



Success stories

**Technical Know-how  
powered by Brand**

It's not enough to be good;  
you got to tell people you are



For Simon and Jonathan Ellery, confidence in their own technical ability led them to establish Pathfinder Technology Group in 2010. With the help of the Australian Government's Entrepreneurs' Programme, they've learnt the value of building a brand.

**A networked world**

We are living in a networked world. Using the internet at home on a tablet makes this obvious. Yet this is only the beginning. Every major project, from utilities to mining, transport and manufacturing needs reliable and effective data connections between it and the wider world.

**Seizing the opportunity**

Simon and Jonathan Ellery took their commercial experience and awareness of the growing need for data infrastructure and went about building a great business in Balcatta, Western Australia.

With a focus on service backed with a culture of trust and empowerment the business grew quickly.

Lean principles were applied within the business to help manage workflow, reduce waste and build better efficiency.

The business built success with the customers it knew, but growth started to become more difficult to achieve with the 'low-hanging fruit' now picked from the tree.

**Promoting the brand**

Starting in November 2019, Pathfinder Technology Group worked with Entrepreneurs' Programme Growth

Facilitator, Andrew Canion, to review the business' performance and develop a Growth Roadmap for the future.

A key finding of this engagement was that the business had no shortage of technical and operational competence, but was shy about promoting this expertise to the wider market. Selling themselves was not part of the Ellery DNA.

Working with Andrew, and supported with a financial Growth Grant through the program, the business considered how they could better promote their business without sounding artificial.

**The Future is bright**

Now the business has a new brand image and a stronger story to tell. Growth is being achieved and the business is thankful for the independent advice delivered through the Entrepreneurs' Programme.