

## Communication Company of South Bend Inc.

Communication Company of South Bend Inc. (CCSB) designs and installs a variety of communication, life safety, audio visual and security systems – ranging from intercom systems in schools to code blue systems in hospitals.

Founded in 1976, the company began a new chapter in 2006 when employees Daniel Schmidtendorff and Barry Schleiger purchased CCSB with a vision for significant growth. In just three years, the company more than doubled revenue.

CCSB has differentiated itself from other technology contractors by targeting vertical markets, such as health care, education and government municipalities, and establishing sales and support teams to serve these clients.

The company also sets itself apart by investing in superior service. For example, CCSB is implementing a new tool that will dramatically reduce response time to service calls and keep real-time inventory on its vehicles. “We will know by the second who is closest to our customers, the shortest routes to take and if parts were used, when they will be re-issued,” explains Schmidtendorff, the company president.



### AT A GLANCE:

**Daniel Schmidtendorff, president/CEO**

**Current leadership since 2006**

**Founded:** 1976

**Location:** South Bend

**Primary business:** telecommunications

**Sites in Indiana:** 1

**Sites elsewhere:** 0

**Full-time equivalent employees:** 33 in 2009; 33 expected in 2010

**www.communication-co.com**



### AT A GLANCE:

**Neil Berman, president/CEO/owner**

**Current leadership since 1999**

**Founded:** 1999

**Location:** Indianapolis

**Primary business:** Internet marketing

**Sites in Indiana:** 1

**Sites elsewhere:** 0

**Full-time equivalent employees:** 21 in 2009; 25 expected in 2010

**www.delivra.com**

## Delivra

A pioneer in e-mail marketing, software and services, Delivra launched in 1999 as Neighborhood Lmail, but changed its name in 2005 to reflect its intense focus on delivery.

Delivra prides itself on offering both low-cost and personalized service in a highly commoditized industry. It caters especially to small and mid-sized businesses that are trying to affordably grow e-mail marketing efforts.

The company has innovated in three key areas:

- Providing e-mail campaign production and delivery support
- Tracking campaigns and measuring success
- Integrating new technologies, such as video and social sharing, into clients' e-mail marketing campaigns

In October 2009, Delivra implemented a blog and social media campaign that has been highly successful. In fact, Delivra's blog has become a primary driver to its web site. Since beginning the campaign, inbound leads have increased by more than 70%, and the company looks for 2010 annual revenue to grow by more than 30%.

## DWA Healthcare Communications Group

DWA Healthcare Communications Group develops educational and promotional programs for pharmaceutical companies, biotech firms and medical associations – helping the medical community stay up-to-date on new discoveries, medicines and treatments.

DWA distinguishes itself from competitors with its broad range of services. A few examples include: scientific writing, library services, continuing medical education (CME), compliance consulting, speaker bureaus, event planning, and multimedia design and development.

In addition, the company has built a proprietary data management system that enables it to monitor performance on several levels. The system collects detailed metrics of all programs that DWA develops, which aids in project analysis and planning future projects. It also provides important data needed for business projections, resource allocation and valuation.

DWA has also improved operations by embracing Lean Six Sigma, Balanced Scorecard and other strategic management systems. In 2008 it became the first company to have its organizational structure approved by the Accreditation Council for Continuing Medical Education.



### AT A GLANCE:

**Deborah Wood, CEO**

**Current leadership since 1994**

**Founded:** 1994

**Location:** Carmel

**Primary business:** educational services

**Sites in Indiana:** 2

**Sites elsewhere:** 0

**Full-time equivalent employees:** 143 in 2009; 147 expected in 2010

**www.dwahcg.com**