

## 5 minutes With...

### PETE PATTULLO

CEO, NetworkIP

**TPP:** *Network IP has been in the industry for longer than most and has never changed the name of the company. How did Network IP remain stable, reputable and profitable despite the past and current trends in the prepaidtelecom environment?*

**PP:** Let me start by correcting your first statement above. From inception back in early 1998, our legal name is and remains "Network Enhanced Telecom, LLP" we chose "NetworkIP" as our brand and "d.b.a." back in 1999. As far as our stability, reputation and profitability, NetworkIP was founded on the basis of a classic entrepreneur business model, not the dot.com "Revenue at any cost" models we've all seen go bust! We implemented a business model that focuses on minimizing risk, real-time management of customers & suppliers and enabling our customers and oh yeah... making money.

**TPP:** *In our opinion, Network IP has taken the humble position of remaining behind the scenes of this industry, is this part of this business module of your company?*

**PP:** NetworkIP is a Technology & Operations based company; our focus everyday is to manage the complexities of the telecom industry, switches, servers and software. We see ourselves as the "Wizard behind the curtain" or the "Intel inside". Our mission is to make it work! Drive down cost and enable our customers to be successful! Actually, I think it's more of the case that we are working so hard, we don't have time for wild parties, fancy cars or the extravagance.

**TPP:** *Bigger, faster and less expensive... value added, bundled services and always seek improvement, build a better "Mouse Trap." These are imperative to an organization's success. What has Network IP done in the past and what are you considering in the future to remain competitive?*

**PP:** All the above, plus ..... We have invented a way to give the consumers unlimited minutes on a card with no c.... wait a minute, if I tell you, will you promise not to send this article to my competitors ?????

**TPP:** *What effects has the "Internet" had, if any, on the way Network IP conducts its business?*

**PP:** Our business model is enabled by it. It is how we do business with our customers, everything from pin activation, rate changes, customer service, invoices, network monitoring, everything.....

**TPP:** *What have you found to be the most effective way to attract new distributors and agents?*

**PP:** Reputation!

**TPP:** *In your opinion, what is the single most important accomplishment of your company?*

**PP:** We were told by a group of investment bankers in New York in 2001 that we should not go public, because we were profitable and that's "OLD ECONOMY"!



Pete Pattullo is CEO of Network IP

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