



# DataLogix TEXAS

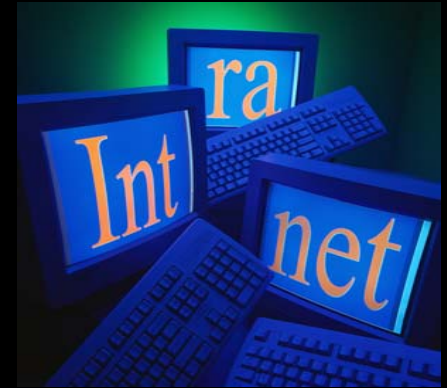
## *The Datalogix Success Story*

**By Gus Mercado  
Founding Co-Owner/CEO**



# Company Profile

- Family-owned business. Started in 1993 providing IT services to Fortune 500 companies, e.g., IBM, EDS, CSC, Hogan, Perot Systems Group.
- Re-incorporated in 2003 specializing in wireless telecom services to top cellular carriers in the U.S. -- AT&T, Cingular, T-Mobile Wireless through Partner Companies and Subcontractors.
- 150 Active Employees, 200 contracted, with limitless pool of trained resources. 96% minorities: Filipinos, Asians, Hispanics, African-Americans.
- 2000% Growth since 2003.
- Profitable and Debt-free From Year 1.
- Just signed a \$12 Million Contract with a Major Client to provide services to AT&T and T-Mobile in one of the largest cellular markets in the country.





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# Company's Clients

**NOKIA**  
CONNECTING PEOPLE

 **Sprint.**

 **Continuum**  
Systems

**IBM**

 **cingular**  
raising the bar

**amatel**



**Goodman Networks**  
*One Company, One Call...*

**ERICSSON** 

 **EDS**

 **PARSONS TELECOM LLC**

**Computer Sciences Corporation**  
**Hogan Banking Systems**  
**Brosna Communications**  
**T-Mobile Wireless**  
**AT&T Wireless**

**Telecom Network Specialists**  
**Professional Telecom Consultants**  
**CelCite International**  
**Avion Systems International**



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# Growth Profile – in \$000

## MILESTONES

- 2003 – 6 Engineers  
\$250K in Revenues
- Grew by 300% / year  
by 2000% since 2003.
- 2008 - 150 Engineers
- 2008 \$10M Rev. Projected
- \$50M Projected in 5 years
- 20-25% operating margins
- “Lean and Mean”
- Profitable and Debt-Free





# Company Reputation

- Recognized as one of fastest growing subcontractors in U.S. wireless industry
- In Top 10 fastest growing minority-owned companies in Texas -- 2008
- In Top 100 U.S. Companies that Employ Foreign-Born, High-Tech Workers
- “Datalogix is at the right place, at the right time. Filipino wireless engineers are the pillars of our industry.”  
... (Tony Kupinski, Pres. EXI-Parsons)





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# Excellent Company Reputation

INSIDE



The Dallas Morning News: Ariane Kadoch

# The Dallas Morning News

Newspaper

© 1997, The Dallas Morning News

Dallas, Texas, Thursday, December 25, 1997

18 Sections

HF \*\*\*\*\*

## Dedication to a cause

### Gus Mercado helps ease the transition for Asian refugees

Gus I. Mercado, who along with family fled the Philippines two weeks before the late president/dictator Ferdinand Marcos declared martial law in 1972, thinks it's his duty to teach his four children "to be community leaders and patriots."

It's not hard to understand why Mr. Mercado and his wife, Ethel Reyes-Mercado, have been leaders in local efforts to ease the transition of Asian immigrants' becoming productive Dallas citizens.

"We came here as refugees, so what better way to say, 'Thank you, America!' than by helping other refugees to get settled and become self-sufficient," Mr. Mercado says.

Mr. Mercado, 46, is publisher and editor-in-chief of *Business Horizons*, "The World Trade, Culture and Tourism Magazine." Mrs. Reyes-Mercado is associate publisher and production director.

The two grew up together in the "beautiful" southern Luzon province of Batangas and married there. Three of their children were born in this country.

"I come from a political family that was in opposition to Marcos. My father was a politician and educator and landowner.

"We first lived in New York City and moved to Dallas in 1976," when the American Heart Association, where he was director of administrative services, relocated.

