

Business MATCHMAKING



A Cooperative Agreement between SBA and HP Small Business Foundation

Lexington Technology

Huntington Beach, CA

While security technology has been around for years, the new push for safety and protection in the post-9/11 era stretches the limits of even today's available technology. Many companies use photo identification cards to ensure only their employees gain access to facilities and sensitive areas. Until now, most photo identification systems had a limit of 1,500 to 4,000 employees. This hindrance meant that large companies and government organizations with employees numbering in the hundreds of thousands or more were at a loss when it came to securing their facilities.

Lexington Technology, a software developer for just these kinds of systems, found a solution in its MS SQL Server based product, IDMX, a true secure client/server product, allowing for tens of millions of employees to be entered into an organization's identification system.

Local SBA Leads the Way

Founded in a garage in Huntington Beach, CA in 1995 by George Kwong, Lexington Technology's new market for its software innovation was the same sector the company worried it would have trouble accessing as a small business—large corporations and government agencies. Lexington CEO Roy Aldridge sought advice on the problem from his local U.S. Small Business Administration (SBA) district office. Aldridge got more than simple counseling—he was told about a nationwide program coming to southern California—Business Matchmaking.

Aldridge knew as soon as he learned of the upcoming event that this was just the avenue Lexington Technology needed to take its new software to an increasingly large audience.

“It was quite by accident,” says Aldridge. “I was speaking to my local SBA official when he told me about this great program coming to the area.”

Business Matchmaking is a series of events sponsored by the U.S. Small Business Administration and Hewlett-Packard, bringing government and top industry buyers together with small businesses with goods and services to offer. Like a half-dozen other Business Matchmaking events held throughout the country in 2003, the February 2004 Anaheim, Ca. event featured 15-minute one-on-one appointments with government and corporate procurement

officials with bona fide procurement needs, along with networking and educational sessions.

Real Opportunities

Aldridge had seven appointments during the Business Matchmaking event, and feels at least three of them will lead to contracts at this point.

"I met with the Orange County Transit Authority, and the procurement official was just waiting for me. She had forms in hand to give to me specifically to start the contract process."

Two other meetings resulted in definite leads for Lexington. A fourth meeting with a major company resulted in a potential contact for other work.

"Business Matchmaking was all about getting face-to-face time with industry leaders. Even the contacts I made with my local SBA leaders here in southern California are extremely helpful."

More Than Just Contracts...Event Leads to Funding

One such meeting in the HP CyberCafe helped Aldridge find out more about available financing.

"I asked someone at the SBA table about loans for a new building, and she ended up sending me directly to the Finance Chief for the Santa Ana District Office. After meeting with two of the banks he recommended, we are about three weeks away from finalizing a loan."

Overall, Aldridge considers the event a pretty big success for Lexington Technology. Other than the contacts and information gained at the California event, Aldridge also learned of the upcoming Business Matchmaking event in Orlando, FL, scheduled for April 2004, which he plans on attending.

"Oh, we're on top of that. The one thing we really got from this was to stay on top of things. Business Matchmaking keeps you very well informed throughout the process, but it's really up to you to make sure everything happens. You have to put in some work."

In the end, Aldridge gives the event a "thumbs up rating".

Note to Media: Below is contact information to learn more about Lexington Technology and its

experience with Business Matchmaking.



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