

# CCT CHANGES MODEL TO DRIVE NEW BUSINESS

BY CINDY LANDRUM, SPECIAL TO INSIDER

When she worked as a chemist in the wine industry, Connie Tang knew the importance of a good formula.

Now, as chief executive officer of CCT Technologies, Inc., a San Jose, CA-based IT company, Tang knows a good formula is just as important to her company's success.

"We have a group of hard-working employees who are committed to the company and meeting the needs of our customers," Tang said. "We want to keep our current customers by doing a good job and look for opportunities to add new customers."

Tang and her late husband Luke founded CCT Technologies in 1991.

Luke Tang graduated from UC-Berkeley in business management and went to work for ComputerLand, first in sales and then as a general manager. The Tangs decided to buy one ComputerLand store from Luke Tang's boss, and CCT Technologies was born.

## A Shift to Solution Selling

In the beginning, CCT Technologies did a lot of retail business at its ComputerLand of Silicon Valley location. The company's focus has since shifted from retail to providing full-service technology solutions to the enterprise, government, and education markets. The company provides extensive product and service solutions, from rapid, low-cost product procurement to enterprise-wide networking, including IT staffing for project teams, management of technology assets, and knowledgeable technical support.

Almost half of the company's 54 full- and part-time employees have been with CCT Technologies for more than 10 years. Two of the key members of Tang's executive team are Doug Green, the CFO and COO; and Cathy Souza, Senior Vice President of Sales.

"From Day 1, we've had a very committed and hard-working team," said Tang, who became CEO after her husband's death four years ago. "It's like a big family."

CCT Technologies, which also has a sales office in San Francisco, has contracts with the city and county of San Francisco as well as the city of San Jose and Santa Clara County, and holds key contracts with the city of San Francisco, the city of San Jose, and Santa Clara County among others.

## Moving into New Niches

CCT Technologies also operates Menlo Event Services, located in Fremont, CA. Menlo Event Services specializes in professional IT logistics, event management, and tradeshows services providing computer and audio-visual rentals. The company uses its experience with event protocol to deliver client-focused solutions for exhibitors, show coordinators, and marketing professionals including procurement, delivery, setup, and on-site technical support.

Tang said she believes in slow and steady growth. She wants to increase the company's footprint in the government and education sectors by leveraging CCT Technology's solid reputation in the IT industry. She said the cloud would provide additional growth opportunities.

CCT Technologies has been a Varnex member since 2008, taking advantage of seeing the newest equipment displayed at Vendor Pavilions and networking opportunities with other business owners and IT executives. Key members of CCT Technologies' executive team attend Varnex meetings.



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