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## The focus is on the complete picture

Weintraub Telecomm's revenue is buzzing



**Bruce Weintraub, head of Weintraub Telecomm in King of Prussia, keeps an eye on himself.**

CURT HUDSON

**K**ING OF PRUSSIA — Since 2000, the folks at Weintraub Telecomm have gone inside walls and ceilings to lay the cable for voice, video and data delivery. Now they want to go one better: They want to break bread with the people who build the walls and ceilings in the first place.

“Over the years we have seen people

**BY ADAM STONE**  
SPECIAL TO THE BUSINESS JOURNAL

*‘If you design it correctly upfront you can **gain significant** productivity by having computers, printers, Internet access wherever ...’*

**Bruce Weintraub**  
Weintraub Telecom

who are very good at designing walls and floors and access ways — anything but telecommunications,” said Bruce Weintraub, founder and president of the Montgomery County firm.

By teaming up with architects and engineers to incorporate telecommunications at the earliest stages of design, Weintraub has spurred rapid growth for his

## WEINTRAUB: Montco telecom company's revenue has risen sharply in a few years

business, boosting revenue from \$1.5 million in 2004 to \$4.4 million last year.

Even without the architects/engineers connection, Weintraub has seen a rising demand for his services. As schools, offices and institutions become increasingly dependent on telecom, his company's ability to design and implement the behind-the-scenes wiring becomes increasingly important.

"If you design it correctly upfront, you can gain significant productivity by having computers, printers, Internet access wherever you may need them," Weintraub said.

To help clients reap these rewards, Weintraub maintains a rich network of professional connections.

"He knows a lot of people in the business," said Christopher Young, a principal with telecom consultancy Black Ink Consulting of Middleburg, Va. "He is involved with the trade associations, and because of that he is able to reach out to the right people when a project calls for a particular expertise."

On the customer end, that ready expertise is visible in Weintraub's attention to details. A good telecom infrastructure requires more than just wiring, after all: It requires a degree of strategic thinking.

"They did a better job investigating than some of the other local vendors," said Jarett Klum, senior system administrator at Planalytics, a Wayne company that processes weather data.

"I had some contractors who didn't even pull out a measuring tape to check for possible issues," Klum said. "Weintraub got precise measurements. They made sure they could get the proper hooks to put all the cables inside our somewhat unusual drop ceiling."

In the bigger picture, meanwhile, Weintraub has sought growth through the addition of new verticals. He launched the firm as a service to the cable industry, where his own background lies, but in more recent times he has widened the circle, picking up smaller universities and public schools as clients.

### Up Close

**Company:** Weintraub Telecomm

**Location:** 1002 W. 9th Ave., King of Prussia, Pa. 19406

**Owners:** Majority owner Bruce Weintraub, with Judy Weintraub and Robert Heany

**Type of company:**

Telecommunications and contracting

**Number of employees:** 18 employees and six consultants

**2003 revenue:** \$859,410

**2004 revenue:** \$1.5 million

**2005 revenue:** \$4.4 million

**Lessons learned:** New partners and new verticals have helped Bruce Weintraub boost the bottom line of his telecommunications company.

To make the most of those new contacts, Weintraub has taken a kind of bootstrap approach, actively soliciting his clients for information and contacts. "We approach our clients and ask them who else we can talk to. How do we get into your industry, how do we meet more people?" Weintraub said. "We actively encourage them to talk about us, too, and that has given us a lot of contacts."

This kind of chatter takes a little longer than other forms of marketing, but Weintraub says the results are worth it. "We find it far more fulfilling than a direct-mail

campaign, because what we get is real people who are listening to other people that they respect."

The strategy appears to be working, with revenue numbers on the rise. But success brings with it a new set of challenges, most notably the need to keep up quality among an ever-expanding work force. To that end the company spent some \$110,000 last year on training for new and existing employees.

"I get them in the door and before they ever go out to a customer site I put them into manufacture training or I ask them to become certified. I want them to become great at what we do, not just great at what they do," Weintraub said.

He has backed up this effort with large-scale infrastructure investment. Last year he outfitted a new 1,000-square-foot, 30-desk video conferencing center for training purposes. "This way my employees around the country can have access into our offices for training sessions we have here," he said.

That remote-training capability has become especially important as the company has established a national footprint, lining up clients in California, Oregon, Texas and elsewhere. Weintraub has hired project managers in diverse locales, who in turn coordinate some 20 to 30 subcontractors in the actual deployment of networks.

Looking ahead, one immediate goal is to do an even better job with internal communications, and an intranet that delivers an even higher degree to interactivity.

"I want something that will allow all my employees and staff to see a fuller picture of what is happening in the company," Weintraub said. "I think stronger communication is always a benefit to the employees and to the company."

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