"We staffed meetings of research committees, which might include (famed heart surgeons such as) Dr. (Denton) Cooley or Dr. (Michael) DeBakey.

"It was a labor of love. But working for a nonprofit agency with a growing family (three children at the time), I needed a



**ROBERT MILLER**  
BUSINESS DAY

larger income. So I joined Rockwell International in Richardson in 1979 and rose to become manager of the management information systems division.

"I left in 1984 just before it (that division of Rockwell) was taken over by Alcatel (Network Systems) and joined Caltex Petroleum, when it moved from New York to Las Colinas.

"They had a policy of (a sort of rolling) reorganization and put me in public affairs, where I became very involved in the community and philanthropy and public relations."

Mr. Mercado had become active in the Jaycees while still in New York and may qualify for *Guinness Book of World Records* since he has been Jaycee of the Year in three different cities — New York City, Richardson and Dallas.

"In 1991, I left Caltex and formed my own organization and started the magazine business and a number of small businesses with my wife: Intercontinental Publishing and Intercontinental Data Systems, a global information service company and software development company.

Ever the internationally minded citizen, Mr. Mercado's magazine publishes business and trade opportunities worldwide through an electronic information network.

But from the moment Mr. Mercado set foot in Dallas, "my passion was to help in the refugee community. The wave of Vietnamese was at its height and the Interrefugee Council of Dallas and Catholic Charities were two of the agencies" right in the middle of the effort.

The Dallas Multicultural Center in East Dallas was also involved and "I was one of

the first to mobilize other groups — Filipinos, Indians, Chinese, Koreans — to assist the (Vietnamese) refugees."

He is a former president of the local chapter of the Philippine Federation of Community Organizations, an umbrella organization, which he founded in Dallas.

It became evident that you "had to establish political clout even to be heard, so the Asian American Voters Coalition was founded about 10 years ago, and I served as chairman of the North Texas Chapter about five years ago. It's a nonpartisan organization, and I have been invited to both the President Bush and President Clinton White House," he says.

As a graduate of the Leadership Dallas program and a co-founder/director of the Asian American Chamber of Commerce, Mr. Mercado is finely tuned to the need of developing the innate leadership talents of our youth.

Many of the Asia refugees — the focus of which in the last five years has shifted to Cambodians and Laotians — come from broken homes where the father has abandoned the family, he says. Seventeen- and 18-year-old youths are now expected to be the breadwinners.

"They've spent a lot of time in refugee camps in Thailand, and the trauma of broken families" has in many ways paralyzed their ability to lead normal lives.

One solution is a program of the Dallas Independent School District in conjunction with the Dallas Multicultural Center that sends 50 to 60 young refugees every year to a camp in Gladewater for one week to teach them leadership skills.

"I'm very proud to have spent a lot of time with this program as a volunteer," he says.

He and his wife have also worked with



The Dallas Morning News: Ariane Kadoch

Gus Mercado and his wife, Ethel, publish a magazine called *Business Horizons* and are leaders in local efforts to ease the transition of immigrants to the United States.

the Save the Children organization, founded locally by the late Margaret Coons. This agency has led in teaching around 350 refugee women, most of whom don't speak English, to become self-sufficient.

Mr. Mercado also talks with pride of his part in helping run the Philippine "government in exile" in the United States — he served as head of the Southwest region — until President Marcos was driven from office.

The movement rallied around Ninoy Aquino, who was assassinated upon arriving back at the airport in Manila in 1983.

Mr. Aquino's widow, Corazon Aquino, you recall, was elected president after the fall of President Marcos, and she asked Mr. Mercado to run the Philippine consulate in Houston for a while.

Mr. Mercado reminds that natural

disasters — earthquakes and typhoons — have wrought destruction on his native land in recent years, leading him to spearhead the local relief campaigns.

His unstinting dedication to the cause of making life better for those who have followed his path to the United States has earned him a seat on the board of the Volunteer Center of Dallas plus a nomination a few years back as its Volunteer of the Year.

While Mr. Mercado sums up his daily blessings up in his mantra of "Thank you, America," perhaps Dallas and America should take a moment now and then to say "thank you" to the Mr. Mercados everywhere.

