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Legendary Franchisor Puts TeamLogic IT on Unprecedented Growth Path

Franchise Services, Inc.'s IT Concept Connects with Transitioning Corporate Professionals; Expands 30 Percent in Past 18 Months

July 06, 2011 // Franchising.com // MISSION VIEJO, Calif. – An icon of innovation and symbol of success in the franchise industry is applying its unrivaled expertise to a rapidly expanding information technology (IT) services concept.

Franchise Services, Inc. (FSI), the renowned print and marketing services franchisor with well-known companies such as Sir Speedy in its portfolio of brands, has TeamLogic IT on a fast track to industry dominance. Launched in 2005 at FSI's Mission Viejo, Calif. headquarters, TeamLogic IT is undergoing its most robust growth phase yet. The concept has expanded at a 30 percent clip during the past 18 month-period and has plans to open more than 15 offices within the next six months. By the end of the year the company forecasts more than 65 locations operating throughout the United States.

"This is only the beginning," said Chuck Lennon, president of TeamLogic IT, who is also the vice chair of CompTIA, a non-profit trade association advancing the global interests of IT professionals and companies. "TeamLogic IT has been a very exciting business for us because the client base for IT services is so broad. So, regardless of whether a franchisee's office is located in a major city or a secondary market, there's a lot of business out there. Small businesses today have a strong dependency on technology and our franchisees have an opportunity to fulfill this huge, pent-up demand."

TeamLogic IT has its sights set on U.S. franchise growth, with specific markets targeted in Colorado, Illinois, Texas, Maryland and Washington. Ideal franchisees should have mid to senior level executive experience in IT or other industries, and must have strong management and communication skills. Affordable and complete with comprehensive initial and ongoing [training](#), the average start-up costs for a single territory can be between \$99,000 and \$122,000, with a franchise fee of \$40,000.

"TeamLogic IT franchisees are not technicians. Rather, they are business owners who are excited about running a business with services that are in very high demand," said Lennon, commenting that a strong ability to follow systems will set the stage for success. "At TeamLogic IT, we understand the importance of supporting entrepreneurs with ongoing training, research and development, marketing and sales solutions and more. That's why we've assembled the best franchise support team in this industry that's absolutely dedicated to helping our franchisees and supporting them in reaching their goals."

Throughout his 20-plus years with FSI, Lennon has seen firsthand how franchises such as TeamLogic IT can build tremendous momentum. He began his career in franchising as a Sir Speedy franchisee at the age of 28. After several years of running his own business, he transitioned into working for corporate on a regional basis and eventually heading marketing strategies at the company's headquarters. Don Lowe, the longtime chief executive officer of FSI, recognized Lennon's leadership skills and tapped him to head up the creation of TeamLogic IT.

Together, Lowe and Lennon saw the remarkable potential for TeamLogic IT. According to Gartner, a research company for the IT industry, the market for outsourced IT is expected to grow to \$16.9 billion during the next few years. Gartner also reports that system downtime will continue to grow for firms that don't take proactive [security](#) steps. These factors create a great opportunity for TeamLogic IT's nationwide network.

A leading national provider of comprehensive computer-based services for managing IT at today's small and medium-sized businesses (SMBs), TeamLogic IT allows SMBs to have the support of an in-house IT department at a considerably lower cost, making the franchise well-poised for today's economic environment.

"In today's economy, many SMB owners can't afford downtime due to technology failures or disasters," said Lennon. "At TeamLogic IT, we consult SMB owners without all the techie, hard-to-follow computer speak. Instead, our franchisees act as outsourced business advisors, presenting cost-effective, smart technology solutions to meet the needs of their clients using language every business owner can understand."

By focusing on preventing IT disasters through its unique managed services program called SystemWatchIT®, TeamLogic IT has become the trusted "IT Partner" for thousands of SMBs throughout the United States. Its nationwide network of locations provide outsourced IT services that address the needs of most computer networks and systems, including networking, [security](#), data, and email services, as well as [hardware](#) and software support. Each office offers a variety of consultation and preventative maintenance services that previously had only been available to larger organizations. All services are engineered to meet a

TeamLogic IT »

TeamLogic IT is a nationwide network of computer consultation, maintenance and repair businesses providing outsourced IT services to thousands of businesses throughout the United States.

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company's specific operational needs, while taking into consideration their available technology and future growth plans.

"We're in the business of keeping SMB owners and management at ease about their office computer systems," said Lennon, adding that SMBs throughout the nation spend too much time worrying about technology rather than focusing on the growth of their business. "We work closely with each client to make sure that their technology needs are met and provide round-the-clock monitoring of their systems."

For further information regarding TeamLogic IT or its franchise opportunity, visit <http://www.TeamLogicIT.com/>.

About TeamLogic IT

TeamLogic IT is a leading national provider of comprehensive computer-based services for managing information technology (IT) for today's small and medium-sized businesses (SMBs). With more than 50 offices nationwide, TeamLogic IT provides outsourced IT services that address the needs of most computer networks and systems, including networking, security, data, and email services, as well as hardware and software support. By focusing on preventing IT disaster through its unique managed services program called SystemWatchIT®, TeamLogic IT has become the trusted "IT Partner" for thousands of SMBs throughout the United States. TeamLogic IT is owned by Franchise Services, Inc. (FSI), a management company that owns the franchise brands Sir Speedy, PIP Printing and Marketing Services, Signal Graphics and MultiCopy. For further information regarding TeamLogic IT, visit <http://www.TeamLogicIT.com/>. For further information on the TeamLogic IT franchise opportunity, visit <http://www.franserv.com/TeamLogicIT/>.

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