

WSI Internet consulting gets smaller businesses up to speed

By LINDA CRUSE
Special to The Star

Helping clients get up to speed in the fast-paced technology world is the mission of a franchise business

started by an Olathe resident.

BUSINESS PROFILE Randy Powell

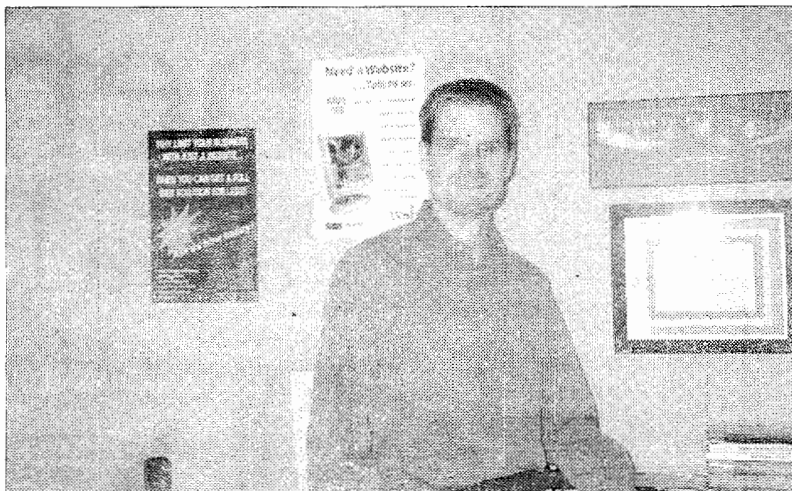
well has opened a WSI Internet consultant office in Olathe. The international franchise offers technology solutions including Web design, electronic newsletters and online training for small- to medium-sized businesses throughout the world.

The company currently has 1,200 consultants in more than 85 countries. Powell launched the Olathe franchise after more than 20 years of in the communications industry.

"I have extensive experience in customer relations management (CRM) and e-solutions," Powell said. "And because I see the future of business centered around the Internet, I wanted to start a business to be involved in helping clients succeed in that arena."

Powell worked as a consultant for both Sprint Corp. and Nortel Networks before purchasing the franchise business. Although much of his experience was with corporations, his primary focus now is small to medium businesses, which have fewer than 500 employees.

"These companies are the lifeblood of our country," he said. "Kansas City is one of the top markets for entrepreneurship, so there's a great market here for our services. I'd also eventually like to open offices in other cities."



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Randy Powell of Olathe has opened a WSI Internet consultant office in Olathe. The company offers technology solutions for small- to medium-sized businesses.

Powell said WSI focuses on several key areas when assisting clients.

"In addition to designing or re-designing Web sites, we offer solutions related to business presentations, e-learning solutions and targeted marketing, such as e-mail and e-newsletters," he said.

A 44-point business analysis developed by WSI helps determine which areas clients need assistance with, Powell said. "That's probably one of the main areas that has made WSI so successful," he said. "The analysis pinpoints clients' needs, and 11 WSI production centers throughout the world provide solutions that are then customized to each customer's needs."

In regard to Web sites, Powell said a June 2003 study conducted by the Yankee Group in the United States Small Business Administration showed that 30 percent of small- to medium-sized businesses have Web sites.

More information

Call (913) 390-5877 or visit www.wsichoicewebsolutions.com.

"There's a definite market for our services," he said. "We can develop Web sites to meet every need, from a general online brochure to a sophisticated e-commerce site."

And because production centers serve programming needs, WSI is able to offer cost-affordable Web site design, he said.

"Our specialty is robust cost-effective solutions," he said. "We can provide solutions for the one-person business up to serving the needs of a 250-employee business."

Two Internet marketing consultants assist Powell with the business: Don Neal of Shawnee and Steve Kesler of Grandview, Mo.