



# Fastest Growing Companies

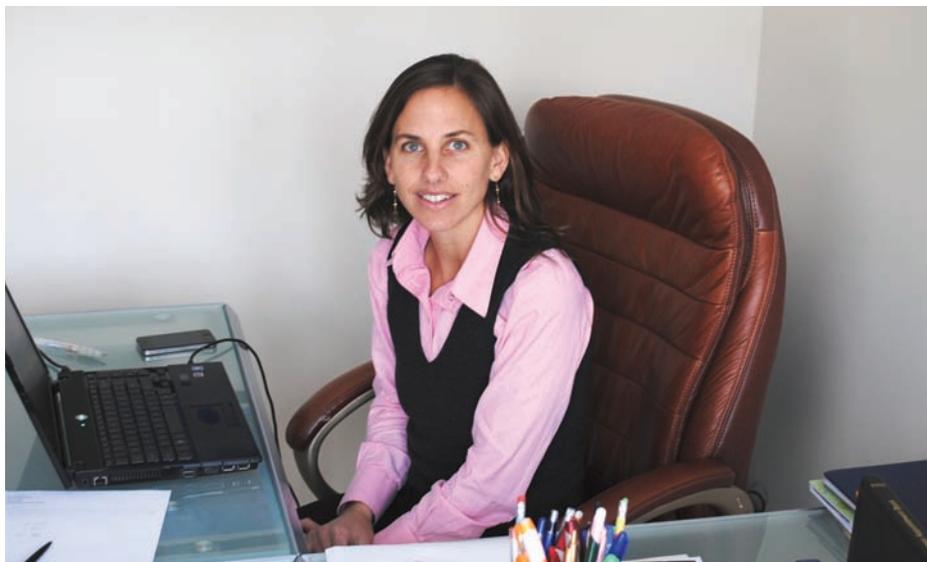


## The Cervantes Group sets the standard for service

BY CB STAFF

No matter what state the economy is in, companies are always looking for leaner ways to operate their business. This includes investing in information-technology (IT)-related services as a way to increase efficiency and keep operations running smoothly. "In order to stay competitive and grow, companies continually need to digitize their internal processes, make changes to their applications and manage all these changes with a methodical approach," said Tim Mullen, managing partner at The Cervantes Group. "As flexible and reliable business partners, we help our clients do this by listening and reacting quickly to their ever-changing needs."

Providing a wide range of project-based technological services, including network and database management, web-portal and customized-application development, project management and outsourcing, The Cervantes Group started out as a home-office business in 2004, with Starbucks and local *cafeterías* serving as their regular meeting spots. However, it wasn't long before some of Puerto Rico's largest healthcare corporations and financial institutions began to recognize the small firm's expertise, integrity and attention to detail, and Cervantes has been riding the wave ever since.



*Joanna Bauza, president of The Cervantes Group*

"By year one, we had over \$500,000 in revenue, and this year we will see almost \$3 million," Cervantes President Joanna Bauza said. "From just 2009 to 2010, we achieved over 67% growth, and we expect to double it this year."

In addition to operations in San Juan, the firm now has an office in Chicago, with a third soon to open in Boston.

When asked what sets Cervantes

apart from the competition, Mullen pointed to a number of factors.

"Even though our business revolves around the latest technology, we never let technology do our communicating or build our relationships," he said. "At the end of the day, no matter what the industry, a business revolves around people—treating them right, doing what you say you are going to do, putting customers first and not taking

their business for granted. We honor what we do at all levels, and that is how we have set the standard for service."

Looking ahead, Bauza said the focus for 2011 is on "ownership."

"Each year we pick a word that identifies what we want to make certain and always have present in our minds," she said. "Last year's word was 'clarity,' as we wanted to make certain that we were all clear in our goals and what we do every day."

She pointed out that in order to keep the company's momentum going, the concept of ownership will ensure that mediocrity never sets in.

"This means being the best we can be, day in and day out," she added.

The Cervantes Group is also in the process of forging new partnerships with a number of large international companies, as well as setting its sights on going global during the next five years.

"Our biggest challenge has been a balancing act of growing fast and putting the right people in place," Mullen said. "Growth is never easy, and we always want to make certain that we never stray from our core values."

This month, The Cervantes Group will be launching its new website, [www.thecervantesgroup.com](http://www.thecervantesgroup.com), which will feature a whole new look and provide multiple ways to connect with the firm. ■

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*—Tim Mullen, managing partner*



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