



Xylo Technologies, Inc.®

Benefits of being a Certified Minority Business

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Xylo's Path: Start & Growth as a Certified MBE

- Xylo Technologies Inc. is a national, information technology services firm and a Certified MBE that specializes in IT Staff augmentation and Managed Services.
- Xylo was founded in the year 2000.
- 2001 - Mayo Clinic opened its doors to Xylo – a diverse supplier.
- 2000-2004: Exploring the market
 - Built few valuable relationships
 - Xylo felt the need to expand – embarked on a strategic initiative
- 2004 - Certified as a Minority Business Enterprise
- 2004 - Till date : Increasing Footprint
 - MBE Certification helped us add prestigious clients like State of Minnesota, General Mills, State of WI to name a few.
 - Vast networking opportunity has resulted in new business relationships, increase in sales and increased Xylo's competitive advantage in the market.

What is MBE Certification ?

Certification of a Small Business is a review process that gives formal acknowledgement that the business is owned and operated by a qualifying person, which is under represented in an industry. Qualified businesses that meet the criteria can receive the certification.

Why go through the arduous process of applying for the Certification?

- Diversity as a Differentiator: More and more companies are implementing diversity-based outreach and procurement initiatives
- Large Corporations and Government Agencies allocate portions of their business dealings specifically for Certified Minority Businesses
- Achieve a competitive advantage (it's a National Certification)
- MBE Certification can be the final consideration in closing a deal on new business

Benefits of being a Certified Minority Supplier

Growth & Success : Bringing together Corporate Purchasing & MBEs

Access:

- Access to top corporate buyers, purchasing agents
- Premium business connection outings and networking events
- Region or industry-specific newsletters
- Vital introductions to national corporate members,
- MBEs doing business with MBEs and forming joint venture for success
- Local, regional and national referrals of minority business to member corporations

Business Opportunity Fairs:

- Allows minority entrepreneurs to present themselves to hundreds of prospective buyers in a single setting.
- Invitations to specialized Procurement meetings, Trade Fairs, Supplier Diversity Summits and Roundtable Discussions.

Networking opportunities:

- Access to networking events
- Provides an opportunity to meet with corporate buyers who are interested in working with qualified MBEs.
- Learn about state and local opportunities, and expand your professional network.
- MBE to MBE mentoring
- One-on-One match making sessions

Customized executive education:

- Education programs and workshops to assist in personal and professional growth.

Converting Opportunity to Sales: Be realistic..

Diversity as a Core Business Strategy

**Breaking entry
Barriers**

**Promoting
Partnerships**

**Level-Playing
Field**

- **Certification is a stepping stone to success: It opens doors to new opportunities BUT Certification alone does not ensure new clients**
- **Certification lets you play in a level playing field : Use it to represent your capabilities**



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If you are Qualified, Get Certified!

Thank You