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Friday, July 3, 2009

'I want to understand your business,' ILogic chief says

The Business Review (Albany) - by [Michael DeMasi](#)

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Kenneth Yanneck, president of **ILogic Inc.**, doesn't just nod his head when a prospective client asks for the latest and greatest communications technologies.

Sure, that would be an easy sale.

But Yanneck said it would likely be his last sale if the customer didn't really need the costly

hardware or software.

"I want to understand your business," Yanneck said. "I want to build some type of expertise and knowledge for what you want to achieve as a business manager."

ILogic has repeatedly used that philosophy to build the roster of customers who rely on the Latham-based company for its telephone systems, network security, wireless applications, and other voice and data needs.

Today, eight years after its founding, ILogic has a few thousand clients in the health care, higher education, government, financial services, hospitality, gaming and manufacturing industries.

Corporate revenue from operations in the Capital Region more than doubled from 2004 to 2008, rising from \$16.6 million to \$36.7 million.

While that growth is enviable, Yanneck is more impressed by what ILogic has done in markets outside Albany—western New York, eastern Pennsylvania, West Virginia, eastern Ohio, Vermont and New York City.

Last year it had nearly \$20 million in sales in those areas. In 2004, the number was zero.

"I think our success is really evident in a lot of the things we've been able to accomplish in terms of revenue, customer acquisition and brand recognition," he said.

One of its local clients is **Community Care Physicians**, a network of more than 200 doctors and other health care providers in 40-plus clinics.

With the help of ILogic, Community Care embraced Voice over Internet Protocol five years ago, before the telephone technology became a widely used alternative to copper wires.

"ILogic was able to complete that roll-out ahead of schedule and change the way we look at traditional telecommunications," said Sumeet Murarka, chief technology officer at the physicians' network. "They also stayed with us on a day-to-day basis for two years to bridge the adoption gap."

Quick info

ILogic Inc.
Headquarters: Latham
Industry: Communications technologies
Employees as of 2008: 55
2004 revenue (local): \$16.6 million
2008 revenue (local): \$36.7 million
2004 revenue (company wide): \$16.6 million
2008 revenue (company wide): \$54 million



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ILogic's Kenneth Yanneck sits in front of a videoconferencing system the company both sells and uses to communicate with its other offices.

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