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THE IMPORTANCE OF UX IN CYBERSECURITY

THE DRONE STARTUP TACKLING WILDFIRES

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IMPLOSIVE SOUND

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Phantom is unique. More than a connected speaker, Phantom emits sound using a revolutionary and inherently superior process created by Devialet engineers.

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DEVIALET

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red herring
Special Edition
Volume 3
C O N T E N T S

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this issue

top 100 awards

In this issue the Red Herring Top 100 awards highlights the most exciting startups from Europe, North America and Asia. Hundreds of companies from each region were reviewed in a rigorous 3-step process. Congratulations to all the winners.

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features

A new world is emerging in front of us.

It is bringing a message of ineluctable change that we must embrace.

Modern economists used to categorize sectors, segregating agriculture, services and industrial companies from each other. The nomenclature was convenient because advanced countries featured more services while the third world was centered around rural output, with lesser capital to drive growth. It took less than 25 years, just a blip in our world history, to wreck the model and substitute a new formula.

Technology has disrupted most traditional industries and is accelerating the redesign of sectors at such a pace that global leaders, governments and the general press are overwhelmed. Even worse, their analysis rings hollow for they are based on past models, rather than current ones.

Let us take a couple of examples which are often highlighted by research from CB Insights and other publications. First, agritech, which now features companies enabling a longer life for fruit and vegetables, among other innovations.

The elimination of waste and the monetization of agricultural output do not only imply a transformation within the food chain, but also a rebalancing of the relationship between suppliers and Western buyers. Also, take construction, where digitalization is reducing errors, tightening the supply chain and disrupting design, procurement and construction itself. From the time of the pyramids to Leonardo da Vinci, building always ended with a bricklayer and some mortar, but even that is changing.

In fact, every sector is under siege. Digital transformation, a fashionable seminar topic, has already dwarfed traditional sectors. Disruptors, mostly startups, are capturing the differential value creation. Companies are exploding overnight, based on shifting the focus from old fashioned well-run companies to upstarts which are redefining the metrics and the speed of change.

Red Herring is witnessing these mini-revolutions one after the other, from the front row. Transversal technologies such as AI and blockchain are embedded into a myriad of verticals. Each industry, from insurance to banking, wellness, retail, manufacturing or logistics, is turned upside down with new entrants recomposing the landscape overnight. For the speed of change has never been so intricately mixed with the disruption itself.

Since 1993, a number of household names have gone through the Red Herring Top 100 selection process, and with all mandatory humility, they managed to transform the world. By 2018, one thing can be said that few could have expected: old industries are being replaced at such a pace that within the next ten years, only a handful of the past leading companies will transcend the times. The technology sector obsoleted billion dollar companies in the blink of an eye. It is now signaling mandatory retirement to trillion dollar sectors.

Not all startups have the capacity to challenge incumbents. But those who can, such as Docusign and Dropbox and others, are claiming huge restructuring within society. Old habits die hard, but now they die faster than ever. A new world is emerging in front of us. It is bringing a message of ineluctable change that we must embrace. That is the reason why, year after year, in spite of all adverse factors, Red Herring continues to highlight these transformers in its Red Herring Top 100 Special Issue.

Alex Vieux,
Editor-in-Chief and Publisher

Europe: A-Z

Top
100
TECH. CO.

AWARD WINNERS

RED HERRING GLOBAL
100 WINNER

Andrew Alliance

www.andrewalliance.com
Piero Zucchelli
Life Sciences/Biotech
Switzerland

» Andrew Alliance is a liquid handling robot set to transform the reproducibility and efficiency of laboratories across the world. The solution weighs just 10kgs and can be integrated into any lab within minutes. Andrew Alliance is the lab technician's best friend - whatever their industry.

AppSpotr

www.appspotr.com
Patric Bottne
Internet/Online
Sweden

» Sweden's AppSpotr allows creative professionals to make gorgeous, native apps without any coding, and React Native developers can make real money with their skills. Its feature-filled solution is quick, effective and usable by companies of any size.

ArandoDB

www.appspotr.com
Claudius Weinberger
Big Data/Storage
Germany

» ArangoDB is a multi-model NoSQL database that uses just one unified query language. It allows single instance, cluster and mixed service models, and has been employed by major multinationals like Barclays and Thomson Reuters.

Argus Cyber Security

argus-sec.com
OferBen-Noon
Security
Israel

» Argus Cyber Security is one of the premier companies pioneering the automotive security field. In 2017 the Israeli firm, developed out of the country's elite Unit 8200 intelligence corps, was bought by Continental AG for $430m.

AudienceProject

www.audienceproject.com
Jacob Lachmann
Marketing/Advertising/SEO
Denmark

» Danish brand AudienceProject makes the complex simple, helping brands, agencies, publishers and e-commerce platforms identify, target and validate audiences. Its ecosystem keeps competitors ahead of a fast-evolving field.

Avangate

www.2checkout.com
Alex Hart
Cloud Computing
USA

» Avangate is the global e-commerce platform that maximizes firms' sales of software, SaaS and digital solutions. Founded in 2006 the Atlanta and Amsterdam-based company helps brands embrace industry shifts and reach new customers.

Bambwa AB

www.bambwa.com
Mårten Ohlin
Entertainment & Media
Sweden

» Bambwa AB wants to revolutionize content. How? By bringing the most relevant content to users with interactive FM, internet radio stations and high quality content aimed primarily at the emerging Asian and African markets.

BestMile

bestmile.com
Raphael Gindrat
Cloud Computing
Switzerland

» BestMile empowers mobility service providers to manage, operate and optimize autonomous vehicle fleets. It allows operators to manage fixed-route and on-demand services, that are at the forefront of the digital transport revolution worldwide.

Betalo AB

www.betalo.com
Stefan Salomonsson
Other
Sweden

» Betalo is the better way to send money abroad. Its high-security, smart and simple payment service allows for cheaper and quicker transfers all over the world. Little wonder the Swedish company has been used to send over a billion dollars since its foundation.

company   url   ceo   sector   state

BioCatch

www.biocatch.com
CEO Eyal Goldwerger
Security
Israel

» Boston-based BioCatch analyzes human-to-device interactions to provide companies with behavioral biometrics that allow them to prevent the next generation of cybersecurity threats. Its high tech solution includes over 50 patents and monitors more than 5bn transactions each month.

Business-Insight

www.business-insight.com
CEO Frank Vanden Berghen
Big Data/Storage
Belgium

» Insight offers servers and storage solutions scalable to small and medium sized businesses worldwide. Its highly flexible plans include Cloud, bring your own device (BYOD) support and end-to-end software management that provide safe, simple and secure storage for any industry.

Calldorado ApS

calldorado.com
CEO Claudia Dreier-Poepperl
adTech
Denmark

» Put your app in the spotlight with multiple award winning call-based advertising SDK for Android Calldorado, which allows users to monetize their apps via after-call ads linked to a caller ID screen. One of Copenhagen's most active startups, Calldorado has also initiated a $12m growth fund.

BoardMaps

boardmaps.comindex.html
CEO Vladimir Bernstein
Software
Cyprus

» BoardMaps enables board executives and committees to make better decisions. Its innovative, well-designed and workflow-based solution optimizes focus, participation, perfection and retention to ensure the most is made of any company's talent.

ByNoGame Online Games

www.bynogame.com
CEO Murat Komurcu
Gaming
Turkey

» ByNoGame is a Turkey-based web portal offering the latest products related to the fast-moving world of gaming. Founded ten years ago, the company has become a vital source of games, information, skins and many, many other valuable game-based items.

