

SNJ BUSINESS PEOPLE

Seamless Development

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Local Technology Shop Provides World Class Custom Services

Right here in South Jersey you will find a small technology firm that has created web sites and applications for some of the biggest companies on the web. Seamless Development (Seamless), which started in a small two-person office on Route 70 in Erlton four years ago, has since moved into a 4000 sq ft office on Rockhill Road in Cherry Hill and employs 25 people.

Co-Founders Mathew Keister and Erin Marchon shared a vision of bringing the best technology to everyone by working on custom projects they enjoyed, from web sites, to custom software, networking, even design. The company was founded with the goal of bringing the best technology to businesses of all sizes, not just the Fortune 500 (though Seamless works with them too).



Keister, company CTO, is a former eBay employee, and Marchon, COO, was a top salesperson with the Holman Automotive Group. "We started this company to help businesses," says Marchon. "We each had firsthand experience working with many different systems in order to complete one task, and we realized there had to be a better way to get things done."

"How many times have you had to re-type client information from a spreadsheet into a contact manager, or manually transfer sales numbers info into your accounting software? Just one typo can throw off all of your data," adds Keister. "No pre-packaged software seemed able to handle everything a business needs, so we came up with a plan to offer custom technology solutions that bring these separate functions together - seamlessly."

So Seamless Development was born, with the goal of helping small businesses get the same powerful software solutions that the big guys have. Professional web design is one, but Seamless offers much more. For instance, they have created full inventory systems so growing businesses can easily track their products from the minute they arrive in their shop to the time they are shipped out to a client. Integrating with accounting software, billing for time (for you lawyers out there), and networking entire offices are also on the long list of services Seamless has provided to business. But they didn't stop with office software, and no project was off-limits as the pair found themselves developing a social networking site for major league sports fans, revitalizing the workings of a world famous NYC salon and spa, and even creating an automated phone system from scratch. Yet the 'seamless' philosophy of making life easier for businesses always remained.

Along the way their company grew, staying true to their constant of using only US labor. "As a small business we understand the frustration of dealing with people who don't understand what you need as a business owner," notes Marchon, "so we committed to employing only people from the US who understand the American business model."

Keister is the mastermind of the Seamless "always-learning" philosophy. "We are an advanced technology company, which means we are always learning something new to stay ahead," says Keister, "so not only do we work on many technologies before they are released, but we develop our own proprietary techniques - I call it 'bleeding-edge' technology". Part of that "bleeding-edge" technology includes developing a whole new web presence for BH Factory Outlet, one of the top clothing sellers on eBay, raking in an astounding \$12 million this year along with being guests at the White House. When asked how the two companies connected, comments Keister "I chased them down with a megaphone."

When pressed for more detail, Keister continues "It was the eBay live trade show, and I had just finished up a round of Wii bowling with Meg Whitman (former eBay CEO) at our booth. That's when I met Jon and Stacie (of BH Factory Outlet) while handing out our promotional megaphones..."

"To spread the word," finishes Marchon, "the megaphones were 'to spread the word'. The Wii was just for fun." That fun carries over to the casual atmosphere in the workplace, complete with a mini-basketball net and three flat screen televisions. "The televisions are so we can watch Monday Night Football," remarks Keister, "while we work."