

System refinement speeds AxiosIT



Jason Goodridge demonstrates AxiosIT software for a client

Fast Mover finalist AxiosIT has two main areas of business: customising business IT systems to suit clients' workflow and automate data collection, and helping clients develop their own online products and services.

"Customised systems enable lower turnaround time for complex tasks, greater customer satisfaction, reduced error, etc. These systems are geared around a reduction in business cost driving a competitive advantage and return on investment," says AxiosIT principal, Jason Goodridge.

"Product and online services development and commercialisation involves helping a customer prototype a new idea, optionally demonstrating it to investors for funding, developing and commercialising a new software product or online service.

"Our service also helps customers generate broad product ideas, segment them based on smaller markets, launch and refine the system to ensure their business is supported by ongoing revenue. These systems focus on generating new revenue streams."

The company, based on Greenhill Road at Wayville, used to do a lot of software development in-house, including mobile device development, device interfacing, website design, etc, but tightened its focus to support fast-growing customers.

"Most of our growth has been off the back of the growth of our customers. If our business systems drive a competitive advantage or a new online service creates a new revenue stream and our customer grows, typically

the demand on our services from that customer grows. They also recommend us," Jason says.

"It would also be fair to say that as we have ramped up our quality focus and taken on more specialised staff, the minimum size job we take on has also gone up in size which helps fuel growth as well."

Staff enable growth.

"We carefully select staff who are passionate about the work and take real pride in a positive customer outcome," Jason says, noting staff suggestions often lead to new work and new opportunities for both Axios and the customer.

"When you are growing at around 50% per year there is a new challenge every year. Some years it is growing pains – getting internal procedures correct and efficient at new economies of scale. Some years it is a shortage of great staff. We even had a year where many of our staff had a lot of personal issues.

"Everything can be an opportunity though. In the first instance, rationalising procedures helps with staff induction, quality and is a great selling point.

"Skills shortages made Axios look at marketing ourselves as an employer of choice and finding innovative ways to retain and attract staff that weren't all about money.

"As a result we now offer gym and health fund memberships and a range of other staff benefits. Even the year full of personal issues brought everyone closer together."

Axios has clients in most states of Australia.

"At this stage we occasionally travel to meet new clients but we have also completed whole contracts having never met a client. We prefer a face to face if possible though because relationships are very important to us and first impressions count in relationship building," Jason says.

"This year we have looked at consolidating processes, staff training, tightening up our professional development and quality systems, achieving Microsoft Gold Certified Partner status and we hope to achieve ISO 9001 accreditation before the end of the financial year.

"This will be our smallest year of growth however we are still estimating revenue to go up 15% to 20%. Next year we are going to begin expanding again and hope to get a second premises and leverage the new systems in place."