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Advanced Solutions eyes sales growth, new markets

Premium content from Business First - by Steve Ivey, Staff writer

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Advanced Solutions Inc., a Louisville technology reseller, is expanding its geographic footprint and its local sales staff.

Advanced Solutions sells software developed by Autodesk Inc. to the manufacturing, architecture, engineering, construction, media and entertainment industries and provides training and support.

Michael Golway, CEO of Advanced Solutions, said more companies have sought the software and service as they seek ways to do business more efficiently.

"We are always looking to help our customers integrate technology into their work flow," he said.

New markets coming online

Advanced Solutions expects 2011 revenue of about \$28 million, up from about \$23 million last year, Golway said.

Among 200 resellers of Autodesk technology across the country, Advanced Solutions had the best performance during the first quarter of Autodesk's fiscal 2012, Autodesk officials announced recently.

Advanced Solutions has about 3,000 clients across the region, Golway said, making it the second-largest Autodesk reseller in North America.

To accommodate continued growth, the company recently opened sales and support offices in St. Louis and Cleveland. Those new locations follow an expansion into Pittsburgh late last year, bringing the total number of satellite offices to 13.

"The plan is to have at least four employees in each of those (new) offices," Golway said.

In addition to the market expansion, Advanced Solutions aims to add about 10 employees to its sales staff at its Louisville headquarters.

Founded in 1987, Advanced Solutions has 40 employees in Louisville and 86 companywide.

In any of its 14 markets, Advanced Solutions faces competition from other Autodesk resellers, he said. But the company often is the only "Gold Partner" certified by Autodesk, and the company plans to pursue "Platinum Partner" status recently created by Autodesk. Those designations indicate resellers with higher levels of expertise.

Manufacturing clients remain strong

Much of the recent growth has come from the manufacturing sector, Golway said.

Although traditional manufacturing has been hit hard by the recession, Golway said, advanced manufacturing remains relatively strong. And the technology Advanced Solutions provides helps these companies do business less expensively, he said.

For example, the Autodesk software aids with three-dimensional modeling. Those models can uncover design flaws or other problems before prototypes are built.

"You make your mistakes on the computer, rather than investing the capital and finding out there's something wrong," Golway said.

Advanced Solutions also has begun working with clients' sales teams, showing them how they can use computer models as part of sales pitches.

Firms receive software training

One of Advanced Solutions' largest clients locally is Lockett & Farley Architects, Engineers and Construction Managers Inc.

David Bratcher, a drafter and computer-aided design support specialist at the firm, said his company has worked with Advanced Solutions for at least 15 years.

The software is an added value for Bratcher's clients, he said, because the models created with Autodesk software can be passed on to building owners in case they need to replace mechanical or other systems later.

And, he said, the firm subscribes to Advanced Solutions' one-year training program, for which Advanced Solutions charges \$1,995. Attending individual training classes through other providers could cost more than \$5,000 a year otherwise.

"They provide us all the support on the occasions we can't figure things out on our own," Bratcher said.

Advanced Solutions Inc.

Type of business: Resells Autodesk Inc. software for the manufacturing, architecture, engineering and construction industries

CEO: Michael Golway

Address: 1901 Eastpoint Parkway, Suite 301

Local employees: 40

Satellite offices: 13, including recent additions in St. Louis and Cleveland

Annual revenue: \$28 million

Web site: www.advancedsolutions.com

Send comments to sivey@bizjournals.com.