



5 Tiny Companies Making Millions

Here are five super-small businesses that figured out how to make millions.

Laurie Kulikowski May 29, 2012 9:52 AM EDT

3. Axia Technology Partners

2011 revenue: \$8.2 million

▀ **Employees:** 25

Thanks to the popularity of Internet Protocol (IP)-based phone systems, **Axia Technology Partners** is projecting sales of roughly \$10 million for 2012, just four years after it was launched.

While the product itself is growing in popularity, Josh Ross, who founded the company with his brother Jason, says it was important for Axia to set itself apart from the competition in order to succeed. He speaks of several key areas to the Axia business model that is driving the company's growth.

Customers of the company's systems range from municipalities to hospitals, power companies and corporations ranging from five to 2,500 employees across the country. So far, the company has more than \$6.8 million in contract revenue booked for 2012, it says.

Ross says it was imperative to focus on specific opportunities in the IP-service market, meaning where could they sell their product that others weren't. Second, Ross says by offering customers tailored IP-services instead of a one-size-fits-all product and excellent service, Axia stands out.

"While it is understood that revenue drives direction, consumers should not be pitched products or services that only benefit the salesmen and the selling corporation," he says. "When this happens, a sale occurs, but is a short lived relationship. At Axia, we are all about long term solutions and relationships. We are building customers for life and ensuring we are the resource that they turn to when they need anything IP."

Businesses should know their competition. Axia's competitors include **Cisco (CSCO)**, **Avaya, Interactive Intelligence** and **ShoreTel (SHOR)** on the product side. On the service side, it's **AT&T (T)** and **Verizon (VZ)**.

"While thousands of companies provide phone systems, internet, co-location, and phone service independently, an almost non-existent few provide a total solution that covers all of these spectrums," Ross says. "This is the niche that has become a huge part of our success story. Not only do we provide tailored business solutions, we provide an all-encompassing approach to ensuring the best results for customers by becoming their phone company, internet and co-location provider, as well as their phone system and software manufacturer."

Axia is positioning itself for even further growth. As part of that growth, the company is moving its corporate headquarters in October to a larger, more cohesive space in downtown Indianapolis. Ross expects the employee count to double and the company to continue to invest in its operational network and back office for equipment upgrades and to expand the services to other areas of the country.

"We are focused on providing a professional and consultative buying experience and look forward to attracting more corporations in the \$25-\$100 million in revenue range over the next year," he says.