

CEO & Owner Sonia Ferrera talks about Southeast Computer Solutions' success

By Lynn Carroll

LC: *In a volatile industry, Southeast Computer Solutions has stayed in business for 24 years. What's your secret?*

SF: I think one thing that sets us apart is our service. Most of our competitors are open 9-5, but clients who do software implementations work after hours and on weekends. When I started this company I was 19, because I was young and fighting against some bigger companies, I decided to have a 24-hour hotline and give everyone our cell and home numbers, so we are always available. We still go that extra mile.

LC: *What services does Southeast Computers offer clients?*

SF: We can provide all of our clients' software needs – accounting, inventory control, human resources, payroll, manufacturing, you name it. We will not only help them find the right solution but customize it and hold their hand while we install it, train them, and perhaps integrate the software with other applications. We also provide IT services. Sometimes when there's a problem with software or a virus, everybody starts looking for who to blame. We say, stop the finger-pointing and give us a call. We're a one-throat-to-choke operation. If the problem is not within our expertise, we have affiliates who can help.

LC: *How do you retain employees in a very competitive industry?*

SF: I understand that our employees have personal lives, and I'm flexible with their work schedules. I don't care when they come in or leave, as long as they do their job well. SCS is like one big happy family. We have company dinners, parties and an internal newsletter. Many of our staff members have been here 10 years or so. When they hit their 10th anniversary they get a Rolex. When we have a good year we are able to compensate our employees with big bonuses. When we're doing well, we share with the community as well. We donate to several charities, such as The Leukemia and Lymphoma Society, Kids in Distress and Sheridan House, which helps single mothers get on their feet. We're also involved in local chambers of commerce and the Aventura Marketing Council.

Southeast Computer Solutions is located in the White House Building at 15165 NW 77th Ave. Suite 2009, Miami Lakes. For more information, call (305) 556-4697 or visit www.southeastcomputers.com.