

# THE BUSINESS JOURNAL

SERVING THE GREATER TRIAD AREA

2011  
**FAST 50**  
 Riding high on the wave of success

## SouthData Inc.

**Description:** Outsourced services provider for clients' billing, document management and mail distribution needs

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

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

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

**Website:** www.southdata.com

**2010 revenues:** Undisclosed

**Founded:** 1985

**No. of Triad employees:** 86

**No. of employees total:** 136

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

**Offices outside Triad:** Two (Mobile, Ala.; Tempe, Ariz.)



Springthorpe

**Primary reasons your company grew between 2008 and 2010?** Expanded our range of products to existing clients; acquired two companies, which allowed us to add document scanning and storage capabilities; kept waste at a minimum

to overcome the sluggish nature of the economy.

**Describe operational changes: Have you...**

**Expanded square footage?** Leased an 8,000-square-foot facility in Tempe, Ariz. and acquired two companies with

three facilities in Mobile, Ala. Also acquired Network Dynamics in Pilot Mountain.

**Added products or services?** Enhanced our electronic billing and payment capabilities

**Added employees?** 63 (54 through acquisitions, four hired in Tempe)

**What's your outlook for the next three years?** Strong, since the economy will continue to force businesses to seek partners to provide non-core services to their organizations. Acquisitions, product launches, or geographic expansions in the next two years? Very likely that we'll introduce new products and make additional acquisitions.

**How are changes in technology impacting your business?**

Must anticipate how technology will impact our clients and mitigate that impact. One of the biggest challenges is staying ahead of the trend towards electronic instead of paper billing. Constantly researching the technology in that area to offer the best of it to our clients.

**Gone green?** Employee-run "Green Team" meets regularly to come up with ways to promote energy efficiency and recycling.

**Fun fact about your company:** We print and mail billing documents. Something no one wants to receive, but which is absolutely essential for our clients to get paid.

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