Calyos

www.calyos-tm.com
CEO Olivier de Laet
Clean Tech
Belgium

» Calyos is home to the world's most advanced loop heat pipe cooling solutions. Whether cooling for electronics or power modules, its fanless solution can be adapted for a huge variety of instruments and industries - from personal computers and servers to railways and even power stations.

Brandura International

N/A
CEO N/A
Marketing/Advertising/SEO
United Kingdom

» Flavia Anghel, the founder of Brandura International, Flavia is editor-in-chief of branding journal BrandingMag and branding.news. The marketing expert is passionate about unearthing undiscovered and unforeseen talent in the often-overlooked branding industry.

Cablato

cablato.com
CEO Adrian Pearmund
Marketing/Advertising/SEO
United Kingdom

» Cablato means more personalized, intelligent advertising. Powering the world's most engaging ads, the company offers data-driven, personal and cross-device advertising that matches a company's content to each and every consumer. No wonder it's attracted the business of brands like NBC, Honda and Adidas.

Cedato

www.cedato.com
CEO Ron Dick
adTech
Israel

» New York's Cedato is the programmatic video pioneer that powers your every transaction. Its SaaS-based Our predictive video advertising software makes it possible for native video to run on any screen and placement, enhancing value, yield and viewing experience. Two million sites, in 50 countries, agree.

CensorNet

www.censornet.com

CEO Ed Macnair

Security

United Kingdom

» Whether ransomware, compliance, shadow IT, authentication, Cloud security or making Microsoft's Office 365 secure, CensorNet brings enterprise-class security and flexibility to over 4,000 customers worldwide. Its highly experienced team brings decades of innovation from one of tech's most important sectors. **RH**

Chirp.io

chirp.io

CEO Moran Lerner

Software

United Kingdom

» Chirp.io enables a seamless transfer of digital innovation via sound waves using a device's loudspeaker and microphone only. The digital leader has connected millions of devices for big brands in over 90 countries. It's a giant leap forward in the field of data over sound. **RH**

Collaborative Recycling

www.corecyclage.com

CEO Renaud ATTAL

Clean Tech

France

» Collaborative Recycling plans are proven to deliver both environmental and social benefits. Co-Recyclage, a Paris-based clean tech firm, optimizes reuse and reduces waste via an innovative, professional platform. The French nation is responding: over 60,000 users now employ the company's solution. **RH**

connected-health.eu GmbH

lifetime.eu

CEO Dr. Johannes Jacubeit

Other

Germany

» LifeTime is a way for patients to keep all their medical files on their smartphone - and fully encrypted. Users can share data in order to get the best treatment possible: it's the best way to stay in rude health - easy for users, and easy for doctors. **RH**

CoScale

www.newrelic.com

CEO Stijn Polfliet

Big Data/Storage

Belgium

» CoScale offers allows users to accelerate and assure their container deployments in production. Its monitoring platform is optimized for large and dynamic production environments, with lightweight non-intrusive container and application instrumentation, and streaming analytics to handle big ingests of data. **RH**

Darktrace

www.darktrace.com

CEO Nicole Eagan

Security

United Kingdom

» Darktrace is the world leader in machine learning cybersecurity. Created out of the University of Cambridge by some of the industry's brightest stars, the British firm uses AI algorithms that mimic the human immune system. Little wonder some of the biggest firms on earth employ its solution. **RH**

Delair-Tech

www.delair.aero

CEO Michael de Lagarde

Cloud Computing

France

» Delair-Tech SAS engages in the production and distribution of long range and civilian drone solutions, and image processing techniques for a variety of mineral and utilities companies worldwide. The Toulouse, France-based firm, founded in 2011, has quickly become a global leader in a fast-moving field. **RH**

Deposit Solutions GmbH

www.deposit-solutions.com

CEO Tim Sievers

Banking/M&A

Germany

» Hamburg's Deposit Solutions is a provider of one of the world's best open banking platforms for deposits connecting banks and deposits across Europe. Its mission is to establish open banking as the new industry standard for the deposits business. **RH**

Devialet

www.devialet.com

CEO Quentin Sannie

Entertainment & Media

France

» Devialet's high end speakers and audiophile amplifiers allow users to experience the greatest audio quality for ultra high performance situations. Customers and companies alike have been wowed by Devialet's peerless range and uncompromising addiction to audio perfection. **RH**

Disk Archive Corporation Ltd.

www.diskarchive.com
CEO Alan Hoggarth
Big Data/Storage
United Kingdom

» London's Disk Archive Corporation provides an easy, secure and affordable technology for archiving and cold data storage. It's ALTO - the Alternative to LTO - a high-density, enterprise-class, offline data archive platform that breaks the cycle of cumbersome robotic tape libraries. **RH**

EyeFitU AG

www.eyefitu.com
CEO Isabelle Ohnemus
Internet/Online
Switzerland

» EyeFitU is the new way to shop online. Tired of buying clothes on the Internet, only for them not to fit when you get them home? Make sure that never happens by personalizing EyeFitU to your specific measurements, and leave long days in fitting rooms behind. Join the sizing revolution. **RH**

hedgehog Lab

www.hedgehoglab.com
CEO Sarat Pediredla
Mobile
United Kingdom

» Hedgehog Lab is a global technology consultancy that has helped some of the world's best businesses design and build software and digital solutions across leading-edge platforms like smartphones, tablets, wearables, connected devices, AR, VT, the Internet of Things and connected vehicles. **RH**

Dreams

www.getdreams.com
CEO Henrik Rosvall
Banking/M&A
Sweden

» Dreams is a goal - or dream - based savings platform, that allows people to save how people think. It's easy: download the Dreams app, create a dream, and start saving. Whether it's something for the home or that big holiday you've been thinking about for years, make it possible. **RH**

FraudBuster

www.fraudbuster.mobi
CEO Jeremy Vinant
Telecommunications
France

» FraudBuster is home to the only antifraud solutions for mobile and fixed operators, that commit on results. Its raft of innovative security solutions, tailored across platforms, utilizes Big Data technology to detect fraudulent activity worldwide. So far it has been deployed in over 45 countries, detecting 8m fraudulent SIM cards. **RH**

Hutoma Artificial Intelligence SL

www.hutoma.ai
CEO Maurizio Cibelli
Other
Spain

» Hu:toma helps companies under their customers better. Its conversational AI solution creates chatbots people can speak to by ingesting unstructured data - in their language, and in a way that better helps them help themselves. Knowledge is power: leverage it, and keep customers coming back over and over. **RH**

eDevice

www.edevice.com
CEO Marc Berrebi
Medical Devices
France

» Founded in 1999, eDevice provide solutions that securely transmit medical data between their patients and their systems. Straddling the gateways, services, telecom and medical, the Merignac-headquartered company is a pioneer in the eHealth connectivity space. **RH**

Gamexy

www.gamexy.ru
CEO Pavel Osminin
Gaming
Russia

» Gamexy is a highly innovative games developer founded in 2011 to create something new, and cross lines that never before were crossed. Its titles immerse gamers in deep, emotive experiences. Its popular titles include the rich, PC role-player The Displaced, and Mafia Rush, a mobile arcade game. **RH**

