

Q&A with John P. Weidenhammer, President of Weidenhammer providing Technology, Software, eCommerce, Infrastructure and Cloud Solutions for Education, Manufacturing, Healthcare and Industrial Companies



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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: *Mr. Weidenhammer, what is the idea behind Weidenhammer?*

Mr. Weidenhammer: We are a technology solutions provider. How we view ourselves is that we have an integrated technology delivery platform that helps our clients accelerate their business in an increasingly complicated digital world. We provide a variety of different kinds of services which you are probably going to ask me to describe that are geared towards helping our clients make a transformation in their business model, so that they can remain both relevant and competitive in the digital era.

“Diversity strategy is about being thoughtfully, consciously and strategically in multiple lines of business at the same time.”- John P. Weidenhammer

CEOCFO: *Are companies turning to you because they recognize the need to make the transformation or is it a little more subtle; they need services and you are leading them to a transformation they may not realize they need?*

Mr. Weidenhammer: It is the latter. I will not say it is exclusive that, but primarily we are leading. Often, what happens is that a client will recognize that their business model is not working quite as well as it once did. Their margins are slipping. Maybe their sales are slipping, maybe their competitors seem a little bit more competitive than they used to be and they recognize that there is a need for a change. We go to market based on a premise that investments in information technology are the highest leveraged investments that an organization can pursue. Of course we have an axe to grind here, but dollars spent on technology have the greatest potential for return on investments because of the leverage that they can provide to the organization. Often, our target client is experiencing some form of decline in their business and what we seek to do to is help them arrest the decline and really enhance their competitive position in the markets that they serve and to find new avenues for them to connect with customers and prospects.

CEOCFO: *Would you give us a couple of examples of when a client came to you, what they were experiencing and what you looked at and how you were able to create a solution that was effective for them?*

Mr. Weidenhammer: I can give you a couple of examples. We have a few customers that literally are trying to change the markets that they are in and to be not just more competitive, but disruptors in the industry that they serve. For one example, we have a client that sells and services very, very expensive machinery. Envision machines that have tires that are ten feet tall and the kind of machine that would be attached to a piece of earth moving or material moving equipment