

The Fast & The Furious

Micro League

By [John Longwell](#)

Ranking: 4

Growth: 538%

Top Executive:
Ned Yousefzadeh,
President

Location:
Los Angeles, Calif.

2005 Net Sales:
\$6.3 Million

At first glance, it's hard to put your finger on just what exactly has been driving the success of Micro League, a seemingly typical jack-of-all-trades solution provider on Santa Monica Boulevard in West Los Angeles.

Maybe it's the neighborhood's thriving entertainment industry and bevy of small businesses housed in posh digs at nearby Century City.

Or it could be the robust [CRM](#) system it has developed over the past few years. Or the 24-hour [call center](#) it opened in the Philippines.

Taken separately, there is nothing truly unique about any of those initiatives. Nor is Micro League's business strategy a major revelation: The company strives to groom a loyal base of repeat [SMB](#) customers by providing highly responsive customer care, one-stop shopping and a full plate of technical services.

Still, Micro League has achieved notable growth, with sales rising 538 percent over the last two years to \$6.3 million in 2005. President Ned Yousefzadeh, who founded the business 18 years ago at age 21, couldn't single out any one factor, either. "The unique thing about Micro League is we are a complete all-around solution provider," he says.

But the company's growth was not accidental. Yousefzadeh says his company has been laying the groundwork over the past four years. "This was a long-term plan—a lot of meetings, trips to Asia—and we're ready at this point to go after a bigger piece of the market," he says.

The company's technical services have been a part of the plan—from network integration to [telephony](#) to network integration and security. Service revenue has climbed from 30 percent of revenue to 35 percent, Yousefzadeh says.

But while its service business is growing faster and is more lucrative than its product sales, the company still views hardware as important. "We don't want the customer to go somewhere else," he says. "Even though hardware might not be profitable, we still gladly sell the product and gladly service it."

Indeed, the company still builds custom systems and is known locally for its [printer](#) sales and services sales. But those legacy businesses, while growing organically, are not something the company is aggressively driving, says Leo Shafranovich, who manages the company's sales. "Our strategic initiative is to deliver the best service to our customers we can and provide the best advice we can," he says. In the end, it all seems to come back to the simple mantra of meeting customer needs.

And it certainly seems to be working. Longtime [client](#) Antares, Los Angeles, operates its vending machine franchise business on Micro League servers, backs up data to Micro League's [data center](#) and occasionally calls on the solution provider for Web development services. "I trust them. I believe in them," says Dimitri Yazbek, IT director at Antares.



Micro League,
Los Angeles

Company	Micro League, Los Angeles
Top Executive	Ned Yousefzadeh, President
Rank By 2005 Units	46
2005 Units Built	870
Rank By % Chg. From '04	13
% Change In Units Built	29.9%
Desktops, Workstations	250
Notebooks	120
Servers	300
Storage Systems	200
Other Units	0
Primary Business	System Builder
2005 Revenues	\$15M
Employees	27
Year Founded	1988
Primary Distributors	Ingram Micro (NYSE:IM), Synnex (NYSE:SNX), Tech Data (NSDQ:TECD)
URL	www.microleague.com
Phone	310-450-2708