Ideol

www.ideol-offshore.com
CEO Paul de la Guérivière
Clean Tech
France

» Offshore wind is the future of clean energy. Ideol's cutting-edge floating foundations save on construction, allow turbines to more easily be transported into place, and reduces the environmental impact of turbines by a huge degree. At a time when countries are embarking on ambitious wind projects, Ideol is at the sector's vanguard. **RH**

Insider

www. useinsider.com
CEO Hande Çilingir
Internet/Web
Turkey

» Insider is the world's first integrated Growth Management Platform. The Turkey-based firm helps digital marketers grow from end-to-end: from acquisition to activation, retention and revenue from a unified platform powered by the technologies of artificial intelligence and machine learning.   R**H**

IOVOX

www. www.iovox.com
CEO Ryan Gallagher
Telecommunications
United Kingdom

» IOVOX is the better way to call. The company's seamless, innovation SaaS platform allows customers to evaluate calls before answering, and observe data when done. Its features include flagging calls, setting reminders and taking notes on the people and conversations that really matter.   R**H**

Kaptio

www. kaptio.com
CEO Arnar Laufdal Olafsson
Cloud Computing
Iceland

» Kaptio is an ominchannel sales and service platform built for travel on Salesforce. The world has changed, and companies must sell faster, launch smarter and deliver error-free bookings to customers. Kaptio's single reservation platform brings customers and company closer together.   R**H**

Intent Technologies

www. www.intent-technologies.eu
CEO Laurent Chesnais
Other
France

» Intent Technologies democratizes data and services access and sharing between every person involved property management. Its quick-to-install SaaS solution, set up with no upfront fees, manages smart buildings and cities, accelerating and enriching companies' abilities to offer optimized, efficient services.   R**H**

iProtego

www. www.iprotego.com
CEO Ludovic Broyer
Internet/Online
France

» Don't let negative search results affect your business with iProtego, the leading e-reputation management brand. Whether an individual or a business, you have the right to protect your image online. iProtego's consumer solution, Osculteo, projects and audits digital identity in one, easy to use place.   R**H**

LeanXcale

www. www.leanxcale.com
CEO Ricardo Jimenez-Peris
Big Data/Storage
Spain

» LeanXcale is a converged SQL database, combining Ultra-Scalable capabilities and full ACID transactional consistency of distributed data. Its innovation is based on a new approach to transactional processing, enabling it to provide transactional data consistency while scaling out to hundreds of nodes, terabytes of data and millions of transactions per second.   R**H**

Interprefy

www. interprefy.com
CEO Kim Ludvigsen
Entertainment & Media
Switzerland

» Interprefy provides a premium cloud-based platform for video remote interpreting of conferences, workshops and similar events. Interprefy works with the best language service providers and established technology partners worldwide. Interprefy your event. Anytime. Anywhere.   R**H**

Kado

www. kado.tech
CEO Itay Hasid
Consumer Electronics
Israel

» KADO is the insanely thin charger for phone, cameras, tablets and much more. Thinner than a regular pencil it uses only premium materials, and can fit easily into a passport case or even a tight pocket. All our modern devices are pocket-sized: why must our chargers be bricks? KADO is your new game-changer.   R**H**

Level Up Media

www. www.levelupmedia.tv
CEO Chris Gale
Entertainment & Media
United Kingdom

» Level Up Media provides video publishers with cutting edge tools and the technology to succeed in today's complex, ultra-competitive marketplace. The company's EvoPlayer, which uses the most current protocols, such as QUIC, enhances quality while radically reducing clients' overheads.   R**H**

MacPaw

www. www.macpaw.com
CEO Oleksandr Kosovan
Software
Ukraine

» MacPaw makes running your Mac a million times easier. Its CleanMyMac 3 software, paws through your Mac's files to keep as much space as possible - and give it a much-needed checkup. But that's not all. MacPaw offers a raft of troubleshooting apps that prolong, and better, the life of Macs and PCs everywhere. **RH**

Netalizer

www. www.gazpachomobile.com
CEO John Roujinsky
Mobile
Israel

» Easy to make and always tastes good: Gazpacho is the enterprise mobile solutions platform with real benefits. It is a host of innovative, top-of-the-line ingredients that enable companies to mobilize their organizations instantly, sending productivity through the roof. You'll barely remember your workflow without it. **RH**

Obiz Concept

www. www.obiz.fr
CEO Brice Chambard
Marketing/Advertising/SEO
France

» Now you can keep all your leisure and sport activities on one card: the Obiz Card hosts a whole world of advantages for one, low annual payment. Its professional services are also creating a societal movement, as craftsmen, entrepreneurs and merchants change the way they do business. It already has five million beneficiaries, and counting. **RH**

Market Logic Software AG

www. marketlogicsoftware.com
CEO Kay Iversen
Cloud
Germany

» Market Logic Software helps companies transform their marketing strategies with the right information, at the right time. Powered by cognitive computing, the Berlin-based software expert drives insights that accelerate business, and make companies' marketing directions run smoother, and more clever. **RH**

Nice People At Work (NPAW)

www. nicepeopleatwork.com
CEO Ferran Gutiérrez
Big Data/Storage
Spain

» Nice People at Work - NPAW - is a business intelligence team serving the online media industry. With a decade of work under its belt, the Barcelona-based firm has made the most of emerging Big Data and business intelligence technologies to help the next generation of media players move their business forward. **RH**

Omniflow, SA

www. www.omniflow.pt
CEO Pedro Ruão
Clean Tech
Portugal

» Omniflow is a smart energy platform, powered by wind and solar, that will change the way we power the world. Connected and easy to manage via a smartphone or other device, its autonomous solution is powered by an omnidirectional wind turbine and solar cells for applications in Internet of Things for urban or even remote locations. **RH**

Mozoo

www. www.mozoo.com
CEO Jules Minvielle
Marketing/Advertising/SEO
United Kingdom

» Mozoo uses artificial intelligence to optimize advertising revenues for mobile publishers. Its simple-to-integrate platform, which gives instant access to all ad networks and exchanges on the market, radically increases clients' ability to predict the future. Little wonder publishers can expect a 20-300% revenue increase. **RH**

Nomos System AG

www. www.nomossystemes.com
www. Bernhard
CEO Huessy
Software
Switzerland

» Nomos System caters to the flood of Internet-connected devices that is changing our world. Its interoperable software engine controls connected devices across multiple platforms and standards: no wonder the Swiss startup has become an industry darling for its innovative, easy-to-use solution. **RH**

Peaksel

www. www.peaksel.com
CEO Marko Petkovic
Mobile
Serbia

» Peaksel is a digital media company that develops, publishes and promotes mobile apps and games. Some of its best known titles include My Best Friend Anna, Pregnant Emma, Red Hands and its much-loved coloring games. Peaks has also designed a host of quiz games - and its Virtual Museum series brings classic art to life for modern enthusiasts, and newcomers. **RH**

QualySense

www.qualysense.com

CEO: Francesco Dell'Endice

Clean Tech

Switzerland

» Now you can inspect individual beans and grains with professional quality and ease with QualySense, a manufacturer of high-end machines that can sort and inspect produce on-the-spot. The QSorter Explorer can analyze and sort 50 kernels per second, while technology and services offerings ensure QualySense caters to everyone requiring their produce to be the best. **RH**

Salestools.io

www.voogy.com

CEO: Jesper Qvist

Cloud

Denmark

» Salestools identifies and finds your next customer. Its SaaS platform, which integrates the latest in Big Data and intelligence tools, can search millions of prospects, and arrange via job department, seniority and technology use. Never before has it been so easy to connect and make business-critical deals. **RH**

