



## *SouthData Inc.*

**Description:** Manufacturer of billing and communication products

**Top executive:** John Springthorpe III, president

**Address:** 201 Technology Lane,  
Mount Airy 27030

**Phone:** (336) 719-5000

**Web site:** www.southdata.com

**2008 revenues:** \$16.3 million

**Founded:** 1985

**No. of Triad employees:** 71

**No. of employees total:** 71

**Offices in Triad:** One (Mount Airy)

**What business decisions impacted your firm's growth between 2006 and 2008?**

SouthData's growth has always been driven by an intense focus on customer service and a highly automated manufacturing environment.

Our recent growth was impacted most by decisions to expand the size and quality of our sales and marketing staff, and the development and release of new products.



Springthorpe

**Describe how your firm's growth has changed your operations. For example,**

**have you:**

- **Added employees? How many?** 10 (since 2005)
- **Expanded square footage?** 2006 was our first full year of operations in our current facility. Our third expansion, completed late in 2005, doubled our headcount and gave us six times the square footage of our previous plant.

• **Added locations or expanded service area?**

Planning a new production facility in Arizona that will accommodate additional sales in the western U.S.

**Are you seeing, or do you expect to see, any positive influx of work from stimulus funding? If so, please elaborate:** No.

Small companies and rural counties aren't high on the federal government's list.

**What factors will determine if you can capitalize on those opportunities?**

We are running pretty lean right now, so the biggest factor may be our ability to identify the right people and quickly integrate them into our team.

**What strategic decisions have you made to counter the recession and position your business for the future?**

To eliminate 10 positions after we lost a \$1 million contract in the last half of 2008. It was the right thing to do because it allowed us to weather the economic storm, and it made us a stronger company. Because of that strength, we maintained all benefit programs for the remaining employees, retained critical skill sets and finished 2008 with revenues and profits essentially the same as the previous year. That strength has given us the confidence to create six new positions this year.

**What's the coolest tradition at your company?**

Every Halloween, SouthData employees turn into a cornucopia of characters. Last year's lineup included the cast of "Deal or No Deal"; Snow White and the Seven Dwarfs; Hillbilly Moonshiners; Sheriff and Saloon Gals; Jail Warden and Chain Gang; Waldo; the Three Musketeers; and Christmas with Santa, elves and a live tree.