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OUTSOURCING IT SERVICES SAVES BUSINESSES MONEY, TIME
LOCAL OUTSOURCING COMPANY CAPITALIZES ON NEWEST BUSINESS TREND

In this difficult economic climate, companies have turned to innovative business models to gain a competitive edge. By outsourcing entire divisions of work, large and medium-sized companies are finding an effective way to cut costs and increase productivity. This year's Outsourcing World Summit attracted nearly 600 professionals from 21 different countries, benchmarking a slowly developing trend whose time has come.

Local entrepreneur Barry Goldufsky has watched the demand for outsourcing grow exponentially over the past several years, a phenomenon that has created a niche market for programming experts such as himself. With an uncanny ability to speak to both the complex, technological language of Information Technology and the simplified, functional needs of the end user, his Gold Data Management, Inc. has stepped in across several categories to cut costs, facilitate processes and manage the large amount of data collected by small, medium and large companies in the Chicago area.

“For the small to medium sized companies that don't have an IT department, I come in and make their day run more smoothly,” Goldufsky says. “The larger companies have IT departments that are not focused on the end user. I apply systems toward making that end users' day easier.”

A former financial systems analyst, Goldufsky saw opportunity where companies were struggling with the headaches involved in staffing IT departments to manage sophisticated computer systems and customized programming needs. He realized that by taking the IT burden off of the business heads, he could save them the costs associated with hiring permanent employees, as well as to help them sort out the various computing challenges that are unique to each business. When Goldufsky first conceived of this business, his “virtual IT department” was an unknown entity. Today, IT outsourcing has become a multi-million dollar industry. By following his natural intuition, Goldufsky has become a pioneer in a field that has found a permanent home in an unpredictable economy.

Another of the many reasons that Gold Data Management has risen to the top of this category is its unique ability to work across various categories. With happy clients in industries such as printing, automotive, energy and production, Goldufsky analyzes current processes and creates an integrated system that provides benefits for each business's objectives and their customer base.

Gold Data Management's success came from leveraging Goldufsky's computer expertise with a burgeoning demand in the marketplace. But the company's versatility and adaptability are the main reasons it continues to grow. Future plans include category-specific ready-to-go programming for businesses such as doctor's offices and banks. With innovation and know-how, we've seen only the beginning of Gold Data Management's growth.

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