

RightSize Finds Right Growth with Wealth Management Tech Solutions

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Lenexa-based RightSize Solutions had been growing steadily since its founding in 2002, but CEO and founder Wes Stillman wasn't satisfied.

He knew the tech company had reached a point of scale, and it was time to put his foot on the gas. That was about four years ago, and since then, RightSize has netted about 30 percent revenue growth year-over-year, he said.

"It has to be a conscious effort to make that growth happen, and you have to be willing to put the money behind it," Stillman said.

So he hired an outside marketer, a direct sales force and a firm to assist with business

development.

Its success isn't solely driven by new hires, however. Instead of being the tech company for everyone, RightSize launched with a niche: the wealth management industry, with an emphasis on independent registered investment advisers (RIAs). It provides outsourced information technology management and cloud-based cybersecurity solutions.

Before launching RightSize, Stillman worked in large companies with sizable IT departments. It struck him that the IT employees understood both the technology and the business, which created efficiencies, reduced costs and in some cases led to revenue opportunities.

It's why he chose one industry — and one that's highly regulated at that — so his company could become the expert at understanding the needs, pain points and regulatory requirements that RIAs face. That means RIAs don't have to waste time explaining the nuances of the business and regulatory requirements to an IT employee before a tech issue can be resolved.

RIAs manage about \$70 trillion, and RightSize helps its clients leverage technology that complies with regulatory guidance, enforces the client's security policies and enables cybersecurity best practices. RightSize also helps clients with business continuity when natural disasters or other circumstances arise.

Although RightSize is a tech company, its culture is built on a service-first attitude, which has helped solidify low customer turnover. Its employees don't resort to buzzwords to show off their smarts; they explain things in an easy-to-understand language.

Stillman said the company's culture has played an integral role in its growth. It's one where employees are eager to learn, want to collaborate with one another and continually look for ways to enhance RightSize's offerings. Stillman encourages their feedback, regardless of their role, and he said the company doesn't sit on suggestions.

One employee suggestion led to automating its hardware-as-a-service. It meant that RightSize no longer had to configure security protocols for devices such as personal computers in its office before sending them to a client. It took staff about a week to build code to automate configuration, which not only saves time, it allows RightSize to wipe a device remotely when it's passed on to a new employee. The automation also drove down the cost, which helps RightSize keep its rates competitive.

As Stillman looks ahead, his goal is to double revenue within the next three years and then double it again within five.

"Over the last three to four years, our growth has been phenomenal," he said. "We're on a great roll, and I don't see that slowing down."