

Q&A

Simon White, CEO, Enhanced



Simon White started with Enhanced in 1994 as Technical Manager. Now, 20 years later, he celebrates being CEO of one of the fastest growing and most successful IT companies in the south of England. With a turnover in excess of £3m, Simon has ambitious plans for the future growth of the company and looks back on 20 happy years with Enhanced.

Q What has been your greatest achievement in 20 years?

To lead the MBO in 2007 and take full ownership back among the current board of directors. I am so proud to be CEO of one of the fastest growing and most successful IT consultancies in the south of England.

Q What do you see as Enhanced's main growth opportunities?

Technology is continually evolving with new innovations appearing almost daily. Opportunities for companies are endless. Our job is to educate businesses to the advantages of having the correct IT in place and make the most of information available in their company to help them achieve their maximum potential, increase their profitability and work smarter and more efficiently.

Q How do you find working within the Dorset business community?

Dorset has an incredibly vibrant business community which we are proud to be part of. We work hard at building business relationships with like mind companies and developing a network of partners and referrers, which helps benefit the local business community.

Q What has been your best business decision?

To move to Poole in 2011 to a 5,000 sq ft self-contained office. We totally redesigned and refurbished an empty space into a bright, modern office space with state of the art accommodation for our staff and customers. A huge commitment, but it paid off.

Q What keeps you motivated in the work place?

Seeing other businesses grow because of our help and recommendations. We have clients who have grown by over 350% in three years, seen companies dramatically expand their product range and enabled them to open overseas. The rewards are dramatic and continue to make every day a challenge and worthwhile.

Q What is the best piece of business advice you have been given?

Not to compromise on recruitment. To develop the best team possible around you, and to value their individual skills and help them reach their full potential

Q Describe your typical customer.

Ambitious, growing entrepreneurs who have a successful business but are looking to grow to the next level and understand they need technology and systems to make this happen. That said, we work with companies from many different market sectors including, distribution, charities and not for profit, professional services, warehousing and retail. But they all have one common aim, substantial business growth.

Q What is the most important thing you have learnt over 20 years?

Not to be complacent and never sit back. We have won national awards for our outstanding customer service which is most rewarding, but we need to continually improve the services we offer our customers. We need to listen, act and be ahead of the game. Our mission is to be 'exceptional' in all that we do and that is what we will continue to strive to achieve.