Staff columnist Robert Miller writes about people and events of interest to the business community for The Dallas Morning News.



**Excellent  
Company  
Reputation**

## Business leader sends Filipino engineers to help rebuild flood-ravaged Louisiana

By AVE BASA  
Publisher & Editor

HOUSTON, TX—Moved by the devastation and suffering wrought by hurricanes Katrina and Rita, Dallas business and civic leader Gus Mercado mobilized a contingent of Filipino wireless engineers to New Orleans and surrounding cities to help rebuild communication facilities destroyed by the deadly hurricanes.

Mercado, chairman and CEO of Datalogix Texas, a thriving 12-year-old IT and telecom consulting company owned by him and his wife, Ethel, who serves as president and CEO, was one of the first telecom subcontractors to volunteer to help in the reconstruction of the flood-ravaged communities of southern Louisiana, Texas and Mississippi.

"We are blessed that the spirit of volunteerism is very strong among our employees, many of whom have experience rebuilding cell sites destroyed by strong typhoons and tsunamis that frequently visit the Philippine islands," Mercado proudly declared. "This is our small way of repaying this nation that has been good to Filipino immigrants like us and our Filipino engineers."

According to Mercado, working in and around New Orleans, even after Hurricanes Katrina and Rita have subsided, remains an extremely difficult job. It requires not only very high-level technical trouble-

shooting skills, but also mental toughness and a strong resolve to help people in need. There was looting everywhere, and for a long time, food, potable water, gasoline and other supplies were very scarce. The companies that Datalogix employees work for (T-Mobile and Cingular Wireless) could not provide housing for them. There were no hotel rooms for hundreds of miles, especially with the government's recent decision to extend free hotel rent for 127,000 evacuees. "Our engineers had to sleep in trailers or in their SUVs, or rent very expensive hotel rooms many miles away, but our guys are tough and devoted to their mission," Mercado added.

Mercado and his family are not strangers to disaster relief. In the late 70s, when he was manager of MIS and Telecommunications with the Collins Radio division of Rockwell International, he was part of a Rapid Response Volunteer Task Force that provided emergency communication facilities to Wichita Falls, which was flattened by the biggest and deadliest tornado that ever visited the state of Texas.

In more than 30 years of community service, the Mercados have helped hundreds, perhaps thousands of Filipino families who were economically or politically disadvantaged. Gus became nationally known when he fearlessly spearheaded the "Save the Texas 10" cam-



CELL tower falls on submerged home.

paign to release the Filipino airline mechanics who were unfairly incarcerated for six months on false and trumped-up immigration charges following 9/11. He raised funds for their legal defense, gathered 1,000 signatures on a petition to President George W. Bush, and won an incredible victory against all odds in the Texas courts to secure the release of the 10 mechanics who are now back with their families.

The Mercados also actively supported the Houston-based Filipino Disaster Relief-Texas and housed six families in their new home in Lantana, Texas, during the hurricane Rita stampede. They recently sponsored a golf tournament that raised enough money to build homes for three homeless families among the poorest of the poor in the Philippines.

What motivates the Mer-



MERCADO briefs Filipino engineers before sending them to the disaster sites.

and career, and impeccable work ethic—which are the hallmarks of his 70-strong workforce consisting mainly of topnotch and highly trained Filipino wireless engineers.

Mercado has received many awards from the national Jaycee organization, the Dallas Morning News, the City of Dallas, the Philippine government and the National Federation of Filipino American Associations for his dedication to community service. As a fitting tribute perhaps to Mercado's faith in his fellow Filipinos and his distinguished record of selfless service to others, he and his

family have been blessed with good fortune. Their company, Datalogix Texas, has experienced a meteoric rise the past several years, growing at a 400% annual rate, making it one of the fastest growing companies in the wireless industry.

As Robert Miller, chief business columnist of the Dallas Morning News, said in his column that he devoted entirely to Gus Mercado: "While Mr. Mercado sums up his daily blessings in a moment now and then to say 'thank you' to the Mr. Mercados everywhere."

