



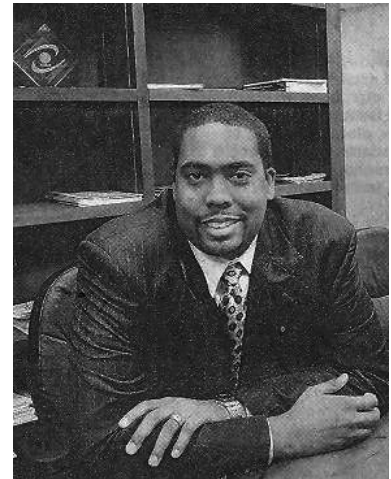
BUSINESS: MY BIG BREAK

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Following Dad's advice has been a path to success

My father was a hard worker who instilled in me and my siblings the importance of challenging the status quo. No matter what, he always said: If you listen to and act on your instincts to do the right thing, then success will follow. I took his advice to heart and, ultimately, Dad's encouragement led to my big break: launching my company ENTAP, a technology consulting services firm, in 2004.

I spent the early part of my career working for large IT organizations that made decisions based solely on the bottom line, yet I was trying to live by my father's principles. I got frustrated that I couldn't contribute to developing better solutions for our customers and finally realized I would have to create my own business if I wanted to work in an environment that "does the right thing." And for me, that means encouraging and rewarding excellence and always listening to the client to ensure customer satisfaction.



Tracy E. Barnes

Job title: Founder and chief executive officer of ENTAP Inc.

Duties: Barnes is responsible for setting ENTAP's customer service standards, strategic direction and long-term growth plans.

About the company: ENTAP is an IT consulting and business process outsourcing firm that specializes in the enterprise integration of financial, human resource, supply chain and customer relationship management applications and systems.

Experience: Barnes previously worked at Butler University.

Education: Bachelor's degree from Butler University.

Personal: Barnes and his wife, Heather, have four children. He is a board member at Butler University, Harrison College and president of the board for Stonegate Early College High School.

I firmly believe that no matter what industry you're in or the size of your company, customer satisfaction is a key performance indicator that should be measured right alongside revenue and cash flow. Through ENTAP, I have learned that customer satisfaction can be a competitive advantage and a business accelerator. On the flip side, poor service leads to bad relationships and lost revenue.

Forming ENTAP was an eye-opening experience. I finally had the opportunity to set standards for performance and a code of conduct that meet my extremely high expectations. When I launched the company, I wondered, would success follow?

Working for other companies, I witnessed clients looking for alternatives to the large providers because they felt as though they were being lost in the shuffle. I recognized their discontent and seized the opportunity to focus on providing large-scale expertise and services with a small-business, customer-focused approach.

I assembled a team of the industry's most talented business process and IT professionals who share my values. Over the past six years, my employees and I have quickly grown ENTAP into a successful, multimillion-dollar organization that serves private and public sector organizations across the globe. Together we have proven that if you do the right thing, success will follow.