

INC.

SYSTEMS

DRIVEN BY TECHNOLOGY

// BY CINDY FICORELLI //

PHOTOS BY // JESSICA HATTER PHOTOGRAPHY

Founder of INC Systems, the 41-year-old "accidental entrepreneur," as Hamp calls himself, provides this very simple description of what he does: "We help businesses use technology the right way for their success."

And to accomplish this undertaking, Hamp and his INC team work side by side with businesses to develop a detailed strategic plan that will help them truly understand the wisest use of technology to reach their goals efficiently and productively.

When local business leaders hear the name Aaron Hamp, "I know what they're going to say next about me," he says with a large and genuine smile. "And it's time to change that old perception." He confirms, "Yes I was 'that techy' guy," but he goes on to explain what that really means to businesses seeking the help of his company.

HOW DID INC SYSTEMS BEGIN?

"When I first started the business in 2004, I would take on any job or project that was related with technology whether or not I even knew what it was. I was just good at figuring things out and fixing them, plus I had a genuine love of all things techy. I also believed from the beginning that client satisfaction was more important than profits, and this is still something we live by today. This may have been part of the reason I lived in the office for almost the first year but has really paid off in the long run."



WHAT IS A TYPICAL DAY LIKE FOR YOU?

"My days are much different than when I started. I don't personally do support anymore as I leave that up to my amazing team. My role is focused on building our business and consulting our clients to help build theirs. I am very active in the community and attend a ton of networking events as well as being involved with many charitable organizations. One thing I am most proud of is my involvement with the YMCA of Greater Flint, where I currently serve as the board president."

WHAT MISTAKES DO YOU SEE BUSINESSES MAKE WITH TECHNOLOGY?

"Often, we see businesses with technology they think they should have for one reason or another, but they tend to try and make the wrong technology fit with what they want to achieve. They continue to dump money into trying different solutions without a solid plan and they end up wasting a lot of time and resources, ultimately not finding what is best for them."

"A dentist, for example, is in the business of making beautiful smiles. They might buy technology that a vendor recommends as the latest and greatest on the market, but may not be the best for their specific business. Like any business, they need to eliminate inefficiencies and downtime, ensure all of the information is completely secure and available and make certain all important data is backed up correctly. These are a few of the things INC will do for our clients – providing worry-free technology that matches their needs. In the long run, INC also will save a company time, money and make their work life much better."

Aaron Hamp // Founder of INC Systems

FOUR CORE VALUES

EVERY EMPLOYEE LIVES BY:
HEART // OPEN-MINDED
PROACTIVE // EXCELLENCE

WHAT BENEFITS DOES INC SYSTEMS PROVIDE?

"We provide all the benefits of an entire IT department at a fraction of the cost along with a 100 percent no-hassle satisfaction guarantee. One situation where INC Systems really shines is helping a business that has a single person responsible for the IT systems. In most cases, this person is not managed effectively, is devoting most of their time fixing problems rather than preventing them, is limited by their own experience and skill, cannot provide 24/7 service and does not have the benefit of working with a team to brainstorm the best technology solutions for that business.

"Our purpose remains steadfast – to provide the right technology solution for a business to achieve success and sustain success. Once a business has the right technology in place and a comprehensive plan to maintain it, success is much easier to come by. So many of our clients tell us they achieved far more than they ever thought they could because they had the right resources and were using them the most effective way possible. Another important piece is our dedication to serving our clients' people; they always come first – even before the technology."

WHY DO THE PEOPLE COME FIRST?

"People make companies successful. Technology is simply the tool they use. If you put technology first and the people second, you will create unnecessary roadblocks to success. It's like giving your grandmother a smartphone because it is cool and new when all she really needs is to make phone calls. The frustration and confusion caused could have been avoided by simply knowing what she really needs and getting the right tool for the job, which in this case would be a simple flip phone. This is why the INC team dedicates so much time to learning about a company first."

WHAT'S YOUR PROCESS?

STEP ONE

... is a discovery meeting designed to help us learn about the nature of the business while giving them a chance to get to know us.

STEP TWO

... if we both decide to move forward, is a network assessment which provides an overall picture of the equipment and software currently being used.

STEP THREE

... is a detailed analysis and recommendations created by our team to maximize technology in key areas of the business.

STEP FOUR

... is executing on the items that help the client reach their goals.

HOW DID YOU GAIN THE KNOWLEDGE NEEDED TO RUN AN IT BUSINESS?

"It's my dedication to learning. Every mistake is a tremendous learning opportunity for my company and me, so through the years we have been committed to never making the same mistake twice. I also read a lot of books and information on many topics and apply what I learn to both INC Systems and the companies we're helping.

"One of the best things I have done to learn and grow is joining a national peer group composed of very similar businesses. Every week we video chat to discuss the goals we have set for ourselves and our business. We review those goals and are held accountable to those goals. And every quarter, we meet in person for two full days to discuss our business plans, strategies and financials. I've learned more from this group than I ever could have on my own."

WHAT IS THE KEY TO YOUR SUCCESS?

"Having an incredibly talented team of smart, dedicated and personable people all rowing in the same direction. We have a clear purpose and defined values, everyone on our team knows what success looks like and I make sure they have all the resources to achieve it. And once you have the right people and the right vision, it is amazing what can be accomplished by just getting out of the way. I'm lucky to have such phenomenal people to work with and I am truly excited for what the future will bring to all of us!"



INC Systems is located at 10761 S. Saginaw St., Suite H, Grand Blanc. For more information, call the team at 810-213-2020 or visit inc-systems.com.



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INC Systems actually is our chief information officer. They are responsible for providing support and strategic recommendations for our hardware and software so we can provide the highest quality products and services to our customers. INC Systems has adjusted based on our growth and the changes in technology in our industry.

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– MATT CRAMER,
PRESIDENT, DEE CRAMER –

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Aaron was sensitive to the fact that we are a nonprofit, and the more dollars we spend on IT means less dollars we can spend on our kids. The INC Systems team are good people who really take the time to understand what is going on in our business and what we need.

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– TAUZZARI ROBINSON, CEO,
BOYS & GIRLS CLUB OF FLINT –

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With a fast-paced business such as ours that is driven by technology, it is imperative we are operating at 100 percent, 24/7/365. Since we hired INC Systems in 2009, we have grown together with the changing tech world to stay at the top of our industry. We lean on Aaron and his well-assembled team for direction and vetting of large projects.

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– MATTHEW ROZEN,
DIRECTOR OF BUSINESS
DEVELOPMENT, STAT EMS –