Scoota

www.scoota.com

CEO: James Booth

adTech

United Kingdom

» Scoota is brand safety that works. Its highly-tuned platform combines anomaly detection, viewability and domain verification, ensuring its clients deliver brand advertising to those who will really connect. Its Sentinel technology, an intelligent campaign delivery system, keeps campaigns rich and relevant - whatever the industry or size. **RH**

SearchInk

www.omnius.com

CEO: Sofie Quidenus

Cloud Computing

Germany

» Omni:us delivers structured data from highly variable documents, to streamline processes and facilitate end-to-end document interchanges. Whether high volume, high variability or high speed - or all three - its solution is tailored for the ultimate ROI. Firms are able to process 80% faster and save 75%. **RH**

SeedLegals

www.seedlegals.com

CEO: Anthony Rose

Software

United Kingdom

» What could be more important for today's startups than finding funding, fast and easily? SeedLegals knows: that's why its platform allows the next big entrepreneurs a place to build teams, ready investment, be compliant and close rounds in a richly-designed, software-based environment. **RH**

Sherpa

www.sher.pa

CEO: Xabi Uribe-Etxebarria

Software

Spain

» Few people know artificial intelligence better than Xabi Uribe-Etxebarria. The longtime Spanish entrepreneur, chief of AI personal assistant Sherpa, has built a bleeding edge technology firm that provides an API to access mankind's predictive artificial intelligence capabilities. **RH**

Simpleweb

simpleweb.co.uk

CEO: Mark Panay

Software

United Kingdom

» Simpleweb solves difficult problems by combining strategy, engineering and art. Its holistic approach to clients' needs includes bespoke content, cutting edge development and Simpleweb Studio Block, a software studio focusing on the productization of decentralized applications, using the latest Blockchain technology. **RH**

Smappee

www.smappee.com

CEO: Stefan Grosjean

Clean Tech

Belgium

» Smappee is the smart energy monitor you can control, easily, all from your own smartphone. Like Shazam identifies songs, Smappee finds appliances - and allows you to streamline your energy use and build a bank of data showing you where weak points are located. It's easy, simple and fast. **RH**

SnapShot

www.snapshot.travel

CEO: Stefan Tweraser

Cloud Computing

Germany

» SnapShot is the go-to marketplace for hotels and great technology. range of hotel data solutions, from smart applications to a customizable enterprise data warehouse solution, makes the platform perfect for properties of all sizes. SnapShot solves the data problem in hospitality - and does it in style. **RH**

Social Party Inc.

- www.socialparty.biz
- Olli Kallioinen
- Internet/Online
- Finland

» Social Party is the leading tech-based loyalty program. Its DigiAwards by Party Coins solution, which can be integrated in just one day, provides the best digital content like music, movies and games - all while increasing conversion rates and allowing customers to redeem exciting awards and items.

Splitit

- www.splitit.com
- Gil Don
- Other
- Israel

» SplitIt is a benchmark-bending startup that is changing the way online retailers do business. Its patented technology, which enables seamless payments for companies of all sizes, includes innovations such as eWallet capability and the ability to optimize credit lines as security for installment plans.

SpotMe

- www.spotme.com
- Pierre Metrailler
- Mobile
- Switzerland

» SpotMe's innovative solutions spark new ideas. Its enterprise engagement platform allows participants to foster collaboration, drive strategic alignment, and supports organizations to solve meaningful business challenges through events and perpetual engagement workspaces.

Stormshield

- www.stormshield.com
- Pierre Calais
- Security
- France

» Stormshield is your defense against the new weaponry in the cybersecurity war. Its triple-fronted technology secures networks, endpoints and sensitive data, all via a simple to use, Cloud-based platform that allows companies of all sizes to transition seamlessly to the Cloud, and stay safe doing so.

Stryking Entertainment

- www.stryking.com
- Dirk Weyel
- Gaming
- Germany

» Striking Entertainment is the next generation fantasy sports platform. The Berlin-based startup drives engagement and monetization by combining the real and virtual world to create genuine interaction opportunities for fans, stars and brands. Its Football-Stars platform brings the beautiful game to the web and mobile, for a new breed of footy-mad fantasy players.

SwipeStox GmbH

- www.nagatrader.com
- Wladimir Huber
- Mobile
- Germany

» SwipeStox' NAGA Trader is a social network for traders. Its easy and simple platform lets you see exactly what's going on in the markets at any time, conceptualizes, develops, and launches technology ventures for financial industries. It's of no surprise the Hamburg-based firm has become one of the most talked about brands in the fintech world.

Talentsoft

- www.talentsoft.com
- Jean Stéphane Arcis
- Cloud Computing
- France

» Talentsoft is designing a fulfilling work experience for everybody. Talentsoft Recruiting helps recruiters and managers to free up their time to build meaningful relationships with candidates, by enhancing their productivity and decision-making abilities. Its highly flexible solution allows clients to engage candidates from sourcing to onboarding and all along their personalized employee journey.

Tappx

- www.tappx.com
- Daniel Reina
- Mobile
- Spain

» Tappx allows companies and individuals to boost their app success with ease. Its simple platform, which has served over a hundred billion monthly ads to date, allows app makers to better monetize and make visible apps, driving downloads, sales and - ultimately - big success. Just ask Cut The Rope, Clean Master - or hundreds of others who've used the service.

TasteHit

- www.tastehit.com
- Alexei Kounine
- Internet/Online
- France

» TasteHit uses cutting edge, innovative data science technology to individualize the online marketing experience. Its dashboard, ready in minutes, gives retailers the chance to make real impacts on their business by reaching the right customer, at all times. Revenues will bounce up to 20%, and all the tools you need are under one hood.

The CoSMo Company

cosmotech.com
Hugues de Bantel
Other
France

» Cosmo Tech Applications allow business leaders to make optimal decisions in complex environments. Cosmo Tech Applications goes where big data, data science, and artificial intelligence cannot: it delivers decision makers and C-suites the augmented intelligence they need to make the best choice and chart the best strategy every time. R H

The Floow Limited

www.thefloow.com
Aldo Monteforte
Software
United Kingdom

» The Floow is helping to accelerate change in the world of mobility. By combining data science and social science ts award-winning solutions directly address the issues faced by roadgoers, employing the latest and best in smart technology to make sure that drive home is as safe, and efficient, as possible. R H

Thermosome

www.thermosome.com
Pascal Schweizer
Life Sciences/Biotech
Germany

» Thermosome is the new, innovative targeting paradigm in fighting cancer, and beyond. Its drugs leverage a proprietary drug delivery technology, which exploits a new mechanism of action called intravascular drug release. That means improved therapeutics, of value to patients, that streamlines the delivery process. R H

TIPA-Corp

tipa-corp.com
Daphna Nissenbaum
Clean Tech
Israel

» Tipa Corp's compostable bio-plastic packaging looks like plastic, and feels like it too. But there's one big difference: its end of life is fully compostable. That means packaging that is just as flexible, transparent, durable and impermeable as plastic - but without the huge price to our planet. R H

Tradelab

www.tradelab.com
Yohann Dupasquier
Marketing/Advertising/SEO
France

» Tradelab is a specialist in multi-device campaigns through RTB. Founded in 2010, the French company has become a leader in programmatic marketing, and has won a whole raft of top-level customers with its easy-to-use, scalable and flexible platform. Make sure you're reaching everyone, on all platforms, with TradeLab. R H

