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Interview
by Rodolphe Hatchadourian

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The sky's the limit of the Internet for WSI

Interview with Ron McArthur, President of WSI



[WSI Internet Consulting](#) and Education has been developing profitable Internet Solutions for their customers since the mid 1990s. Their global network of certified [Internet Consultants](#) is the largest of its kind and is ranked the no.1 Internet services business in the world by industry leading Entrepreneur magazine.

The following is an interview with WSI's President, Mr. Ron McArthur, who has been in office for almost 2 years.

L'entretien

WSI: You joined the group in January 2004, what were your first feelings about WSI?

Ron McArthur: At first, I was intrigued by [WSI](#), because I did not come from an Internet background, but from the traditional business world. In fact, WSI's activity is quite easy to define: we provide [Internet solutions](#) to small and medium size companies around the world. And this is fairly essential, when you realize that the internet is the fastest growing sector in the world these days.

W.: You were appointed President of WSI in March 2005. After six months, what is your impression of the company?

R.M: The main thing that strikes me is the quality of our franchisees, who come from three main sectors: general business, sales and marketing and IT. Over the past year we held a series of meetings, where all franchisees shared their experience and learn from each other. These will continue as they significantly enhance communication between the franchisees and the franchiser.

W.: What are the key services offered by WSI for your clients?

R.M: We provide them with a website, or we enhance their previous one. We have fourteen production centres globally located that can meet the needs of all our customers' services. Another product is our contemporary e-commerce systems. We also have Internet marketing services and e-learning systems, which allow our customers to train their employees through the Internet (learn about new products or new sales techniques...). And finally, we provide communication tools as well, such as e-conference systems.

W.: What is your global vision of the Internet and its evolution in the near future?

R.M: It is mind-boggling to guess how the Internet might evolve. Just think that ten years ago, we used the Yellow Pages, now it's Google. The Internet will be used more and more in the future, and nowadays, businesses cannot afford to be without an Internet presence.

W.: What about franchising? Do specific [franchising](#) regulations differ from country to country?

R.M : Franchising allows a franchisee to use a proven system for business success regardless of location. [Franchising](#) regulations do differ around the world, but for the most part these are contractual differences aligned with local laws.

W. : What sort of franchisees are you looking for?

R.M : The typical WSI franchisee is an individual with business experience, about 35 to 40 years old. He or she may formerly have been running a business, or might have been working in a sales and marketing capacity or IT, and is looking for a change of lifestyle. Our franchisees are independent people: 83% of them work from home and set their own hours based on their business needs and growth goals.

W. : What is your position and target for the French market?

R.M : Our aim is to have 10% of all small- and medium-sized businesses in France have at least one or more WSI service or product, knowing that a single franchisee can handle about 100 companies each. At the moment, we have 20 franchisees in France and we plan to grow to 400 over the next five years.

W. : Is there anything else you would like to add?

R.M : In the eighteen months since I joined [WSI](#), I came across some excellent opportunities for our company and our franchisees...and the scope for even greater progress is vast. We are looking closely at China and Japan, where we hope to develop these markets.

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31 Mai 2005

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