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J&B Technologies Named One of the Top 20 Businesses with Under 20 Employees

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BY JULIA PAULUS

John Kistler started J&B Technologies, which creates and sells computers, in 1993, his most difficult task was keeping up with technology. But although new technologies come out at a rapid-fire pace, Kistler and his team found a way to be successful in the ever-changing PC industry.

"Every week and sometimes every day a new product or idea would come out and try to revolutionize the PC industry," says Kistler. "Trying to pick the winners from the losers was impossible because the products and services were so wide and varied and so tied to each other. If you chose one product over another or one manufacturer over another, you had to make sure that everything worked well together, and trust me – back then almost nothing worked well together."

As Kistler's handle on PC technology grew, he was able to add to his business, which he bought fully from two other partners in early 1996.

"In 1997, we landed a really good technician from Rolla and were able to branch out into servers," says Kistler. "We slowly expanded into laptops but continued our core of PCs and servers. Today my wife, Cindy, and I have a top-notch crew of salespeople and technicians; and we still sell PCs, servers and laptops; and we still service all of the above. This past year we took the next step to remote service and managed services."

Today, with a team of 10 employees and greatly expanded services, Kistler makes sure the business concentrates on the customer.

"I tell my people that without customer service, there are no customers, and it seems that almost every week one of my guys will come to me with a 'I want to do this for so-and-so,'" says Kistler. "It makes me proud to see them go out of their way to take care of a customer. I'm not sure if this makes us outstanding, but each day we try to make a difference in our customers' lives."