



BUSINESS MANAGEMENT

Comlinx – doing what it does best

Customer Story

Investment in experts nets significant growth

Assistance under the Australian Government's [Entrepreneurs' Programme](#) (the Programme) was the catalyst for successful Information and Communications Technology business Comlinx to recruit an expert marketing and branding partner.

Eighteen months on from teaming up with the Programme and Comlinx's market reach has grown dramatically thanks to a bold approach to marketing and branding. Other operational changes also instigated by the review, have seen more benefits including operational efficiency and profit growth.

Unlike most businesses that apply directly to the Programme for assistance, Comlinx was identified by Business Adviser Gary McHugh. Gary has 26 years' experience in the ICT industry and identified Comlinx as an industry leader with an opportunity to grow further through greater business planning and marketing.

"We held Gary in high regard and when he suggested to us that the Programme could further assist our business we were open to listening. Gary proved to be right."

SCOTT SMITH, DIRECTOR, COMLINX

"Gary – individually, and the Programme collectively has been a good fit with us. Gary understood our business and challenges having had extensive experience in the industry. We work well together. The Programme has set us on our way to seriously re-invest in our brand."



Comlinx is an established ICT business but always keen to make changes for better business

Programme assistance to Comlinx identified marketing and branding as an area requiring further focus from Comlinx' established business. Matched funding through the Business Growth Grant meant Comlinx was able to dedicate \$40,000 on an ICT-skilled marketing company. Comlinx and its marketing partner worked so well it became a longer term arrangement and Scott and fellow Comlinx Director, Wayne Shaw, believe it will continue to flourish.

The directors said Comlinx was doing well as a business before spending real time in those marketing and branding areas. By spending time and investing money in that area Comlinx is 50 per cent up on all metrics. The directors expect further significant growth in 2016-17.

The Business Evaluation also identified strategy and planning and operational management ideas. Comlinx has grown

its team significantly through smart outsourcing arrangements in non-core focus areas. These arrangements have allowed Comlinx ICT experts to concentrate on their strengths, and given Comlinx access to high-end CFO skills, marketing and book-keeping functions.

Comlinx continues to evolve its business, doubling down on core areas of expertise and targeting growth areas.

"Gary identified areas we could improve, to drive efficiencies into our business. With just minor changes we have been able to deliver those efficiencies."

WAYNE SHAW, DIRECTOR, COMLINX

Gary McHugh said the Programme will continue to engage Comlinx to discuss the business and opportunities.

“We are now looking at formally re-engaging with the Programme next Financial Year with an application to be submitted through the Growth Services element of the Programme, where we are hoping to kick off a project to focus and grow the opportunities in the cyber security market,” Gary said.

Visit [Comlinx](#)

Entrepreneurs' Programme

The Entrepreneurs' Programme is the Australian Government's flagship initiative driving growth and competitiveness for small and medium businesses.

The Business Management service offered by the Entrepreneurs' Programme, provides tailored support and advice from expert Advisers and

Facilitators with relevant private sector experience, to identify and maximise growth opportunities. Funding through matched grants of up to \$20,000 to implement recommended business capability improvement.

Check your eligibility by visiting the [Entrepreneurs' Programme](#) or call **13 28 46**.