "The bottom line is that work ethic still matters and we care enough to provide our customers successful results."

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