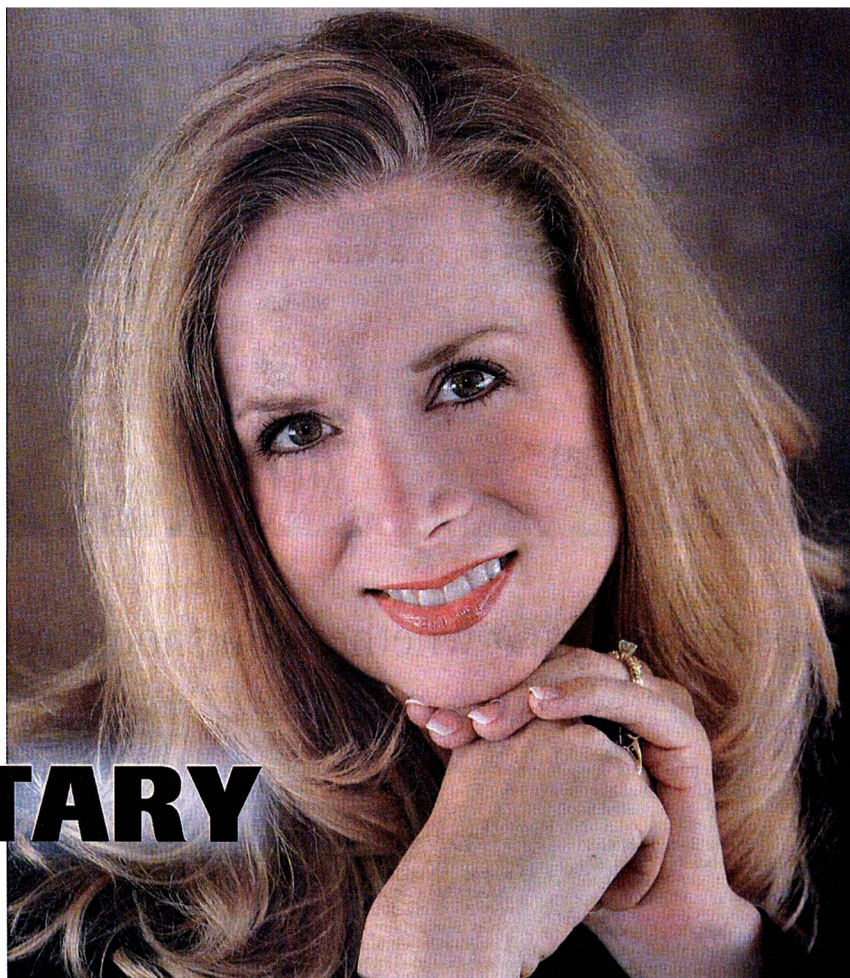


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Even when companies are laying people off and letting people go, the work still needs to get done. We're a flexible workforce on demand so they pay for us.

— PATRICIA BECKMAN
founder of Cybertary



CYBERTARY

Network of experienced professionals each with a different niche

Cybertary offers companies way to outsource domestically

■ Provides moms avenue to work at home.

By Kathleen Thurber
Staff Writer

After 20 years in finance management, Patricia Beckman realized she didn't know that much about her own children.

When she arrived home they had only about two hours together before it was time for bed and during most weeks she was traveling for three of the seven days. Beckman didn't know who her kids' friends were, missed more than a few of their school programs and certainly was not one of those moms with time for the PTA.

So she got out.

"I left corporate America with the goal of doing something where I could be at home with my family," said Beckman, who runs a nationwide business from California.

At the time, Beckman decided to try and work from home, hoping that companies could benefit from her financial experience even if only utilizing her services part-time. She offered her expertise through contract work, taking five hours from a business in one city and the next week 15 from a company somewhere else.

Soon, word about her home-based business spread and Beckman had more work than she could handle on her own.

Plus, some of the requests for part-time labor included jobs in graphic design and other fields in which Beckman, a former

Fortune 500 executive, had no experience. She knew of other moms who'd left the business world to be with their children and started making calls.

Together, the women were able to create a network of experienced professionals each with a different niche. Five years after she started, Beckman has now franchised her concept — known as Cybertary — into 24 different businesses spread throughout 15 states.

Speaking over the phone last week, Beckman said she's now looking to branch into West Texas. Even before that happens, though, she said they already are completing jobs for corporations in various parts of the U.S.

"There has been a consistent trend with businesses in general to begin to outsource more," Beckman said.

And while many are sending work to other countries to save money, Beckman said in recent years they're finding companies are less comfortable doing that and prefer a venue like theirs where everyone is based in the U.S. or Canada. Particularly with the risk of identity theft and fraud through online accounts and financial information, Beckman said several businesses want the assurance their confidentiality and disclosure agreements apply to whoever they contract with.

"They're giving us the electronic keys to their store," she said.

Beckman said when a job request comes in to Cybertary, they look through their ranks and give the task to whoever is most qualified. Under the system, employees sometimes have nearly a full-

time workload if they want it and at other times may only have five paid hours in a week.

"Most of our team members are really looking at it as a supplemental source of income," she said.

Still, while the work is inconsistent, it does provide a guarantee of some extra funds, which in the present economy is helpful to many families, she said.

"Even when companies are laying people off and letting people go, the work still needs to get done," she said. "We're a flexible workforce on demand so they pay for us."

In doing that, businesses save both because they're not paying a full-time salary and also because they're not providing insurance, paid leave time or equipment and computers from which to work, she said.

For moms like her, it creates time to work and still know what's going on as their kids grow, Beckman said.

"I take my kids to school every morning. I pick them up. I do homework with them," she said, of her now 11- and 14-year-olds.

"When I was in corporate America, not only did they not know what I did, they didn't care," Beckman said. "They know now that I redirected my life ... I don't miss any school events. I've never had more fun."

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On the web:
www.cybertary.com