



Glenwood L. Elam Jr., president and founder and Carl Marcelin, partner and director of networking started <esystems> in 1998. The IT company provides an array of services to small- and medium-size businesses. Pictured with them (standing l.to r.) are members of the advisory board Joseph Fenech, Wendy Brown, Kenneth Johnson and Sandra Elam.

Solutions That Fit

By Angela Tyson

Glenwood L. Elam Jr., better known by friends and associates as "Woody", is president and founder of <esystems> Inc., an information technology service provider whose goal is to give cost-effective and quality services and solutions.

He started the company with Carl Marcelin in 1998 and provides an array of services targeted to small- and medium-sized businesses. The company hopes to compete with other (IT) companies in the field.

"Throughout my 20-year work history, I've had a chance to work with a lot of technical people, external vendors and companies and I have realized that I can do this better, faster and that's what we're doing?" said Elam.

Elam, who has a master's degree in management from Penn State University and a bachelor's in computer science from Temple University, sees competition as something that starts in college—he designed Web sites from his dorm room when he was a student—and extends to large firms such as IBM or Arthur Andersen.

"So far <esystems> has been very successful in getting new and retaining old clients who need their services," said Albert Gallardo, <esystems> media representative. "The reason for their success is that they are able to combine technical and business management skills to help them meet their client's needs."

Carl Marcelin, Elam's business partner and director of networking solutions, is a technical guru with years of experience in client/server environments and oversees the design, implementation and support of local

area networks (LANs).

"We make sure that we fully understand our client's needs before we begin any work and avoid unnecessary downtime," said Marcelin, who is responsible for developing technical solutions to improve the organization's infrastructure and has a track record of winning and building accounts. Marcelin, who has a Microsoft NT 4.0 Server training, holds an A.A. in liberal arts from Valley Forge Military College and studied economics for three years at Temple University.

"Information technology is a wide field and we try to differentiate ourselves by appealing to different segments of the market," Elam said. His technology experience spans markets from integrating computer systems to microcomputer programming to project and team management. He has worked with corporations in a wide range of industries ranging from financial to technology to nonprofit organizations.

<esystems> trademark slogan, "Technology Solutions That Fit", could be the reason that the company's client list is as long as it is after only two years. He said that large firms, looking to diversify their work environment, use his company's technical career placement service.

The company focuses on three main lines of business—networking solutions, technical career placement and Internet solutions. The services provided under networking solutions include: desktop support, LAN administration, disaster recovery planning, system migration and integration; hardware inventory and support, strategic planning, preventive maintenance, project management, outsourcing and remote connectivity.

The technical career placement matches qualified individuals with employers and the Internet solutions include complete development and management of a client's Web site including Web design, on-line merchandising, intranet and extranet development and electronic marketing.

Some of <esystems>'s clients include Chase Manhattan Bank, Utendhal Capital Partners, The Switzer Group, Elektra Entertainment, Omnipod and the Center for the Independence of the Disabled of New York.

"We have <esystems> on an annual contract, they check our systems for troubleshooting, maintain our servers and answer any questions we have. They're affordable and are cheaper than full-time staff," said Paul Latronica, vice president of trading operations at Advent Capital Management.

<esystems> has an ongoing project with The Switzer Group, one of the top African American architecture and interior design firms. <esystems> works on The Switzer Group's needs such as hardware upgrades and software installation.

The Switzer Group's technical coordinator, George Cho, said that other firms were considered for the project but <esystems> won the bid.

"For upgrading our system to Y2K compliance, <esystems> had the best plan, the best price and the manpower for a growing company." He said that The Switzer Group is expanding to another state but that it will be using <esystems> to maintain its system there as well.

With expected revenue of more than \$1 million for the upcoming year, <esystems> Inc. plans to expand to Philadelphia and Washington D.C. and to maintain its clients. **TNJ**