

Kelsy Eakin launches Keltech into orbit with grit, grace, and HP tools



“Starting out, I was a one-person business and I worked out of my garage. Every account I signed was the result of my cold-calling. HP was the first company I collaborated with as a partner. What’s more, HP tools are essential to Keltech’s own efficiency and professional performance.”
–Kelsy Eakin, President and CEO, Keltech, Tulsa, Okla.

HP customer case study: Kelsy Eakin starts Keltech in garage, builds multi-million dollar business using and selling HP tools

Industry: Technology equipment and services

Objective:

Launch and grow successful IT sales and service company as a woman in business

Approach:

Integrate HP tools in business, Partner with HP

IT improvements:

- More secure mobile computing with HP ProtectTools, Credential Manager and encryption technology
- Professional-quality marketing materials
- Multi-function flexibility to scan, print, copy

Business benefits:

- Grow business substantially in three years
- Build customer loyalty through outstanding service
- Provide flexibility to employees through mobile tools



Spend two minutes on the telephone with Kelsy Eakin and it will become obvious how she could start a business in her garage and three years later expect to increase revenues substantially. Her secrets? A quick mind, tenacity, and a close relationship with HP.

Eakin’s company, Keltech of Tulsa, Okla., is an HP Partner selling HP Business Desktop PCs and notebooks, industry-standard servers, storage, software and services to a diverse clientele of Oklahoma businesses, government entities and educational institutions. Keltech also relies on HP tools for its own business operations. HP Business Notebook PCs, featuring HP ProtectTools and Credential Manager, keep Keltech nimble, more secure and efficient.

“The advantages I’m bringing my customers when I sell HP are reliability, quality and outstanding service. I know that if I need something, my contacts at HP will call me back—at nine o’clock at night if necessary. They go above and beyond.”

Kelsy Eakin, President and CEO, Keltech, Tulsa, Okla.



“You just can’t beat HP,” says Eakin, Keltech’s President and CEO. “The quality is excellent, the price is right and the service is unsurpassed. I sell with confidence to my customers because HP is what I choose for my own company.”

You’ve got to come work for me

After moving to Chicago at 19 to see the world, Eakin took a job selling clothing at an upscale department store. One day, a woman came in to buy a shirt. Eakin sold her two shirts, two suits and a pair of shoes. The woman said, “You’ve got to come work for me.” It turned out she was an IT sales person—and that Eakin would take to IT sales like a lioness to wildebeest. “I really enjoyed IT, the networking and discovering how our entire country runs on the foundation of technology,” she says.

Eventually Eakin moved back to Oklahoma and wed. That same year she confronted the challenges of launching a business in Tulsa’s male-dominated world of IT sales. “There was a pretty traditional male network here, and when I started, I was alone, with no local track record, working out of my garage,” she recalls. “I really had to prove myself. Getting credit lines from banks was hard. And I got turned down at first for one of the minority certifications because they just couldn’t believe I was 21 years old and running this business.”

Keltech becomes an HP Partner

Part Native American, Eakin established Keltech as a federally and state certified Minority Owned and Woman Owned Business. She also became an HP Partner. “HP was the first company that I partnered with. I logged onto the HP website and started by clicking ‘Become a Partner.’ I found out I needed a website, so I put together a website. HP authorized me at first to sell PCs and entry-level workstations. The rest is history. I sell everything now from notebooks to servers.”

“Data security is vital to the success and continuity of a small business. My employees and I rely on HP ProtectTools software and Credential Manager to help alleviate some of my security challenges. Log-in integrity is maintained easily with the fingerprint reader. Using Credential Manager, all of my passwords are stored and updated easily, and data is encrypted to add a layer of security. I could buy these options separately, but it is more convenient to own and use them when they’re provided by HP.”

Kelsy Eakin, President and CEO, Keltech, Tulsa, Okla.

Eakin courts a broad clientele. One major base is Native American tribes, including Cherokee, Chickasaw, Choctaw and Creek, that run large casino businesses in need of surveillance and other technologies.

Customer solution at a glance

Primary applications

Office computing, printing, copying, scanning in business selling HP product portfolios

Primary hardware

- HP Compaq 2710p Notebook PC
- HP Color LaserJet 2820 All-in-One

Primary software

- HP ProtectTools: Credential Manager

“Bank of Oklahoma helped Kelsy get started with her first order, and it was one of the best decisions we ever made,” says Bruce Bottomley, Vice President of IT Contracts and Vendor Management at Bank of Oklahoma, Keltech’s first customer. “Keltech brings us, number one, integrity. It also delivers aggressive pricing, excellent turnaround for quotes, outstanding product knowledge, and excellent hardware and software solutions that reduce our total cost of ownership.”

