

DALLAS 100

**Dallas
Business
Journal**

**GURVENDRA SURI, CEO
OPTOMAL SOLUTIONS INTEGRATION, INC.**



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PERKS OF NORTH TEXAS:

The DFW area offers a great pool of technology talent and business leaders from which Optimal draws to grow our world-class team of executives and consultants. Also, Dallas is centrally located which helps us effectively serve our customers coast to coast.

SECRET TO SUCCESS:

We stuck to our strategic growth plan despite a tough economy, investing and hiring wisely. Above all, Optimal's success is the direct result of our laser-like focus on delivering value to our customers. Our mission, put simply, is to help businesses of all sizes leverage SAP solutions to achieve meaningful business results, regardless of market conditions. Never losing sight of this is what distinguishes Optimal in today's turbulent economy and increasingly competitive market.

BIGGEST CHALLENGE:

Sales cycles prolonged by prospects who let economic uncertainty cloud their vision and impede decisiveness. Again, our focus on value delivery is instrumental in keeping sales cycles moving and winning new business. Successful leaders understand that a strategic investment in transformational technology during an economic downturn is the best way to ensure that their business is leaner, more efficient and more competitive.

OUTLOOK:

Our plan is to grow Optimal substantially over the next several years -- organically and through strategic acquisitions. To be the best you have to hire and retain the best, and this is what we do at Optimal. We will continue hiring the best talent available and providing them with everything needed to ensure success — in their individual careers as well as in delivering value to our customers. I anticipate continued growth for both Optimal and the North Texas economy, but it will require hard work and dedication.