

# ANTEO NEWS

PASSIONATE ABOUT PEOPLE

ANTEO NEWS

Anteogroup.

Fall Edition

Volume I Issue 4

## Anteo Group Celebrates \$12 Million Mark and 2 Yr. Anniversary

Anteo Group announces reaching \$12 million in sales after only two years.

Anteo Group was founded by Dion DeLoof and James Yeagle in June 2002 in Atlanta with a focus on providing quality ROI and IT staffing services while maintaining personal relationships with clients and consultants. Although the papers were signed in June, Anteo Group's founders did not start making the first sales calls until August.

"We can't thank our clients and consultants enough for our continued growth," said Anteo Group President Dion DeLoof. "It has really been our client and con-

sultant referrals that have enabled our growth. We are continually grateful for the trust they place in us."

In the past two years, Anteo Group in Atlanta has built and maintained client relationships with small companies of 20-50 people up to Fortune 500 sized companies such as ADP, Earthlink, CNN, Weather Channel, Harland, Global Payments, Connecture, Golden Coral, Macquarium, Mercedes-Benz, Matria Healthcare, Summit National Bank, Chugach Electric, Amvescap/Invesco, and many more.

Anteo Group's London office opened in April 2003 and has

already launched projects with Time, Ralph Lauren, Walker Greenbank, Systematic, Sun Chemical, and MIS UK. Recently, Anteo Group UK opened a new office in central London due to customer demand.

In addition to the extensive client list, Anteo Group's internal employees have increased 300% since 2002 and external consultants are increasing exponentially on a daily basis. Anteo Group also launched a Marketing department in November of 2003 and was named one of Entrepreneur Magazine and Dun & Bradstreet's Hot 100, America's Fastest Growing New Businesses, in June 2004.

## Market Fast Facts

### Bureau of Labor Statistics of the U.S. Department of Labor

According to the Bureau of Labor Statistics on 7/20/2004, "Median weekly earnings of the nation's 101.3 million full-time wage and salary workers were \$639 in the second quarter of 2004. This was 3.7 percent higher than a year earlier, compared with a gain of 2.8 percent in the Consumer

Price Index for All Urban Consumers (CPI-U) over the same period."

### Why Work Abroad?

Monster conducted a survey of nearly 1200 Europeans, 700 being British. When surveyed as to why persons would work abroad, almost half of Brits answered for quality of life, while

the overall European survey results show that experiencing a new culture or learning a new language is the number one reason for moving abroad. According to the Monster survey, the Swedes topped the list with over half (51%) of respondents choosing quality of life as the number one reason for working abroad.

### Inside this issue:

Entrepreneurs: Getting the Most from Your People	2
Open Source Can Help Your Bottom Line	2
Anteo Group Expands PeopleSoft Practice	3
Accelerate Your Competitive Advantage	3
Tips of the Trade – Keep Yourself Marketable	3
Entertainment Means Business in Georgia	4

Visit us on the web at  
[www.anteogroup.com](http://www.anteogroup.com)

## Entrepreneurs: Getting the Most from Your People

By Dion DeLoof, Anteo Group President



"Past success and performance is a predictor of future success and performance," said DeLoof.

For entrepreneurial companies, it's the people who most often spell the difference between success and failure. Take the start up with a phenomenal new technology – thousands of companies like that have failed for lack of leadership to motivate the talented workers necessary to exploit the technology.

Leverage actually begins long before the hire; it must be a part of the entire process of bringing workers on board. Consider that the cost of hiring is often underestimated. Bringing efficiency into that endeavor is critical. You can take steps to shorten the proc-

ess dramatically, while at the same time upping your chances of hiring the best candidate.

First, identify the traits you believe the person should have. Next, if you are interviewing more than two people for a mid-level position, you need to streamline. Finally, gauge the prospect's attitude. At Anteo Group, we live by a dictum that is, in turn, a given among our clients: "Past success and performance is a predictor of future success and performance."

Once the hire is on board, the emphasis turns to managing for leverage, assuring that the com-

pany gets the most from the best. In doing so, don't underestimate the power of employee recognition.

In addition to a fair salary and benefits, which are bottom-line essentials, the company must employ the powerful tool of making people feel appreciated.

Hiring effectively and managing efficiently enables entrepreneurs to dramatically reduce the amount of time it takes to recruit and bring on people while increasing their productivity on the job.

A final word to the wise is: **Hire thoroughbreds and let them run!**

## Open Source Can Help Your Bottom Line

By: Ken Lancaster, Anteo Group Senior Java Consultant

Open Source Software (OSS) presents a largely untapped potential competitive advantage for many companies in today's budget conscience IT sector. Linux has contributed greatly to the adoption and success of OSS. Companies such as IBM, HP, Red Hat, Oracle, and recently, Novell, have invested in and legitimized the use of Linux and OSS for enterprise applications.

Today Linux is rolling onto the IT corporate landscape. Riding on its coat tails are a number of high quality open source alternatives that help companies save millions of dollars and become more nimble in today's competitive market place.

There are many solutions around open source platform applications and utilities helping companies cope with increasing IT infrastructure, application and development tools costs.

Below are some examples of open source solutions being used today by many IT and development shops:

- Eclipse
- JBOSS, Jonas, Jetty, Tomcat
- MySQL
- OpenOffice
- CVS, WinCVS
- BugZilla
- Apache Web Server

That is just a sampling of the wonderful solutions available to the IT and development community. Are you wondering how your company can take advantage of this vast potential? The answers may be walking around your IT shop.

Most Developers and IT professionals are well aware of the potential open source solutions available to a given problem space. Managers who may have overlooked OSS in favor of commercial solutions need only ask and encourage a dialog on how an OSS strategy can suit your company's needs.

