



## Windows® phone

Development of Windows® phone LOB applications helps networking infrastructure partner build highly profitable long-term relationships



### About IT Synergy

Annual revenue: \$1.5M

Number of Employees: 10

Number of Locations: 1

“We’re doing groundbreaking stuff... stuff that nobody’s ever done before. Customers see us, our expertise in the industry and our track record, and they’re not going to talk to anyone else.”

— Michael Cocanower,  
President, IT Synergy

IT Synergy, headquartered in Phoenix, Arizona, prides itself on understanding the technology and environments in which its customers operate, so they can assess and build suitable, adaptable technology solutions that integrate into their customers’ infrastructures. With a specialization in the residential construction industry, IT Synergy leverages Windows phones to create groundbreaking mobile applications that have generated almost one million dollars in revenue — and that’s just from one of their long-term customers.

With a strong background in application development and network infrastructure consulting, progressing into mobility was never a question for IT Synergy — it was an absolute must. Their residential construction customers needed to stay in touch and conduct business while visiting multiple job sites that could be “hardware-hostile” due to the dirt and dust that comes with construction. For IT Synergy, that was opportunity knocking, allowing them to first extend Microsoft Exchange Servers to synchronize calendar contacts, e-mail and tasks for their clients. That grew into custom application development, allowing them to sell their clients even further across the Microsoft product stack to include Microsoft Small Business Server and Microsoft SharePoint Server. And for IT Synergy, they’ve enjoyed unparalleled growth in revenue and customer loyalty.