

Bayside Perfect Fit For Funky Firm

Images of the Google offices have many IT firms looking for a funky change but very few have made the transition. Trident Computer Services is one of the exceptions thanks to their new architect designed surrounds at the Hallmarc Bayside Business Park.

Trident partner and CEO Katie Bentley is justifiably proud of her vibrant two-storey office with its eclectic fitout but says it wouldn't have worked in a lesser building.

Katie is the driving force behind a firm that has lasted 27 years in IT service, an enviable record in an industry with a high attrition rate, a record she puts down to the fact that the business has always reacted to market changes and moved with the times.

The business is essentially an IT integrator catering specifically to the education sector and small to medium enterprises and covering the full gamut of services from security, storage and mobility to hardware.

With 27 staff, almost half of whom are hand chosen engineers and technicians sourced by personal referrals rather than advertising, Trident is a serious firm, but one with a sense of fun and it's that sense that Katie was keen to engender with move.

As she and her husband had lived their whole lives in Bayside there was no question about the suburb, just the building.

"In 27 years we've occupied four premises, the most recent in Ormond. We wanted to be part of a new, fresh building. We wanted a new, fresh and modern office and looked for six months before we found this site, the



Trident's Geoff Bentley has started a highly successful networking group for Hallmarc Bayside tenants.

only one that met our criteria," Katie recalled. When they first saw the Bayside site the buildings were still under construction so they travelled around to look at existing Hallmarc premises.

"We knew that being part of a business park would give us room for expansion and as soon as we saw the quality of the other Hallmarc parks we knew Bayside was going to meet our needs and fit in with our business philosophies as a vital IT organisation."

Katie said that she had been particularly impressed at the lengths to which the

Hallmarc team went to meet her firm's needs. They understood, and were responsive to, her particular requirements despite the pressures they were under to finish their building.

"They even gave us the services of one of their designers to come up with fashionable colours to make the most of our modern, light filled office with its high ceilings.

"Because they design, build, own and lease their own buildings it was a one stop shop and frankly, when your moving offices it's

quite a stressful time and our expertise is certainly not in office fitout. That was the big bonus of dealing with Hallmarc."

Since opening as the first tenant three and a half years ago, Katie has watched the park grow to become a real community and Trident has re-paid Hallmarc's efforts on their behalf by establishing a Bayside networking group, 328R that further enhances the parks amenity and neighbourly feel.

"328R started six months ago with four people and we're now up to 34 business people meeting each month for a function with a guest speaker.

"The last breakfast they had at Onyx, the café at the park, the speaker was AFL Players' Association CEO Matthew Finnis and that was the morning the whole Ricky Nixon scandal broke so it was a spirited and interesting breakfast."

Such has been the success of 328R in bringing people together that one of the members recently sent out an invitation for other tenants to join him for drinks on a Friday night.

"It takes up a while to build up a neighbourly feel but given that Hallmarc Bayside Business Park has only been open for a short period it has done pretty well, pretty quickly," Katie said.

If you are interested in joining 328R please contact Geoff Bentley at gbentley@trident.com.au. To find out about leasing an office or office warehouse at the Bayside Business Park, contact Damon Armstrong 9660-9000.

JOIN BAYSIDE'S MOST SUCCESSFUL BUSINESS PARK

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Enjoy a range of networking opportunities and benefits when you move into **Hallmarc Business Park Bayside:**

- Areas from 60sqm to 250sqm
- Excellent signage options
- Free in-house design service for fit-out
- Stunning on-site Café/Restaurant/Bar "Onyx"
- On-site gymnasium
- Located within the Bayside Business District
- Easy access to transport & Nepean Hwy
- Close to Southland, golf courses and the bay!

328 Reserve Road, Cheltenham

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