

Report leads to a high-tech testing strategy.

Strategies/38

IN EVERY ISSUE

Week in Review	20
Opinion	21
Strategies	38
Bookmark	38
Calendar	40
Trina Pulliam: Bottom Line	38
People on the Move	41
Jeffrey Gitomer: Sales Moves	39
Leads	42
For the Record	42
Real Estate Records	42
Business Leads	47
In the Courts	53
Classifieds	54
Legal Notices	56

■ For breaking news all day, visit our Web site at southflorida.bizjournals.com.

THE BUSINESS JOURNAL

Volume 25, Number 51

Main phone: (954) 949-7600
Advertising: (954) 949-7569
Circulation: (954) 949-7578
News: (954) 949-7514
E-mail: southflorida@bizjournals.com

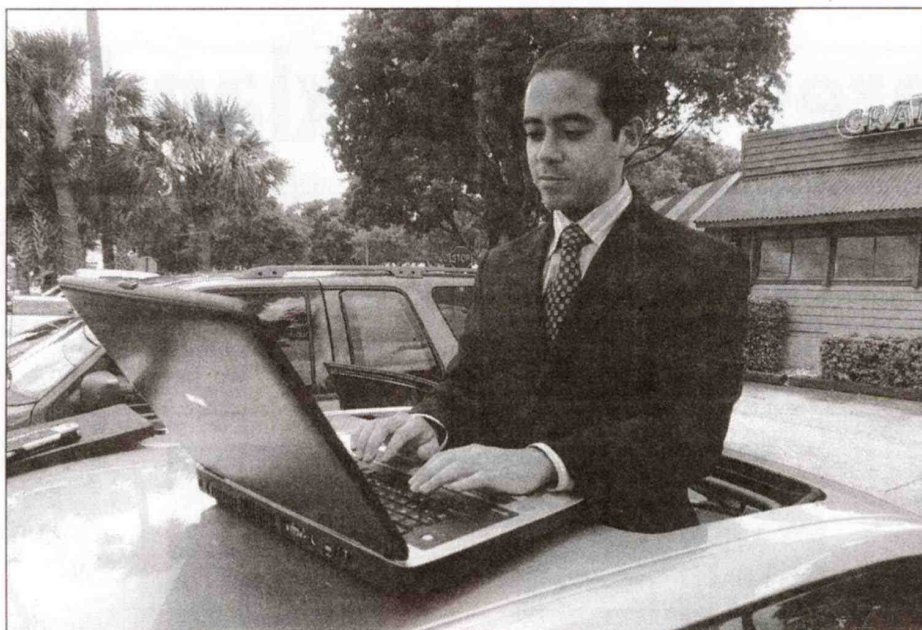
Address: 1000 E. Hillsboro Blvd., Suite 103, Deerfield Beach, FL 33441

Breaking news: Sign up for our free daily e-mail at southflorida.bizjournals.com.

Subscriptions: One year for \$99 (\$89 with credit card) or three years for \$198 (\$178 with credit card) – includes annual Book of Lists, a \$49 value. Call (954) 949-7528 or (954) 949-7530 for information.

Single copies: \$2 (except for Book of Lists issue, \$45), mailed copies, \$4.

South Florida Business Journal (USPS 556-930, ISSN 1528-0527) is published weekly, except semi-weekly the fourth week of December, by Business Journal Publications Inc., dba South Florida Business Journal. Periodical postage paid at Deerfield Beach and additional mailing offices. Reproduction or use of editorial or graphic content in any manner without permission is prohibited. Copyright 2005 with all rights reserved. **POSTMASTER:** Send address changes to South Florida Business Journal, 1000 E. Hillsboro Blvd., Suite 103, Deerfield Beach,



MARK FREERKS

George Otte's firm can fix problems from anywhere via an Internet site.

Computer glitches can now be solved remotely

BY ED DUGGAN

TECH SUPPORT SERVICES

President: George Otte
Web site: www.tss.cc
Address: 169 E. Flagler St., No. 1012, Miami 33131
Phone: (305) 437-9991
E-mail: gotte@tss.cc

When something goes wrong with computer software, it always seems to happen in the middle of a vital task.

Big companies are well prepared for these incidents. They have IT staffers to make repairs. Medium-size firms likely have trouble-shooters on call. But it's the small firms and individual entrepreneurs that traditionally have had to scramble for service.

Tradition might be changing. Tech Support Services, a two-and-a-half-year-old Miami-based firm is pioneering a new way to make computer repairs – remotely.

"We started out doing on-site repairs," said George Otte (pronounced *ah-tay*), who used to work in the IT department of Gibraltar Bank. "Over the last year, we migrated to making repairs over the Web, offering remote help 24/7, 365 days a year. It took us a good year to get the help desk where we wanted it."

Clients call up the service via the Internet and slave software is downloaded into their systems within about 30 seconds. Then, the IT professional completes the troubleshooting and repair. Afterward, the slave software is deleted and removed from the clients' computers.

The special software to connect and take over the computer is used by Tech Support Services under license. Otte says his firm is

the first in Florida to use it.

Tech Support Services offers both emergency one-time service and ongoing monthly maintenance plans.

Growing revenue and staff

Emergency service ranges from \$29.95 for 30 minutes to \$69.95 for 90 minutes for new customers. All can pay by credit card. Customers with maintenance plans get special prices based on the type of plan they choose.

The company expects to increase tech support staffers from the current group of four as the business grows.

Revenue this year will top \$150,000 according to Otte, who says the business is already profitable. In 2006, he expects to hit the \$1 million mark.

Other computer repair companies have found success using a variation of the typical repair service that has been modified for the Internet.

Boca Raton-based ComputerRepair.com, started in 2003, offers a Web-based referral service to put customers in contact with on-site IT professionals throughout the United States and Puerto Rico. It currently has nearly 10,500 IT repair technicians to whom it can refer customers. The company also handles credit card charges, guarantees satisfaction and receives a portion of the payment for each job.

Otte thinks there is room for both types of repair models, but thinks the remote niche offers his company more flexibility and room for explosive geographic and user growth.

E-MAIL TECHNOLOGY WRITER Ed Duggan at eduggan@bizjournals.com.