Transmatico

www.transmatico.com
Christian Scherbel
Software
Germany

» Transmatico makes the digital transformation of publishing intuitive, predictable and cost efficient. Say goodbye to your print-feel product, and go digital first. Make sure your media is seen by everyone, across all platforms, channels, and in any time and place. Transmatico is the future of the media industry. R H

Ubi Transports

www.ubitransport.com
Jean-Paul Medioni
Software
France

» Ubitransports offers smartphone and Cloud-based CAD/AVL and fare collection systems for bus networks, with customized solutions for school transportation, small urban, rural and intercity transit, and demand-response transport. Its three products help school travel, small urban transport and substitute and unplanned bus solutions. R H

Ubimax

www.ubimax.com
Hendrik Witt
Software
Germany

» UbiMax is the leader in workplace wearable computing and augmented reality solutions. With more than 200 companies choosing its simple-to-use product, UbiMax can help employees achieve 35% or more in productivity improvements. Why not wear IT at work? UbiMax makes it easy! R H

ubirimi.com

www.ubirimi.com
Flavius Nopcea
Internet/Online
Romania

» Ubirimi knows how vital productivity is to any team. That's why it has devised a host of products that will help you and your colleagues get ahead more quickly. With ERP solutions that fits the needs of any team, Ubirimi offers privacy, security, ease of use and a huge level of flexibility - whether collating documents or fixing bugs. R H

Vendemore

www.vendemore.com

David Ratcliff

Marketing/Advertising/SEO

Sweden

» Sweden's Vendemore provides account-based marketing by targeting online content adverts to clients' named accounts. The result is increased B2B demand generation, pipeline acceleration and cross-selling. Their customers are complex selling B2B companies in these main segments: B2B software, outsourcing, industrial solutions and consulting. **R H**

VerseOne

www.verseone.com

Alan Neilson

Software

United Kingdom

» Welcome to the digital transformation, with VerseOne. Its powerful product suite and wealth of web expertise helps organizations equip themselves for the tech-based future - here and now. Whether housing, healthcare, local government or commercial, the British company has what it takes to transform and adapt. **R H**

Vionlabs AB

www.vionlabs.com

Arash Pendari

Entertainment & Media

Sweden

» Few content owners and creators understand their customers fully - or how to best enhance user engagement with their digital products. Vionlabs is here to help. Its three-pronged suite of products helps companies create personal experiences, optimize content strategies and return a greater ROI on content in the digital age. **R H**

Visedo Oy

www.danfoss.com

Kimmo Rauma

Clean Tech

Finland

» Visedo builds the most efficient hybrid and electric drivetrains, able to power the world's best marine vessels, and heavy duty machines and vehicles. Its experienced, highly skilled team can deliver bespoke solutions to propel the next generation of environmentally friendly land and sea vehicles. **R H**

VisIC Technologies

www.visic-tech.com

Tamara Baksht

Clean Tech

Israel

» VisIC Technologies develops and markets the world's leading GaN-based power device components for energy conversion systems. Its transistors and modules are coveted everywhere, and it is leaping ahead of competition in a technology expected to replace most silicon-based products currently used in power conversion. **R H**

Visionteractive

www.visionteractive.com

Onur Candan

Entertainment & Media

Turkey

» Visioninteractive is a marketing technology company that produces online-offline integrated smart devices and softwares, researching and developing to solve brands' marketing problems. Its product stable includes Mediainteractive, a programmatic tool, and MuHakKak, a creative content provider aimed at tech-savvy providers. **R H**

Volterion GmbH

www.volterion.com

Thomas Gebauer

Clean Tech

Germany

» Volterion produces its innovative Redox-Flow battery engineering in a compact design for the conservation of renewable energy. Its stacks are made to the highest standards, and can be used independent of electrolytes. They can be used for demonstration projects from 10 - 500kWh, and are overseen by the company's well-priced Stackcontroller system. **R H**

Warwick Analytics

warwickanalytics.com

Dan Somers

Cloud Computing

United Kingdom

» Warwick Analytics produces PrediCX, automated text analytics for voice of customer (VoC) data, chatbots, service, complaint handling, call center automation and early warning of issues. It's quick and easy to use and deploy, and provides a high impact solution for text analysis. **R H**

WebVenture Development

www.webventure.ro

CiprianvSalceanu

Software

Romania

» Software, Blockchain, web and mobile development is right at your fingertips with Webventure, an experienced team specializing in Blockchain applications developments - like ICOs, coins and hyperledger fabric - CMS platforms, e-commerce, consultancy and IT maintenance and support. **R H**

WeCashUp

www.wecashup.com
CEO Cedric ATANGANA
Other
France

» WeCashUp enables organizations to go global and manage cross-network, cross-border, cross-currency and interoperable payments seamlessly. It is a cutting-edge payment platform that leverages the security potential of the Blockchain to create a global interoperability loop that facilitates and accelerates money flow between the emerging payment systems and the traditional banking system globally. **RH**

Wittra Sweden AB

www.wittra.se
CEO Håkan Dackefjord
Hardware
Sweden

» Wittra is providing solutions for the Internet of Moving Things. The Sweden-based company is addressing problems created by GPS, which cannot easily be used indoors, in a tunnel or anywhere it loses signal. Indoor positioning can be solved with Wittra's long-range technology, which gives you everything you need in a single device. **RH**

ZapGo Ltd

www.zapgo.com
CEO Stephen Voller
Consumer Electronics
United Kingdom

» ZapGo is building the batteries which will power the next generation of devices. Its ultra fast charging carbon-ion cells can replace lithium-ion batteries, to charge devices applications in under five minutes. Whether on the go, completely cordless or in state-of-the-art facilities, ZapGo is expertly poised to change the charging world. **RH**

Wiredelta

wiredelta.com
CEO Mark Dencker
Software
Denmark

» WireDelta has everything you need to turn your operation into an online powerhouse. Its deeply experienced team of digital experts has all the solutions to cater to mobile development, e-commerce, design and everything else a business needs to thrive in the new, tech-driven marketplace. **RH**

xbird

www.xbird.io
CEO Sebastian Sujka
Life Sciences/Biotech
Germany

» Xbird's mission is a lofty one: to save one million lives by 2020. How will it achieve that goal? By harnessing the power of data and pattern recognition from smartphones, wearables and medical devices, to alert medical professionals and users to manage health, and prevent problems before they grow. **RH**

ZEETTA NETWORKS

zeetta.com
CEO Vassilis Seferidis
Telecommunications
United Kingdom

» Zeetta Networks transforms your network into an interactive programmable platform for better control, improved efficiency, enhanced performance and better cost controls of your existing infrastructure. Its vision is to allow enterprises, cities and network operators to scale up the capabilities of their network. **RH**

company   url   ceo   sector   state

zeotap

www.zeotap.com

Daniel Heer

Big Data/Storage

Germany

» Zeotap enables clients to achieve better results with the most valuable data that fuels growth. It has become a leader in sourcing, refining and distributing high quality data from large enterprises - and has won top-level clients with its highly compliant, secure and efficient solutions across the board.

Zero Keyboard

zerokeyboard.com

Jaan Apajalahti

Mobile

Finland

» Zero Keyboard is the ultimate Salesforce app. It offers the ability to update the Salesforce CRM on the go with swipes, business card scanner and speech to text abilities. You can use Zero Keyboard anywhere, at any time, without ever having to type. No wonder organizations are flocking to streamline their sales operations.

