

# Tom returns to lead business into future

TOM Atkinson has quickly made himself into an IT entrepreneur, taking part-ownership of Wagga form Computer DenCity.

After starting his IT career at the Berry Street business, he spent three years as floor manager at Harvey Norman before returning to Computer DenCity.

For the last two years, Tom (right) has acted as store manager as well as taking part-ownership of the business.

Tom believes the prospects for Computer DenCity, which has been operating for 28 years, are bright.

The business has a really focused team and a great working environment which flows through to customers and clients, giving a delightful experience, he said. This is where Tom sees growth for the business.

"I just saw such potential and a great opportunity," Tom said.

"We're really focusing on managed services and providing excellent service to business and retail clients.

"We've had to change our business model from purely a retail outlet to providing business solutions and services."

Tom said Computer DenCity aimed to provide ongoing service and build relationships with individuals and



**Tom Atkinson**

business customers.

It's a really exciting time at Computer DenCity – their team is a great mix of new and experienced staff, he said.

Computer DenCity is focusing on providing IT solutions for businesses in an around Wagga, not forgetting the home user.

Computer DenCity provides the sale



**Mark Stanford**

of new computers from brands such as Toshiba, HP, IBM, Asus, Samsung and more.

"We have such a large range of customers from medium businesses to the first-time computer user, which requires our team to have a broad knowledge base, keeping us on our toes," Tom said.

## Twenty-eight years in the IT business and counting

COMPUTER DenCity was originally ComputerLand at 88 Fitzmaurice Street, Wagga, started in 1985.. There was a name change to Digital DenCity and when Mark Stanford took over in 1996 the name was changed to Computer Dencity.

That's 28 years in business and in the IT industry that is a long time.

Mark Stanford (left) started as a salesman in the ComputerLand store in 1990 and has witnessed an untold number of changes in the industry in the last 23 years. "When I started in 1990 we were selling IBM compatible XT computers with 128kb of Ram for about \$4000 each" "I remember selling a fancy graphics card with 256kb of Ram for over \$15,000," Mark said.

"The young guys on the staff don't believe me when I tell them stories like this. But back in those days the programs were very basic and there wasn't very much in the way of graphics so a 256kb graphics card was state of the art." In the mid-90s the internet was in its infancy and nobody could have imagined how it would become what it has.

"The initial dial-up internet

connections were so slow but we thought it was wonderful. Now we complain because it takes 10 seconds to start our browser," he said.

Computer DenCity has always been focused on providing high quality customer service whether for the home or the business.

"In the '90s and early 2000s, Computer DenCity was more slanted towards the retail market but we always supported a large number of local businesses who have been extremely loyal to us," Mark said.

Now the business is probably back to where it started back in 1985 evenly balanced between Retail and Business Solutions.

"We provide local business with managed IT services such as network administration, printing, security, cloud services and data backup," he said.

"IT is critical to the running of all our customers businesses so we aim to employ a proactive preventative maintenance strategy that minimises downtime and increases network efficiency and keeps staff happy in the process"

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