



Broadband Brings Kentuckians Home to Live, Work, and Thrive

Jackson, KY- Oftentimes, people must choose between the place they love and the job they love. For Mike Bryant, a native of Breathitt County, this was an all too familiar reality. Upon completion of his college degree, Bryant left his home in Jackson, Kentucky to find a technology-oriented job.

Bryant ended up in Atlanta, Georgia, working for a nationally recognized auto website and spending three hours every day in his car going to and from work. This situation proved to be a far cry from the Kentucky home he desperately missed.

Bryant was determined to return to his Kentucky roots, but the closest job offer he could find was in Fort Knox, almost 200 miles away from his hometown. Since the commute wasn't feasible, Bryant looked to the "information highway" for an opportunity to work.

After dabbling in software consulting part-time, Bryant began Centrant, LLC in May, 2005 to escape the rigors of big-city life and return to his home in Breathitt County. Today, Bryant serves customers across the globe from his home in the hills of Eastern Kentucky.

As a consultant to small start-up businesses, Bryant develops automated software solutions to serve the needs of his customers. The programs are unique to each customer, ranging from e-commerce programs to accounting assistance.

By focusing on start-up businesses, Bryant serves a niche that is often neglected. He takes a company's original idea and creates suitable software programs to streamline operations.

Recently, Bryant assisted a business that provides continuing education to dental professionals. He designed software that helps the company manage its participant databases, purchases, and testing, all in a secure manner.

In order to be successful, Bryant depends on his high-speed Internet connection. Today, Bryant uses satellite services to access the Internet and maintain contact with his customers.

"Rarely do I meet my customers face to face," Bryant said. "The Internet is our main form of communication. They provide details concerning their needs, and based on those needs, I develop the software."

The technology allows Bryant to have customers in Australia and India, while also being able to serve customers in Breathitt County. Recently, Bryant began work with a local healthcare organization to improve its software applications.

"I could not work if it were not for high-speed Internet," Bryant said. "When your customers are miles away, it is important that they can contact you."

Bryant also uses his high-speed connection for Voice over Internet Protocol (VoIP) service, an application that lets him make phone calls using the Internet. Bryant is able to maintain a local phone number at a fraction of the cost of a regular phone line. For a small business, the savings are crucial.

Bryant enjoys working at home while communicating with customers across the globe

"It is important that we help other Kentuckians realize the need for broadband adoption and then help bring broadband to the area," Bryant said.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.

Name:
Centrant

Internet:
www.centrant.net

Products/Services:
Software consultation

Location:
Jackson/ Breathitt County

Leadership:
Mike Bryant, Owner

Employees: 1

Founded: 2005

Reach: International

Innovative Insight:
"Manufacturing is a thing of the past. Today's workforce is service-oriented, and broadband technology further supports the development of the industry."

How to Attract Technology-Minded Employees:
"Kentucky has a wonderful opportunity to place importance on technology. Kentucky can easily compete in the global market by establishing service-based companies like call centers."

Advice to Growing Companies: *"Take advantage of the fiscal benefits of Internet applications. The amount of money saved can really help the cost of business."*