HP tools support Keltech operations

Today Eakin employs three other women in her firm: a bookkeeper/accountant; a vice president of operations; and inside sales support. The company not only sells HP equipment, it runs on HP technology. Eakin’s employees use HP Compaq Business Notebook PCs for flexibility to work from home when necessary. Eakin herself, who travels frequently to customer sites, uses an HP Compaq 2710p Notebook PC. It combines the functionality of an ultra-light notebook with the flexibility of an ultra-slim tablet.

“We helped Kelsy get started with her first order, and it was one of the best decisions we ever made. The service we get from Keltech and from HP is unsurpassed.”

Bruce Bottomley, Vice President of IT Contracts and Vendor Management, Bank of Oklahoma, Tulsa, Okla.

“I love my HP tablet,” Eakin says. “I didn’t realize how much more efficient I’d be until I got it. I use it for my e-mail¹; I use it for my desktop: I use it for everything. I’ve got a dual monitor so I can make my screen a little bigger when I’m at my desk. I have my docking station on my desk, so I can just pop the HP Tablet PC out, take it to my meeting, and pop it back in. Out in the field, the Tablet always surprises my customers. I use my stylus as a mouse—no more sticky notes cluttering everywhere. When I want to show customers a website, I just flip open the computer and turn it to the side, because it has a swivel. The customer says, ‘I didn’t know that was a notebook!’ Customers love seeing that.”

For data protection in this mobile environment, Eakin relies on HP ProtectTools, a collection of software modules that lets companies choose the level of security that is right for their business. Keltech uses the Credential Manager personal password vault, along with biometric log-in. Eakin employs multiple passwords that have to change every 90 days; Credential Manager makes it simple to store and manage these passwords, while the fingerprint reader logs her on quickly with just a swipe. Drive encryption encodes every bit of information on the hard drive so that it becomes unreadable to unauthorized users—assuring Eakin that the plethora of proprietary information on her computer will be protected even if the computer is stolen.

“Data security is vital to the success and continuity of a small business,” she says. “My employees and I rely on HP ProtectTools software and Credential Manager to help alleviate some of my security challenges. Log-in integrity is maintained easily with the fingerprint reader. Using Credential Manager, all of my passwords are stored and updated easily, and data is encrypted to add a layer of security. I could buy these options separately, but it is more convenient to own and use them when they’re provided by HP.”

For copy, print and scan functions, Keltech uses an HP Color LaserJet 2820 All-in-One. When the local paper writes a story about Eakin, she scans the article. The machine produces great color and prints well on glossy paper, she says—a big plus for producing flyers and other professional-quality marketing material. The scan to email function also enables Keltech to reduce paper usage and satisfy many customers’ preference for marketing materials to be sent via e-mail in PDF format.

“Our HP Color LaserJet is easy to use, it’s quick, it came network available, and is scaleable even if I have more users,” Eakin says. You just can’t beat HP equipment. “The quality is wonderful, we have total reliability, and it helps us be as paperless an office as possible, which is good both in terms of business expenses and for the environment.”

HP recommends
Windows Vista[®]
Business.



Contact the
HP Reference2Win
Program, 281-514-5755
for more information.

Pregnant with possibility

Eakin also anxiously explains she and her husband just found out that she's pregnant with their first child. "I'm just so excited about it! I'm looking forward to being a woman in business and also taking care of my family"

In addition to being a woman in business, expecting mother and appreciative wife, Eakin also devotes time to community service. When she and John got married, instead of registering for wedding gifts they registered for toys and children's clothes. The newlyweds donated more than \$4,000 worth of goods to Celia Clinton Elementary School in Tulsa, which serves a large population of low-income students. As

chairwoman of the Rotary Club of Tulsa's Adopt-a-School Program, Eakin also volunteers as a mentor at Celia Clinton. "These kids are my passion."

Taking Keltech to the next level also is Eakin's passion. These days she's boning up on data-center technology, to expand her offerings in that area. Many of her enterprise customers, she says, will benefit from server consolidation through virtualization—and she's proud to serve them with HP tools because she knows she's providing outstanding reliability, quality, service. "HP has integrity. HP follows up. HP goes above and beyond for me, so I can go above and beyond for my customer," Eakin says. "It's that simple."

To learn more, visit www.hp.com

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Microsoft and Windows are U.S. registered trademarks of Microsoft Corporation. Windows Vista is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries.

Certain Windows Vista product features require advanced or additional hardware. See <http://www.microsoft.com/windowsvista/getready/hardwarereqs.mspx> and <http://www.microsoft.com/windowsvista/getready/capable.mspx> for details. Windows Vista Upgrade Advisor can help you determine which features of Windows Vista will run on your computer. To download the tool, visit www.windowsvista.com/upgradeadvisor.

¹Wireless access point and Internet service required and sold separately. Availability of public wireless access points limited.

This customer's results depended upon its unique business environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

4AA1-1872ENW, August 2008

