

## Across Borders Management Consulting Group

Humility is not a quality always associated with entrepreneurs. Especially if theirs is an IT services and solutions company with a goal of delivering "Innovation through Strategic Thinking." But when a self-effacing attitude is present, it can be an important part of a formula for long-term success.



### VIJAY KRISHNAN & ARATHI RAJAGOPALAN

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Vijay Krishnan and Arathi Rajagopalan, husband and wife and co-founders of Across Borders Management Consulting Group, recognized early on their situation as they sought to grow their company. Then they allowed their clear-eyed assessment of the challenges they faced in building their business to guide them to seek assistance from the Florida SBDC at the University of Central Florida (FSBDC at UCF).

"We didn't know what we didn't know" is Arathi Rajagopalan's frank take on the early days of Across Borders. "We were a growing company with limited resources. That's why we came to the FSBDC there we found a wealth of knowledge and services tailor-made for a company like ours," she states.

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Both Vijay and Arathi Krishnan credit the FSBDC as helping shape the company that Across Borders is today. Initially they sought and received assistance regarding their sales and business development efforts from their FSBDC consultant Stan Austin. That was followed by an in-depth business and financial analysis by the FSBDC's Roger Greenwald as part of the FSBDC's Growth Acceleration Services. With that as a starting point, Across Borders was able to develop their first three-year strategic plan.

Meanwhile, the company and cofounders became part of the FSBDC's Advisory Board Council program, a next-level, business-support service matching them with experienced business professionals with a diverse range of skills who volunteer and work together on a "custom-fit" advisory board. Further on, Vijay Krishnan joined the FSBDC's CEO XChange, an executive roundtable program offering a confidential setting for top executives to discuss vital business issues, opportunities and trends with a group of peers. Most recently, Across Borders worked with the FSBDC's International Trade Services team and gained a ready-to-implement Export Marketing Plan.

"Across Borders has done everything right," remarked Stan Austin. "They are the perfect FSBDC client. They listen. They get involved. They make decisions. They implement. It's no wonder they have been an Orlando Business Journal 'Fast 50' growth company two years running."

"The FSBDC has become a critically important strategic partner for Across Borders," states Vijay Krishnan. "They have worked with us every step of the way. Their services are at the top-most professional level. And their only focus is on helping us grow to the next level. That is the best kind of partnership possible. We're very happy and thankful for the FSBDC."

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The Florida SBDC at UCF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

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