**"OSS presents a largely untapped potential competitive advantage"**

## Anteo Group Expands PeopleSoft Practice

By Katy Walker, Anteo Group Director of Marketing

Anteo Group announces the expansion of its PeopleSoft Practice to include project-based services for PeopleSoft Human Resources/Payroll and Financial Management applications.

Historically, Anteo Group's PeopleSoft Practice encompassed providing PeopleSoft specialists to small, mid-sized and

Fortune 100 clients. Anteo Group is now expanding its practice to include small and mid-sized fixed priced, delivery-based PeopleSoft projects in the following areas:

- \* Extending and enhancing existing applications
- \* Adding new applications
- \* Upgrading applications

"While we have been staffing PeopleSoft consultants for the past couple of years and will continue to do so, we decided to expand our PeopleSoft practice due to increased customer demand," said Anteo Group Co-Founder and Director of Sales James Yeagle.

**"We decided to expand our PeopleSoft practice due to increased customer demand."**

## Accelerate Your Competitive Advantage

By Todd Miechiels, Medium Blue Managing Partner

Let's face it – there is quite a buzz surrounding search engines as clients, vendors, competitors, journalists and just about everybody uses them. Companies can reap the benefits of increased search engine usage by implementing a search engine marketing strategy.

A common misconception is that if you don't sell your products online (e-

commerce), then search marketing isn't for you. In fact, B2B companies with long sales cycles and high average sales are increasingly using search marketing as a cost-effective way to fill the top of the sales pipeline with pre-qualified potential customers.

As with any marketing program, proper strategy, execution and a commitment to measurement

and improvement are vital. Research how other companies are using this medium to fuel growth. There are some excellent resources out there, including [searchengineguide.com](http://searchengineguide.com), [marketingprofs.com](http://marketingprofs.com), and [seotoday.com](http://seotoday.com).

Chances are, your competition is also evaluating this opportunity. Don't get left on the sidelines!

## Tips of the Trade—Keep Yourself Marketable

By: Lynn Perry, Anteo Group Recruiter

Whether you are working right now or looking for that next great opportunity, it is important to keep yourself marketable and keep your skills up-to-date to thrive in this industry. Here are some tips to help...

1. Pursue an advanced degree or vendor certification. Courses add to your resume, but more importantly, they will keep you chal-

lenged.

2. Research your industry for trends and gaps in the market and expand your skill set accordingly.

3. Expand your contacts through user groups and other professional organizations.

4. Improve your "soft" skills. Most of the time, people get promoted because of communi-

cation and management skills, not tech skills.

5. Use your technical skills in a volunteer capacity. You will learn more, meet new professional contacts, and feel good about yourself, while adding to your experience. Try [www.volunteermatch.org](http://www.volunteermatch.org) or [www.gcn.org](http://www.gcn.org).

6. Keep in touch with old bosses and coworkers.



"Most of the time, people get promoted because of communication and management skills, not tech skills," said Perry.

**Anteogroup.**

United States:  
 1372 Peachtree Street  
 Suite 201  
 Atlanta, Georgia 30309  
 Tel: (404) 897-5152  
 Fax: (404) 897-1920  
 Email: info@anteogroup.com

United Kingdom:  
 45 Beech Street  
 London  
 EC2Y 8AD  
 United Kingdom  
 Tel: 0207 953 9760  
 Fax: 0207 953 9764  
 Email: ukinfo@anteogroup.com

**About Anteo Group**

Anteo Group is a leading Atlanta and London based ROI Consulting, project based Information Technology Staffing, and PeopleSoft Consulting Company. Anteo Group leverages over 30 years of experience in the Technology and Technology Staffing Industries.

After building businesses in the US and Europe, Anteo Group's leaders have refined a ROI proprietary software analysis tool and methodology known as Economic Modeling and Methodology (EAMM™), a Staffing Engagement Requirements Definition and QA process as well as a PeopleSoft Implementation Methodology.

Visit us on the web at  
[www.anteogroup.com](http://www.anteogroup.com)

**Entertainment Means Business in Georgia**

**By Greg Torre, The Georgia Film, Video & Music Office Director**

Viewed outside the lens of Entertainment Tonight and the glitz of the Oscars, the entertainment industry generates significant financial impact, employment, creative opportunity, media exposure and tourism. One of the first states in the U.S. to establish a recruitment office aimed at the television and motion picture industry in 1973, Georgia has been joined by over 350 similar offices worldwide. In addition to feature film and television movies, music videos, over 180 television commercials are shot in the state each year thanks to the dozens of nationally and internationally companies headquartered in Georgia that rely on commercial spot production as a part of their marketing campaigns.

Increasing opportunities in game

development, animation and internet-enabled entertainment point to the future of the film, video and music industries as technology and entertainment merge.

One of the first computer-generated animation feature films produced in the U.S. outside of California was created by Fathom Studios, a local production company. Another Georgia-based entertainment technology company (Klaus Entertainment) is developing the leading platform for creating and running massively multi-player online (MMO) games. Georgia Tech's GVU Center, UGA's New Media Institute, GSU's DAEL and the Savannah College of Art and Design along with dozens of other schools and organizations throughout the state are educating students with an

eye toward visual entertainment and distribution avenues that include cell phones, PDA's and home computers.

Georgia's music industry is a natural complement to its motion picture and television industry. With residency in New York or Los Angeles no longer a requirement for success, Grammy-winning artists and groups that call Georgia home include OutKast, Usher, Alan Jackson, R.E.M., Jessye Norman, the B-52s and India.Arie. Legendary songwriters, renowned producers, top recording facilities and world class engineers provide the glue (and the groove) that can bring together a hit CD. A recent Georgia State University study on the impact of the recorded music industry pointed to a \$1 billion in economic impact to the state.