

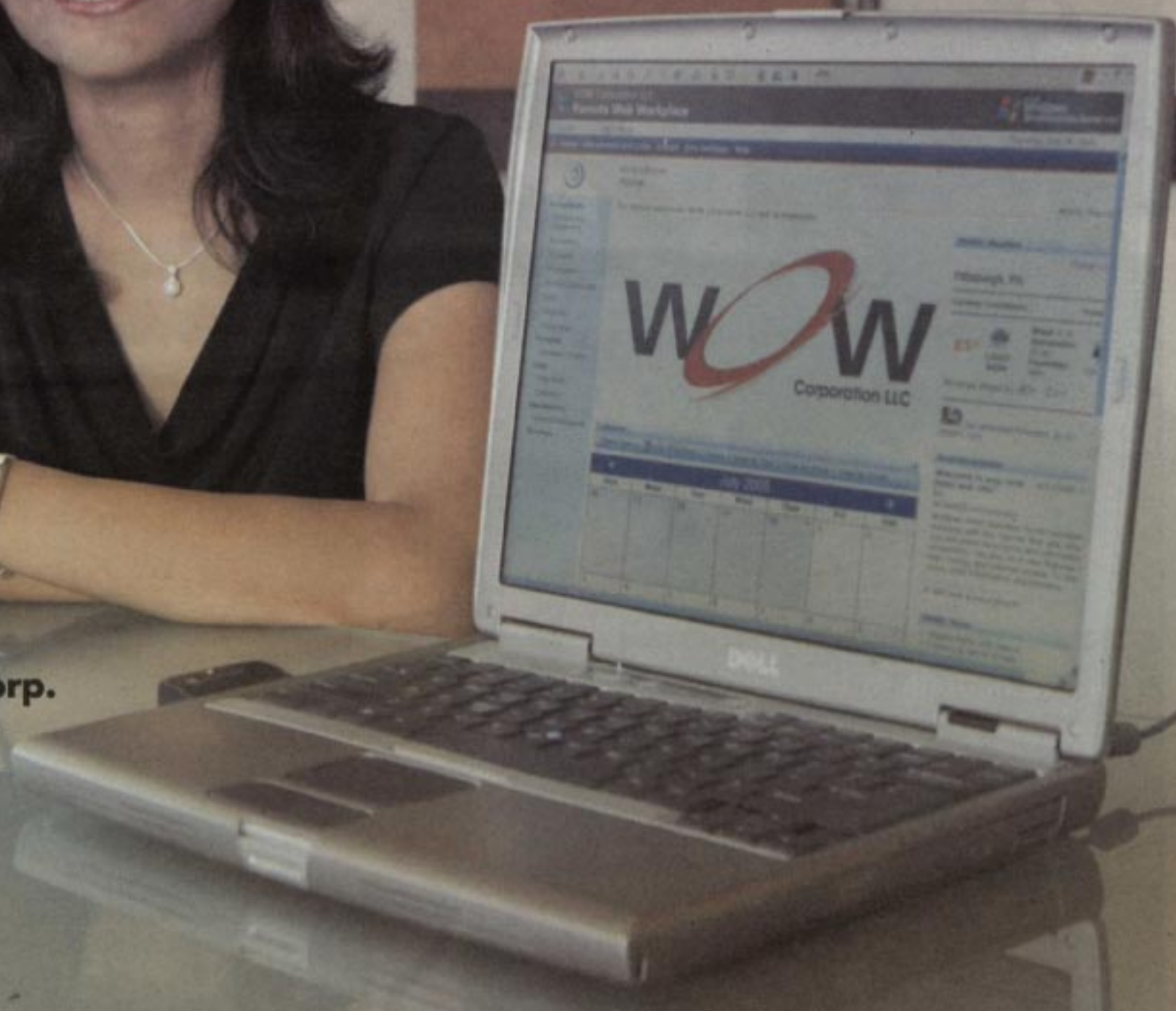


Aug. 26, 2005

Pittsburgh's fastest-growing companies



**Sarita Khatri,
CEO, WOW Corp.**



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Photo by Joe Wojcik

GROWING FAST: Sarita Khatri, pictured, and Denice Stokes founded WOW Corp. in 2002, a company that provides a broad range of information technology services.

Focused strategy

WOW Corp. attributes success to clients, measured growth

WOW Corp. began in 2002 as a two-woman operation run out of the homes of the company's founders, Sarita Khatri and Denice Stokes. The pair kept their laptops running constantly, simultaneously shouldering the hectic, 24-hour demands of their business and home lives for two years before leasing a small office and hiring a few employees.

"It was stressful, but you need to do something different to make yourself stand out in the crowd," said CEO Khatri, who was also taking care of her 1-year-old daughter when she founded the company.

Initially, they only provided consulting services to information technology companies. Now, a little more than three years later, WOW, which is short for Women of the World Corp., provides a broad range of information technology services including consulting, staffing, software development, outsourcing and off-site/offshore development. The company has 250 employees (including consultants) and local offices in Robinson Township and Southpointe, as well as in Austria, Oman and India.

The company's revenue growth — from \$8 million in 2003 to \$18 million in 2004 with a projected \$30 million in 2005 — has catapulted WOW to the top of Pittsburgh 100's technology category and the overall fastest-growing company in the region, as ranked by the Pittsburgh Business Times.

Such growth can be credited, in part, to the company's early, successful involvement with clients such as Deloitte, a worldwide organization of member firms that deliver services in auditing, taxes, consulting and financial advising.

WOW became one of Deloitte's top staff suppliers in the fall of 2002, when it provided the company with consultants during a high-volume staff increase, said WOW's marketing director, Joseph Spinosi. WOW was then able to augment its

TECHNOLOGY

1. WOW Corp. LLC
2. Ad-Base Systems Inc.
3. LogicLibrary Inc.
4. Vivisimo Inc.
5. Vocollect
6. TallySoft
7. Creehan & Co.
8. Pyramid Consulting Group Inc.
9. Tele-Tracking Technologies Inc.
10. Four Rivers Software Systems Inc.
11. Educational Computer Systems Inc.
12. Red Square Systems
13. Pittsburgh Materials Technology Inc.
14. Lantek Computer Services (Simplified Service Corp.)
15. pair Networks Inc.
16. Thar Technologies
17. Chorus Call Inc.

staff in proportion to its growing business with Deloitte, for whom WOW still handles projects across the globe.

"Our revenue grew quickly," said Spinosi. "It pole-vaulted us."

However, Khatri said WOW's success also rests on the company's focused business strategy.

"When we started in 2002, we were the Wal-Mart of the industry," Khatri said. "Keeping a low margin model in mind and giving extensive service, 24/7, to our clients — that's why we're here today."

— by Erin Lawley

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