



Press Release

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IT Companies are Still Having Fun

Cutting-edge technologies. Halloween parties. Casual dress. Flag football. Pulling all-nighters. You must be talking about life in IT in 2000, right?

Wrong. Despite the perception of IT shops as going downhill fast, Iowa's technology community is hanging on and enjoying the ride. Iowa IT companies such as AURA Consulting in Urbandale have seized upon the changing economy as an impetus to make the changes needed to succeed.

"Make no mistake – it's much harder this year. Many companies in our market have tightened IT budgets or eliminated new projects altogether," says AURA Consulting President Dino Lack. "But we're still going strong."

As the economy slowed in 2001 and 2002, AURA's team was faced with two difficult choices. One option was to cut staff, as many firms have done. The other option was to change strategy. Lack says that significant investments in sales force training have helped the team to be more successful. "We've also devoted significant time to building up our own technical infrastructure," says Lack. "We want to make AURA's systems and practices a showplace for potential clients. Are we still the same company we were a year ago? No. Are we better? Yes."

"Many companies have scaled back professional development and employee retention programs," says AURA Resource Manager Amy Ward. "AURA has taken a different path. Our customers rely on having access to the best technologies and practices available." To keep AURA's knowledge base fresh and current, more training programs and professional development initiatives have been implemented for AURA employees since 2001. "We've kept our competitive edge, and we'll be far ahead of the game when the market turns around," says Lack.

Through it all, AURA has kept up the culture that has been attracting top talent for six years now. "We still take on high adrenaline projects. We still have fun while we're doing them. And we take pride in getting them to 'done'," says Lack.

"We just celebrated our ninth consecutive quarter of profitability," says Lack. "That's always an achievement, but in this economy, it's unbelievable."

About AURA

AURA Consulting is an industry leader in software development. By applying new technologies and new ways of thinking, AURA leaps traditional obstacles every day to create customized, unique solutions for our customers. Our team's depth and unique approach ensure that your software initiatives succeed with maximum productivity and minimal risk. If you can think it, we can build it.

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