Zervant Oy

www.zervant.com

Mattias Hansson

Banking/M&A

Finland

» Zervant is free invoicing software for small businesses. Zervant makes running a small business as simple as possible with its slick, easy to use templates and software that will make invoicing a headache-free activity - and keep your accountant happy at the same time.

Zingaya Inc.

www.zingaya.com

Alexey Aylarov

Cloud Computing

Russia

» Let your website visitors call you without a phone, with Zingaya - software that enables voice calls through any computer, right through a webpage. No download or phone is ever required, making interactions - and conversions - all that much easier. Turn your website visitors into customers with Zingaya.

Averon CEO Wendell Brown –

Why UX is Now the Crucial Element of Cybersecurity

Last month, Averon announced the close of an $8.3 million funding round led by Avalon Ventures, to continue developing its Direct Autonomous Authentication (DAA) platform, a frictionless mobile identity verification technology.

What is Averon's unique solution to improving cybersecurity, and why is authentication such an important topic right now?

I think everyone knows cybersecurity is a challenge today; you read about breaches all the time. Averon's solution is important because it provides a much easier way for mobile users to authenticate, to really communicate and prove to the service who they are, and it does so in a much easier way.

In fact, the user does nothing. Unlike existing solutions like SMS 2FA (two-factor authentication), Averon allows you to authenticate with no effort. It leverages the inherent power in the mobile network, and that's really quite unique. Making it easy is important, because if it's not easy for users, they'll usually turn off security.

Is there anyone working in your space at all: any direct competition whatsoever?

There are a lot of companies that provide second factors, but there's no one else providing cybersecurity the way we are, where it's easy, and it's leveraging the power of the mobile carriers. We're embedded inside the carriers, so it's a unique approach, totally different from SMS.

With SMS 2FA, of course, the user has to do something, has to type in the characters. It's not just the time and inconvenience—SMS is not as secure as people may imagine. There have been multiple breaches where SMS codes were lifted off an SMS stream. There's a group in the US government called NIST (National Institute for Standards and Technology) that came out about six months ago with a recommendation to the banking community and other sectors to no longer use SMS 2FA because of these breaches. Soon it seems regulations will mandate moving away from SMS-based 2FA.

Are there any other ways cybersecurity companies are not delivering the user what he or she needs?

An important message for companies to understand is when they beef up security, a lot of companies just make it harder and harder for the user. Requiring multiple steps tests the user's patience, and sometimes when it gets too difficult users just turn off security altogether.

So there's a point of diminishing returns if you improve security by making it more complicated. That's one of the things that really sets us apart: We add security, but we do it in a way that makes it easier for the user. That is important, because if it gets too complicated users either turn security off—which, of course, defeats the whole point—or if there's a poor security implementation, sometimes customers will go somewhere else. If it's too much of a hassle, they vote with their feet: They either turn it off or go somewhere else.

So you think there's a UX deficit on that side of things – where companies are keen to make all other operations as seamless and user-friendly as possible, but when it comes to security they're not really thinking about the user?

I think the priority is correct in that they need to make security stronger, but it's important to pay attention to the UX. We've all experienced login problems or forgotten a password—it's all becoming increasingly complicated in general—so we are unique in that we can add security and extra strength but without impacting the UX in general.

What are the biggest challenges Averon faces today?

We're live on all the US carriers, are expanding internationally, and we recently closed an $8.3 million Series A with Avalon Ventures. They're a great, large fund, and we're very happy to be working with them. The funding is being used to grow our technical team and sales department.

> **"We add security, but we do it in a way that makes it easier for the end user."**

In terms of challenges, working closely alongside mobile carriers made the first year difficult. It took a while to get in place and approved. Also our HQ is in San Francisco, so recruiting is competitive and challenging, but we've got an exciting story and we've actually been fortunate in terms of recruiting a team. We're live in the US market today and also growing internationally. We have partnerships with telcos internationally, and some activity in Europe coming up.

Are there any other industries that you see on the horizon that will require Averon down the line?

Today we're focused on FinTech, IoT, and automotive. Those are three areas that are important. Any other areas that are important are wherever there's any sort of sensitive information, like file access and sharing documents. Our initial focus is on those three areas, but there are others we'll be growing into as well.

What are the best pieces of advice, or things you've done wrong, that you've taken into this role?

From my prior companies I've always learned from experience. I think some of the basic lessons as an entrepreneur are to address a large market: People get excited when you solve big problems–not only customers but also investors and such–so it's important to address big problems and big markets. With Averon, we're doing both of those: It's a big market, it's a big problem, and it's important to the world.

From more of a personal standpoint, it's also a problem that affects people. This is a problem that affects my family, it affects everyone, it's impactful, it's important, and it affects the world. The important thing is to go after large problems and create solutions that make a positive impact. **RH**

From Laser Fighters to Wildfires:
How Drone Startup Edgybees Found a Life-Saving Niche

When Menashe Haskin launched augmented reality drone firm Edgybees in 2017, with two others, he aimed to turn the sky into a technicolor racetrack. DronePrix AR gave users the chance to duck and dive through obstacle courses, collect prizes and compete worldwide.

A few months later, the company took an altogether different turn. When it became clear Edgybees' technology could have a big use in emergency relief the team developed First Response, a drone-flying app that leveraged the firm's gaming skill to help first responders better orient themselves in tough conditions.

The impact was almost instant. In September 2017 Hurricane Irma tore across the Caribbean and Florida, killing at least 134 people and causing $65 billion damage.

Drones were already in use but emergency services struggled to find survivors amid the carnage. First Response, which gathers information from real-world sensors and other devices like cameras and GPS, was a game-changer. Users could overlay street names and other data, and pinpoint items like cars, homes and people.

Edgybees' business model transformed overnight. Haskin felt an overwhelming sense of pride. "Making money and technology is nice," he tells Red Herring, while demonstrating the product at a Tel Aviv beach. "But everybody wants their mission to improve the world in some way."

A month later firefighters deployed Edgybees to tackle the most destructive wildfires in Californian history. "When we suggested (First Response) to firemen they were ecstatic about it, because so many times in bush fires you don't have roads any more," says Haskin.

First Response was the company's go-to product. It still lists three gaming titles among its applications – automotive, media and commercial solutions are there too – but emergency response is number one.

"I didn't expect to be in such a risky business," says Haskin, rawboned and smiling widely. "I thought we'd perhaps go to media production, but then this market came in huge: let's not ignore that there's lots of money to be made here."

He is right: Goldman Sachs predicts that the market opportunity from drones will be worth $100bn by 2020. Commercial or civil drones will comprise $13bn of it.

Climate change is driving a huge increase in the number of natural disasters worldwide. The global incident and emergency management market size is set to grow from $93.44bn this year to $122.92bn by 2023 according to ReportLinker, an analyst.

That has piqued investors. Edgybees, which is headquartered in Santa Clara, CA, with a major office north of Tel Aviv, can work in all those spaces. This February it won a $5.5m funding round from backers including Motorola Solutions Venture Capital, Verizon Ventures, NVX, Aspect Ventures, 8VC and OurCrowd.

They see a founding trio with intimate knowledge of the market. Haskin led Israel's Amazon Air Prime development, and holds over 35 patents in video, aerospace and vision processing. CEO Scott Kaplan is a veteran tech leader, while director of platform Nitay Megides is a robotics and drone expert who served in the Israeli Defense Forces 8200 Unit, which has birthed a number of high-tech ventures.

