



Digital Technology Solutions LLC

A stagnant economy has not stopped Sri Talluri from keeping a positive outlook or expanding his business.

Sri is the owner of Digital Technology Solutions (DTS), a Bloomfield Hills-based technology consulting services provider catering to Fortune 1000 clients. DTS specializes in architecting IT enabled business solutions to enhance customer business processes, reduce costs and gain competitive positioning.

DTS was recently recognized as an SBTDC Region 9 Business of the Year and Sri was honored at the Michigan Celebrates Small Business event in Lansing in April held jointly by the SBTDC and the Small Business Association.

When many companies are downsizing or disappearing all together, Talluri has managed to stay afloat and grow and even looks to expand in 2008.

“While 2007 has not been great, things are not that bad. We obviously would have liked to have seen more (business) but it has not been a bad year for us, said Talluri of his business that he founded in September of 2002.



DTS provides program/project management, IT staffing, and application development services.

DTS has significant expertise in automotive, healthcare, banking and government sectors.

Originally from India, Talluri earned his master's of science from the University of Texas – El Paso in 1989. Talluri worked in various positions for many IT companies before he started in own business. He arrived in Detroit in 1991.

Like most new companies, Talluri found the biggest challenge was breaking in with new clients and getting through the door to generate new business. DTS has significant expertise in automotive, healthcare, banking and government sectors and is constantly working towards new business in those areas.

“The business is in many ways based on relationships and I did not have them when I started,” added Talluri. “Over the years we have developed some relationships and will continue.”

With clients like Comerica Bank, Blue Cross Blue Shield of Michigan and the former DaimlerChrysler. Talluri seems to be breaking down those walls. Many of his other clients are Michigan-based as well. But gaining access to large automotive companies like Chrysler in Detroit in 2007 has its risks too.

“With Chrysler, we were doing well. They called us and asked to add more people. They even extended offers (to DTS staffers) and then boom, the (earnings) report was released and everything froze.”

DaimlerChrysler AG posted a 37 percent drop in third-quarter profit in October 2007.

Soon after, Chrysler let the employees go.

But setbacks are the cost of doing business and 2008 had a bright outlook for DTS as he hopes to add to his staff of 10-14 workers by bring in recruiters to find new employees and a sales manager to develop new business. Until now, Sri has been doing everything, as is common for small business owners. But he recognizes to grow he requires additional staff.

“The only way to grow is to bring in new people.”

DTS had a gross revenue of \$331,000 in 2006 and he projects revenue of more than \$900,000 for this year. He says he hopes to break the \$1 million mark by the end of 2008.

Sri completed the FastTrac entrepreneurial training program offered by the Michigan Minority Business Development Council (MMBDC) through the SBTDC and has been working with Vikram Mathur at Schoolcraft College and Richard King at Eastern Michigan University. Their advice and guidance, along with the skills gained through FastTrac, have been essential to his success.

Operations, strategy, financials and a business plan were things the SBTDC counselors provided.

“I never had the time to do these things, and meeting (with Richard and Vikram) made me stop and look at things that needed to be looked at. I now have a business plan and I would not unless they helped me do it.

Beyond a formal business plan and crunching numbers, Talluri found Mathur to be a sage advisor, always there when Sri needed him and often acting as a sounding board.

“He became a sounding board for me. Even the last few months I would just call and ask him ‘what do you think’ and he always offered great advice and even gave me referrals. He was responsive to my needs and was always there when I needed him.”

Having recently received his 8(a) SBA government certification, DTS will look to gain more government contracts. Sri will attempt to expand his business and keep his eye on the big picture, offering IT services and staffing to companies that need it. But he also wants to build a quality business that will attract quality people.

“I want to build a company I can be proud of and where employees enjoy working. Assembling the right staff and making them happy will only help grow the business.

On the net

<http://www.dts-it.com/>

