

Computer store opens in High Point

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Half of Antony Ciccone's life has evolved around computers. So it was only natural that he longed to open up his own business and work, in some way, with computers.

At 17, Ciccone entered the Army and worked in intelligence with Motorola.

Afterward, he started building computers and founded ANTechnology Inc. in 2001.

Ciccone is finishing a degree at ECPI in Web development. He mostly worked out of his home until last fall when he opened ANTCPU Computer Dealership, 615 Greensboro Road, High Point.

Although the business is in a far corner of Inspirations Unfinished Furniture, Ciccone sees an opportunity for growth.

Ciccone builds computers from scratch and sells them in his store. He also has computers that he will sell through a rent-to-own program. This helps everyone who'd like to own a computer find an option that will work for them.

There's also a few computer accessories available, for new and old computers alike.

Computer owners can also bring in their computers and have Ciccone take a look at the problem.

"What makes me different is I listen," he said, comparing himself to the competition, such as big box stores.

Ciccone won't just diagnose a computer problem and fix it, he'll ask the computer owner (and his or her family) questions to pinpoint how the problem occurred and educate the customer on what went wrong and how to prevent it. "I uncover the customer's needs," he said.

Ciccone also provides free labor on upgrades.

Besides computer sales and services, Ciccone also develops Web sites and already has some under his belt, such as area CiCi's pizzas, Single Purpose Ministries and Greensboro Council of Garden Clubs, of which he's the Web master.

Ciccone said before he designs a Web site for a client, he'll consult with them. He'll find out more about the business and what its needs are. He'll also take the time to show the business what it could be doing for itself using a variety of tools, such as Facebook, MySpace, Twitter and other platforms.

That's another aspect to ANTCPU — consulting. This includes guiding novices through the myriad tools of their computer and the Internet — from learning how to send E-mail to creating a blog or Web page.

Ciccone's main goal is to help the community take advantage of the many tools widely available. "I want change," he said. "I want to create more for the community to use."

His example is a Web site he created for the CiCi's Pizza stores on Battleground and Market streets, Greensboro, and in Asheboro. That Web site has helped the business connect with its community, Ciccone said.

Although Ciccone admits to wearing many hats, he said, "I never spread myself too thin."

Contact E.A. Seagraves at elizabeth.seagraves@news-record.com



E.A. Seagraves (News & Record)

Antony Ciccone has opened ANTCPU Computer Dealership in High Point. His business offers custom-built computers, consultation and Web site development.

Business spotlight

Business: ANTCPU Computer Dealership

Description: Computer sales and service, consulting and Web site development.

What sets your business apart? We keep our cost low by accomplishing what the big stores do with less effort. When a customer has a problem, we listen. If it is something we need help with, the associates we work with listen. It goes a long way.

Owner: Joseph "Ant" Ciccone. Ant is short for Antony.

Address: 615 Greensboro Road, High Point, 27260 (inside Inspirations Unfinished Furniture.)
Hours: 10 a.m. to 5 p.m. Tuesday through Thursday and 10 a.m. to 6 p.m. Friday and Saturday

Number of employees: Just Ciccone.

When it opened: Oct. 29 with a grand opening Nov. 16

What's the nicest thing a customer ever said to you? Ed Thompson, ministry leader and life coach at Single Purpose Ministries, said that Ciccone has helped him and the nonprofit out in many ways. "Not only did he redesign my Web site, he has taught me the basics in blogging, twittering and Facebook," Thompson said. "That way I am learning how to fish rather than just letting Antony do all the work."

What's the best piece of business advice you were given? Take baby steps along the way and never forget where you started, Ciccone said.

Phone: 340-6225
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Want to recommend a business to spotlight? Request a questionnaire from E.A. Seagraves at elizabeth.seagraves@news-record.com or 883-4422, Ext. 241.

