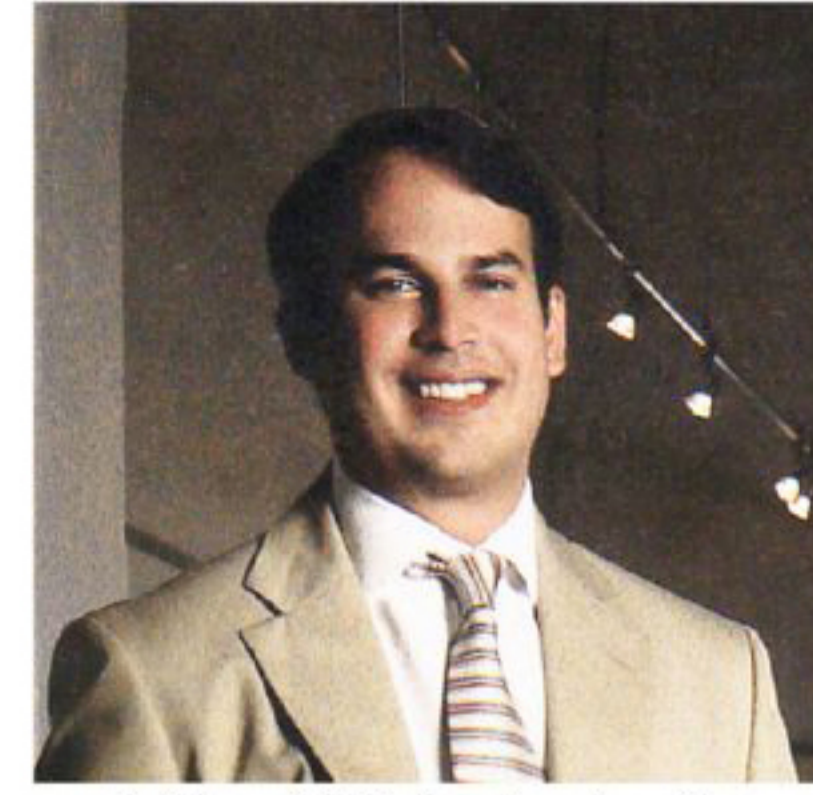


Tulla Media keeps growing despite economic recession

By : FRANCES RYAN
Volume: 37 | No: 6
Page : 39



José Antonio Tulla, founder and president of Tulla Media

Local Internet firm acquires catalog of clients to double company size; new services include unlimited data warehousing; going after Pymes

With a presence in more than 13 countries, San Juan-based Tulla Media, an Internet solutions firm, is facing difficult economic times head on. For starters, while most companies were scaling back or eliminating services, Tulla Media decided to double company size by acquiring the portfolio of website management clients of another local company.

In addition, Tulla Media repositioned its company's strategic vision, leveraging their 10 year-plus experience working with large companies to effectively serve micro, small and midsize companies (Pymes by its Spanish acronym) from all industries. They also launched TOSS (Templates, Objects & Skins System), an online management and collaboration software suite for businesses.

"The time to prepare for future growth is now. If businesses, small and large alike, are able to view 2009 as the year to refocus, plan, and identify niche opportunities and emerging businesses, there's no doubt that the year 2010 will find them prepared for the economic turnaround. Make no mistake about it, those who adopt a wait-and-see attitude toward the economy run the risk of not being around too long," an optimistic José Antonio Tulla, founder and president of Tulla Media told CARIBBEAN BUSINESS.

For Tulla, the opportunity to acquire a competitor's client portfolio was a natural fit. "Through the acquisition, I was able to double my company's number of monthly clients and expand the kinds of service I can cross-sell throughout the portfolio. Our mission-critical solutions are the most competitively priced in the market, yet they're customized to the needs of each client; thus, enabling small businesses and individual entrepreneurs to have a fighting chance in promoting their products and services without having to lose their money in overhead. Most importantly, our Internet solutions also facilitate small business owners to have a formal presence without having to sacrifice their professional image, even when they're constantly on the go," said the Internet executive.

All Tulla Media services are competitively priced and customized. Website development and management solutions start as low as \$85 a month, while some mobile website design is available for a mere \$25 monthly. TOSS, the latest in virtual office solutions, enables customers to file away all of their documents ranging from receipts to contracts for as little as \$250 a month. Contrary to similar data warehouse environments available to date, TOSS offers unlimited storage capabilities.

“I truly believe technology and Internet solutions can level the playing field for entrepreneurs and small businesses that wish to compete in a global economy. I am taking the experience I’ve had working with large companies such as Santander, Novus, Plaza Provisions and many advertising agencies and making it accessible to the ‘smaller’ players. We all have to start somewhere, but in the era of technology, there’s no reason why you can’t start ahead of the game,” Tulla concluded.