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**DAVID VS. GOLIATH: INDEPENDENT COMPUTER CONSULTANTS  
INNOVATE TO COMPETE WITH BIG CONSULTING FIRMS**

**New study finds that even smallest consultancies offer diverse services**

NEWARK, NJ -- June 10, 2006 -- If you think that a tiny consulting firm can't compete with a giant consulting firm, think again. The results of a study released at the 29<sup>th</sup> Annual Independent Computer Consultants Association National Conference shows that even the smallest independent computer consulting firms are innovating to respond to the global economy by relying upon a variety of relationships with external service providers, other consultants, and sub-contractors to increase the range and sophistication of services that they offer.

"Many consultants on the surface can appear as 'lone-wolves in fuzzy slippers,' said Joyce Burkard, Executive Director of the Independent Computer Consultants Association. "However when one looks deeper, we see sophisticated small business entrepreneurs leveraging as many as 25 categories of external service providers to operate and deliver business results for their clients." External service categories include virtual assistants, ISPs, insurance, banking, payroll services, and subcontractors.

While almost two-thirds of ICCA members provide consulting and advisory services in the areas of computer design, architecture, implementation, they also provide other services. These include contract programmers and temporary work; support and maintenance, product development and sales, training, ISP, hosting and Internet services. Other services that respondents noted include expert witness, coaching, event management, placement services, public speaking, technical editing for books, and custom hardware and software programming.

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### **David vs. Goliath: Independent Computer Consultants Innovate**

Seventy five percent of the consultants have over fifteen years of experience in their field, and have been in business an average of ten years.

The study, based upon a survey of 222 members of the Independent Computer Consultants Association ([www.icca.org](http://www.icca.org)), represented a greater than 25% response rate, which is statistically significant. It was conducted over late April and early May by strategic research firm Exponential Edge, Inc. ([www.exponentialedge.com](http://www.exponentialedge.com)) in collaboration with Business Advancement Inc. ([www.businessadvance.com](http://www.businessadvance.com)), a business performance consulting firm.

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About The Independent Computer Consultants Association: The ICCA, headquartered in St. Louis, MO and, founded 30 years ago with member firms and chapters across the United States, is a non-profit organization dedicated to serving its members and the information technology industry through the advancement of professionalism, knowledge, and learning. ICCA's mission is to support the success of independent computer consultants in providing professional services to their clients. The organization has a strict Code of Ethics and Standards and Practices for the members to follow.

About Exponential Edge, Inc.: EE, based in Palo Alto, CA, helps companies identify opportunities to ignite revenue growth and innovation through strategic research and next generation alliances

About Business Advancement Inc: BAI, based in Glen Rock, NJ, helps companies of all sizes going through extraordinary growth to align their strategy with execution so they can accelerate progress toward their key business objectives.