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# Datalogix in the Silicon Valley

## A David among Giants



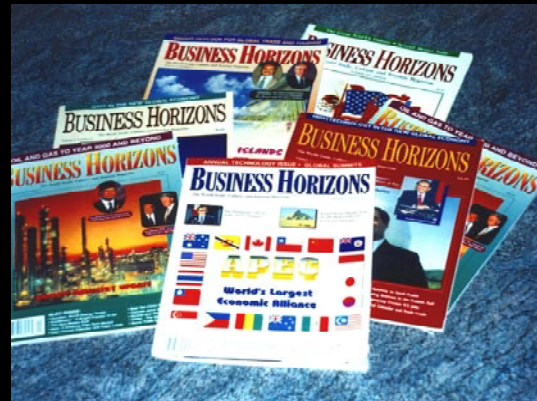
New Datalogix Facility  
in Union City, California





# Owner Profiles

- Founded by highly-respected community leaders for 30 years, President of Phil-Am Chamber of Commerce, President, U.S. Jaycees, and other national civic organizations  
Former Philippine Consul-General in Houston, Texas
- Retired from executive positions with Fortune 100 firms: Rockwell-Alcatel, Caltex, Sprint International
- Award-winning international technology publishers
- Sponsors IT Trade Missions to Asia





# Challenges Hurdled

- Huge and formidable competitors
- Limited initial capitalization
- Securing a profitable market niche in a slowing industry
- Finding perfect timing for services
- Finding right contacts/clients
- Sustaining client/staff interest in a highly-competitive industry





# Success Factors

- Turned “Small, Minority-Owned” Handicap into a Big Asset.
- Leveraged Strong Personal, Civic and Business Community Relationships.
- “Family” Approach to Employee Management Paid Big Dividends. Had Lowest Employee Turnover in Industry.
- Frugal Fiscal Management.
- Impeccable Work Ethic.
- Driven to Succeed. Poised for explosive growth.





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## Datalogix's Readiness to do Full-Service ASP Work

- Datalogix's main strength is in EF&I where for the past 5-6 years, it has supplied highly-trained and certified engineers and technicians to ASPs.
- Datalogix is prepared to provide full-service, turnkey projects that will involve site acquisition and development, A&E, civil works and construction. Datalogix is ready to take on the challenge and will leverage its ability to build coalitions and project partnerships with industry experts for these.
- Several very large engineering outsourcing firms based overseas are prepared to partner with Datalogix when the opportunity arises. Datalogix is currently sharing resources with a \$170M company in Puerto Rico, Brazil and other foreign projects. This company has done new site construction, turnkey, A&E, civil work services, MW and RF projects for more than 10,000 sites for Tata, Aircel, Reliance, NSN, Ericsson and Huawei overseas.
- Datalogix has in-house workers who also have experience in these fields.
- Datalogix has initiated serious discussions with potential project subcons, e.g., AFL Services, Novatron, Wireless Siting Solutions, etc.
- Datalogix is prepared to invest up to \$1 to \$2 million on each new project to ensure a smooth and seamless transition. Datalogix is ready for 4G/LTE.



# Expansion Plans - Global

- Grow present service line & revenue to \$50M in 5-10 years while keeping company private/family-owned, or
- Explore IPO track or merger options with large international players for fast-track expansion and growth. Willing to negotiate merger/joint venture with right partner.
- Expand to Canada, South America, Europe Middle East and Africa, where there is big demand for our services and our wealth of highly-skilled resources.





# Expansion Plans in Asia

- Build staff incubation/training centers in the Philippines, facilitate recruitment and rapid deployment thru L1/E2 visa routes.
- Round up “best of the best” Filipino and Asian 3G/4G wireless techs from Asia and Middle East.
- Diversify by investing/partnering in High-Tech BPOs and Call Centers, training U.S. staff as marketing representatives.
- Pursue Partnership/JV Agreements with major players in \$10 Billion outsourcing industry in the Philippines. Will consider Asian Partners outside of the Philippines.





## Slogans that Inspire Us

- *“Whatever you are... Be the best!”  
(Abe Lincoln)*
- *“In the big, broad field of battle,  
In the bivouac of life...  
Be not like dumb, driven cattle,  
Be a hero in the strife!” (Longfellow)*



*Thanks!*

Visit our website: <http://www.datalogixtexas.com/2009>

Or email: [gmercado@datalogixtexas.com](mailto:gmercado@datalogixtexas.com)