



## Maysville Software Firm Using Technology to Attract Employees and Keep Customers

Carlson Software has been creating innovative software tools used by surveyors and mining companies since 1983. Carlson's software is used for land surveying, mining, accident reconstruction, civil engineering projects and data collection activities around the world. Bruce Carlson attributes his 20 years of success in the software industry to a variety of factors.

**Name:** Carlson Software

**Internet:** www.carlsonsw.com

**Products/Services:** Software for surveying, mining, accident reconstruction, civil engineering, field and office data collection

**Location:** Maysville, Mason Co.

**Leadership:** Bruce Carlson, President

**Employees:** 40

**Founded:** 1983

**Reach:** International

**Innovative Insight:** *Those who invest most heavily in technology are the most successful.*

### **Advice for Growing**

**Companies:** *Understand and stay on the technology curve. Study the technology and learn to apply it or be left behind.*

### **Ways to Improve KY Business**

**Climate:** *Improve primary and secondary education. Increase emphasis on science, technology and math.*

### **Most Important Investment in Next Five Years:** *Key hires.*

*Hiring the right people makes a huge difference.*

### **To Maintain Competitive**

**Advantage:** *Constant innovation based on past successes. Make the investment in discovering new ways to build on and extend old products.*

Primary among these is a tight and unrelenting focus on his customers and their needs within his market niche. He has done this by concentrating on finding the right people that can make meaningful innovations to his existing products as well as create new solutions that his customers want.

How has he been able to do this? By networking he tells us, and of late by using the Internet to connect to these people. "It's hard to recruit people to come to Kentucky. The perception of the quality of life here is hard to overcome." Carlson solves this problem by allowing his employees to do their work where they already live. His company has offices in Boston, Atlanta, and Maysville with a handful of other developers scattered about the country who telecommute; with connectivity and communication done via the Net.

Carlson also sees the Net as a powerful customer service tool that allows his company to increase sales contacts and customer services without creating too much additional burden on his resources. Carlson's on-line store sells products and software licenses worldwide, and accepts credit card sales. For a low cost, the Internet helped boost his company's sales. This more positive connection has the added benefit of identifying customer wants and needs. This fuels development and enables his company to constantly improve and develop new innovations based on customer needs rather than guesswork. He is a big believer that companies should "make the investment in discovering new ways to build on and extend your existing products."

Carlson also advises anyone starting a business like his to study, understand and apply new technology if they are to be successful. "Those who invest most heavily in technology are the most successful. But," he reminds us, "Technology can only take you so far. Make you customers come first. Your market craves and needs good follow-up service."

### **About KY120:**

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As part of the [connectkentucky](#) initiative, the Center for Information Technology Enterprise (CITE, Inc.) is profiling businesses and initiatives in each of Kentucky's 120 counties to identify lessons learned on the path toward successful and sustainable innovation.

[connectkentucky](#) is a public-private partnership between the Office of the New Economy, private industry, state universities and CITE. [connectkentucky](#) is enhancing Kentucky's competitiveness by creating a better understanding of existing technological infrastructure, access and usage, and then by implementing the resulting action plan to build upon advantageous resources within Kentucky.