

THE TEMPE REPUBLIC

ARIZONA STATE UNIVERSITY • GUADALUPE

WEEKEND EDITION, APRIL 7, 2007

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SECTION TR

BEHIND THE SIGN

Siblings want to build long-term relationships with clients

By Kathie Price
SPECIAL FOR THE REPUBLIC

Business: Atmosphere Solutions.

Kind of business: Information technology services.

What it does: Provide complete IT expertise to meet the computer and technology needs of small- to medium-size businesses as a less expensive option to hiring a full-time IT staff.

How it does it: Business is obtained through referrals and use of technical salespeople. Initial evaluation includes understanding the client's business, what it does and where it is going. It gives customized proposals with options and educate the client on preventing the same problems or how to use equipment more efficiently.

Products/services: Hardware procurement, technical



CATHERINE J. JUN/THE REPUBLIC

Asha Wadher and her brother, Vishal, own Atmosphere Solutions, an information technology services business in Tempe.

support, network administration, Web design, Web hosting, e-mail, custom software development for business processes, Web-based security camera system, inventory

management solutions and Internet marketing such as search engine optimization and pay-per-click marketing.

Customers: Small to medium-size businesses such as

Atmosphere Solutions

Where: 600 E. Baseline Road, Suite B-6, Tempe.

Hours: 8 a.m. to 5 p.m. Monday through Friday; available at other times for emergencies for existing clients.

Information: (602) 324-3489, www.atmosol.com.

law firms, retail stores, financial firms, general businesses and mortgage companies.

Employees: Fulltime and contract employees that specialize in specific IT areas such as certified technicians, licensed and bonded electricians, software designers.

Owner: President and founder Asha Wadher, 32, was born in India. She graduated from Arizona State University and worked in the hospitality industry but wanted her own business.

Beginnings: Founded in March 2005. Asha and her

brother, Vishal, 28, decided to combine his passion and knowledge of technology with her expertise in business, customer service, finance and marketing. Vishal is the chief technology officer.

Secrets of Success: Knowledge of target industries and internal systems differentiates them from companies that provide only one service, Asha said.

"A lot of technicians try to mystify what they do, for job security I guess," Asha said. "We pride ourselves in having a long-term relationship, a partnership. If you think of the client, all the rest is a domino effect."

News flash: They plan to move into a larger space in a few weeks to accommodate development of software applications scheduled for launch within four months.

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