

Background: The Dyrand Story

Named to Profit Magazine's PROFIT 100 after a mere five years in business, Dyrand Systems is an award-winning company with a growing roster of high-profile customers and a top-notch team of experts in its ranks.

How does a small business like Dyrand grow with the speed and strength to match its much larger peers on the PROFIT 100? Simple: by maintaining an unswerving focus on its two greatest assets: its customers and its staff.

We're always looking for better ways to delight our customers—whether it's including more of what you need in our *Allied Insight IT Support System* plans, going the extra mile on the helpdesk to solve a problem or remembering to say “thank you” to our customers, simply for being our customers—we strive to foster enthusiastic recommendations from every client we serve.

Internally, Dyrand has been playing the Great Game of Business (GGOB) since 2006. An internationally recognised Open Book Management philosophy, the GGOB builds a culture of transparency at Dyrand. Everything from finances to failures is shared, empowering each employee to actively contribute to—and benefit from—the success of the company in all facets of the business.

Constantly evaluating its approach gives Dyrand a dynamic edge, while its focus on the essentials of its core business solidifies its foundation. Dyrand is a growth company with incredible potential.

History

Founded July 6, 2001 by CEO Trent Dyrsmid with the help of Ed Anderson, Dyrand Systems has beaten the odds, not only by surviving beyond the first five years (*80% of all businesses fail before reaching that landmark*) but by creating a business model that aligns our financial interests with those of our customers. Named twice to the PROFIT HOT 50, and recently to the 2007 PROFIT 100 by Profit Magazine, Dyrand has grown from humble roots to a thriving company with high-profile customers.

Driven by the spirit of entrepreneurship and the depth of Trent's initial investment in the company, Dyrand has seen success on the other side of a roller-coaster beginning. Growing from its earliest moments as a break/fix IT support operation, Dyrand has developed into a premier supplier of Managed IT Services, its *Allied Insight IT Support System* proving its dedication to truly understanding customer needs. **Fostering long-term relationships with its customers, Dyrand has built a strong foundation to grow from.**

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