Surveillance is expected to account for a large amount of drone industry growth. Police forces already use drones, to varying degrees of approval by rights groups. But the technology's usefulness is undeniable. Police responding to October's tragic Las Vegas shooting, during which 58 people died, took 15 minutes to locate the murderer, "because they had to do it on the radio," says Haskin. "Now I have them on the net, it would be so much faster."

> " Edgybees' augmented reality drone… is something that is really helping people protect their life, protect their health, protect their property. "

Cops in Orlando rarely serve a warrant without a drone present, he adds. Each new use is another revenue stream for Edgybees. The company is currently fine-tuning its product for late summer, when the Atlantic hurricane season rolls around each year. Weather is becoming more unstable. The race, for Haskin and co, is on: "There's no time to think…because in two to three months, it's showtime."

With its American use consolidated, Edgybees can soon look abroad. Australia, Europe and Asia have all been earmarked for imminent projects. It is a shame to be of use amid tragedy, Haskin admits. But ultimately Edgybees' newfound redemptive mission is "really amazing," he says. "It's a sense of accomplishment that you rarely find. This is something that is really helping people protect their life, protect their health, protect their property.

"That is value you cannot find," he adds. "It's immaterial." **RH**

Top: EdgyBees technology syncs markers with command center in real time to locate distress signal origin.

Middle: Flood area before Edgybees techology - difficult to see streets.

After: Same flood area as above, using Edgybees augmented reality.

Top 100 TECH. CO.
AWARD WINNERS

RED HERRING GLOBAL 100 WINNER

Asia: A-Z

99X Technology

AdAsia Holdings

Agentec Co.

AlphaTUB

ANTS Online Advertising Solution Pte.

Appcoach

Borderless Access Panels Pvt

BYROBOT Co.,

CloudCodes

CompanyHUB IT Solutions Pvt

Creative Survey Inc.

CreditMantri Finserv Private Limited

CTM360

Cyara

DataAegis Software Private

GCI Network Pvt

GHL Systems Berhad

Guangzhou Duoyi Network, Co.

Ingenious e Brain Solutions Pvt

IQLECT

IROYA K.K.

KLAY Schools

LeapMind, Inc.

LOCAD Pte

Looxid Labs

LPixel Inc.

MediaMint Pvt.

Mesh Korea

MSewa Software Solution Pvt.

Orb Networks, Inc.

Path Solutions

Ralum Indonesia, PT

Ruby Groupe Inc.

Sahaj Software Solutions Pvt

Cinnamon Spicy

SpiderG (Gladiris Technologies Pvt

Star Festival Inc.

Swingvy

Trillium Incorporated

Tudip Technologies

Vinomofo

WineSOFT Inc.

YAMAP Inc.

ZhiZhangYi Technology

99X Technology

CEO Mano Sekaram

Sri Lanka

» 99X Technology is a global software company with offices in Europe. It is constantly on the search for winning ideas, on which companies can build unique and market-winning products. Its 200-plus employees have a deep understanding of the digital product world. Little wonder it has won over 20 awards to date. **RH**

AdAsia Holdings

CEO Kosuke Sogo

Singapore

» AdAsia Holdings provides end-to-end solutions in AI and marketing, enabling modern marketers, advertisers, and publishers to increase returns, all through a single, intelligent platform. With AdAsia's digital platform, users can onitor and manage multiple customer touch-points through transparent, real-time reportin. **RH**

Agentec

CEO Masato Maehashi

Japan

» Established in 2004, Agentec offers multiple services, including software and system development, applications development, system consulting, system operations support, and outsourcing related to system development and operations. **RH**

AlphaTUB

CEO Navneet Kalia

India

» AlphaTUB is the world's most innovative way to learn alphabets. Its uniquely designed TUB Board is a traditional alphabet pegboard, that has been reinvented, and packed with limitless surprises for an engaging and immersive language learning experience. It is backed by a mobile solution and analytics to check progress and develop feedback for young learners. **RH**

ANTS Online Advertising Solution Pte. Ltd.

CEO DINH LE DAT

Singapore

» ANTS in Southeast Asia's leading technology-driven integrated programmatic advertising platform. Its many solutions provide a unique, SaaS-based platform that combines demand side platform with supply side platform, which includes data management technology and extraordinary insight engine. Advertisers and publishers alike have been thrilled with the results. **RH**

Appcoach

CEO Kent Wang

China

» Appcoach accelerates your mobile performance. Its high performance optimization support, including a premier partnership with Google, make sure your campaigns are fully optimized. The company's deep knowledge of local markets ensure best Asian performance, while Appcoach pushes monetization by accelerating user acquisition and mobile revenues. **RH**

Borderless Access Panels Pvt Ltd

CEO RUCHIKA GUPTA

India

» Borderless Access is a digital MR solutions provider. It provides access to experiences and life moments of engaged consumers, driven by technology and community analytics, to its global clientele of MR firms, ad agencies, consultancy companies, and end enterprises who need responsive, high quality, valuable insights of hard-to-reach audiences all round the world. **RH**

BYROBOT Co.,Ltd.

CEO James Hong

South Korea

» BYROBOT is a leading specialist in the rapidly-developing, and fast-moving, flying robot field. The company's goal is to bring robots and artificial intelligence out of laboratories and into people's everyday lives. Their uses are manifold - and represent the company's passion about the advancement of robotics worldwide. **RH**

CloudCodes

CEO Debasish Pramanik

India

» CloudCodes is seamless governance for for SaaS applications. Its multi-edged approach to Cloud-based security is a global leader, and offers six separate solutions to cater for any business including access control, single sign on, Cloud DLP, identity management, MDM and shadow IT. CloudCodes is the future, and it's here. **RH**

CompanyHUB IT Solutions Pvt Ltd

CEO Abhishek Agrawal

state India

» CompanyHub's fully customizable CRM solution has the responses to your business issues. Whether automotive, manufacturing, education, travel or even real estate, you can get a 360-degree view on leads and full sales visibility - allowing you to focus on what matters most: the bottom line. **RH**

Creative Survey Inc.

CEO Ryo Taguchi

state Japan

» Creative Survey is an end-to-end, scalable solution to suit all your survey needs. Easy to use and beautifully designed, this Japanese firm pushes the boundaries of survey creation with responsive, customizable, real time results and tool relations at a price that's good for any sized company. **RH**

CreditMantri Finserv Private Limited

CEO Ranjit Punja

state India

» CreditMantri is much more than a free credit score. Its tech-based system can provide better loan rates, the clearing of past dues and a special score builder to ensure you get the plan that's right for you. Get back on track with an optimized action plan to improve your credit score. Maximize your credit potential today. **RH**

CTM360

CEO Mirza Asrar Baig

state Bahrain

» CTM360 is a subscription service offering 24/7, 365 cyber threat management to detect and respond to threats originating in cyberspace. A growth-stage startup headquartered in Bahrain, CTM360 currently serves more than 25 of the Top 50 GCC banks, and entities in oil and gas, healthcare, sovereign wealth funds and aviation across six countries. **RH**

Cyara

CEO Alok Kulkarni

state Australia

» Cyara is accelerating CX development and increasing quality across digital and voice channels. Its Velocity solution rapidly innovates your CX while assuring quality, while Cruncher tests systems at scale. To complete the company's holistic offering, Cyara's Pulse monitors CX and identifies issues and troubleshoots problems in real-time. **RH**

DataAegis Software Private Ltd

CEO Prem Kumar

state India

» DataAegis Software Pvt. Ltd has over a century of experience in software application development for the banking, retail and Internet industries. Its many specializations include software development products, application integration, project delivery and related IT systems. It can unsurprisingly support a host of industries. **RH**

GCI Network Pvt Ltd

CEO Firoz Khan

state India

» GCI Network is the leader in prepaid product distribution in India. Representing over 250 brands and connecting them to over 100,000 points of sale proves to be a win-win relationship for all of our partners, and builds innovative solutions for consumers, channels and corporates. No wonder 250 brands have flocked to GCI Networks. **RH**

GHL Systems Berhad

CEO Danny Leong

state Malaysia

» GHL is a leading payment service provider and one of the top merchant acquirers in the ASEAN region. It provides world-class payment services and solutions that encompass physical, Internet, and mobile payments on a sale, rental, or transactional basis. **RH**

Guangzhou Duoyi Network, Co., Ltd.

CEO Yilu Tang

state China

» Guangzhou Duoyi Network, Co., Ltd. is a 25th-ranked Chinese Internet company providing some of the country's most popular iOS gaming titles. Not only that, the firm makes PC games, email services and instant messaging software. Its commitment to research runs deep: of Duoyi's 1,800 employees, 80% are games developers. **RH**

company   ceo   state

Ingenious e Brain Solutions Pvt Ltd

CEO Mohit Khuntia

India

» Ingenious believes knowledge and applied innovation with the right skill set is the key to deliver the perfect solutions. Ingenious e-Brain is a global professional service provider that offers customized research and analytics solutions to Fortune 500 companies and law firms. It provides solutions in intellectual property research, market research and business analytics by utilizing a unique blend of domain capability, scientific knowledge and client orientation. **RH**

IQLECT

CEO Sachin Sinha

India

» IQLECT allows firms to use predictive and real time data analytics tools, to best monitor and predict user and machine behavior. Its high powered solution, which can process millions of events per second, takes under an hour to install, and can save up to 70% of a business' costs. **RH**

IROYA K.K.

CEO Keita Ohno

Japan

» IROYA K.K. is an e-commerce site that enables users to choose apparel by color. Its comprehensive online solution is suited for selling everything from pants and shoes, to accessories, cosmetics and even furniture. The Japanese firm even offers omnichannel and data consulting services for those wanting to propel their e-commerce sites. **RH**

KLAY Schools

CEO Priya Krishnan

India

» KLAY is the startup shaking up India's education sector. Its personalized approach to care, which follows a multiple intelligence approach, allows children to explore the learning pathways that best suits them. It's high quality, it's safe and it's supporting a new generation of kids to get the most from their school years. **RH**

LeapMind, Inc.

CEO Soichi Matsuda

Japan

» LeapMind is bringing deep learning technology to every corner of the world, creating a richer and more creative society. The Japanese company provides a framework to make deep learning compact and simple. Using its unique libraries LeapMind compresses large and complex models and runs them even on low-powered devices. **RH**

LOCAD Pte Ltd.

CEO Rishabh Mehta

Singapore

» LOCAD loves to build innovative products and Internet of Things solutions for location-based advertising and OOH media industry. Its products and analytics help business owners and agencies get meaningful insights like no other. Its leading edge technology solutions provide a new dimension to the mobile advertising industry. **RH**

Looxid Labs

CEO Yongwook Chae

South Korea

» Looxid Labs helps to build a better understanding of unspoken emotion using human physiological signals. Sounds impressive? It is: Looxid Labs' principle solution, LooxidVR, seamlessly integrates eye tracking and brainwave sensors to help us treat mental disorders without the use of expensive, and sometimes dangerous, drugs. **RH**

LPixel Inc.

CEO Yuki Shimahara

Japan

» LPixel Inc., spun out from a life science laboratory at the University of Tokyo on March 2014, is one of the world's leading companies offering tech-led solutions to life science imaging analysis. With a focus on image analysis and processing for life science applications, LPixel strives to provide innovation and excitement by connecting our everyday lives to the world of research. **RH**

MediaMint Pvt. Ltd.

CEO Aditya Vuchi

India

» MediaMint offers the professional services your business needs to thrive. Its team has the people, insight, experience and tools to help you succeed. Its multifaceted approach to the digital world offers a host of innovations including ad operations, platform support, creative services and technical development. **RH**

Mesh Korea
CEO JB Rhyu
South Korea

» Mesh Korea is an IT-based logistics startup, which has established its country's first last-mile logistics network. It has become the primary provider of integrated logistics services, and its brand, VROONG, currently runs four services each catering to new and fast-moving industries such as food delivery, logistics management, fresh food and even an industry magazine. RH

MSewa Software Solution Pvt. Ltd.
CEO Pankaj Kumar
India

» MSS Payments is leading the global movement to rapidly shift the way consumers do banking and payments to a highly secure portable mobile platform. Its solutions, including mobile payments, commercial and branchless banking are at the forefront of making transactions simpler and secure with robust technical support. RH

Orb Networks, Inc.
CEO Masaaki Nakatsu
USA

» Orb, Inc was founded in February 2014 to conduct research and development into the next generation of distributed ledger technology, establishing new markets and securing its first major enterprise customer. Since then the Japanese, Tokyo-based firm has won significant funding, and has expanded its expert team to much praise from customers and industry insiders. RH

Path Solutions
CEO Mohammed Kateeb
Kuwait

» Path Solutions is the leader in providing technology solutions to the Islamic finance industry. Its Sharia-compliant, top of the line solutions are employed by over 130 Islamic financial institutions, in three different languages across 39 countries. Its wide range of tech-based services has won awards worldwide. RH

Ralum Indonesia, PT
CEO Raimar Geffken
Indonesia

» Ralum Lighting builds human centric lighting solutions for applications at a healthy home, workplace or even recreational spaces. Its integrated concept can be swiftly developed and implemented, while its research-heavy model allows for laboratory solutions and even executive furniture to make your work the best possible. RH

Ruby Groupe Inc.
CEO Katsu Kuwano
Japan

» Ruby Groupe is a unique one-stop outsourcer of e-commerce operations for luxury brands. Ruby Groupe provides its clients with full service of e-commerce operations from site development hosting, online marketing, photo shooting/copy writing, billing, logistics,customer support, CRM to consultation. RH

Sahaj Software Solutions Pvt Ltd
CEO Akash Agrawal
India

» Sahaj Software is inspiring brilliance in the digital age. Its focus on building simple solutions is changing the way organizations leverage technology. Sahaj's customers can make appropriate technology and process choices, with leading edge technology and a team that's well versed in solving today's biggest problems. RH

Spicy Cinnamon
CEO Miku Hirano
Japan

» The company was launched in 2012, and is behind the photo sharing app Seconds. Spicy Cinnamon, or Cinnamon for short, raised 150 million yen in 2014 and the app has hundreds of thousands of downloads across Asia. RH

SpiderG (Gladiris Technologies Pvt Ltd)
CEO Ashwani Kumar Singh Rathore
India

» Say goodbye to multitasking with SpiderG, a professional chat plus productivity app for individuals and teams to manage your personal and professional life. Track expenses, record receipts and manage tasks seamless off of your to-do list with a holistic service that even includes invoicing and payroll solutions. RH

Star Festival Inc.
CEO Yusuke Kishida
Japan

» STAR FESTIVAL is a Tokyo-based packed lunch solution   that caters to any taste. It includes lunch and catering delivery arrangements called GOCHIKURU and SHASHOKURU, that make available a wide selection of lunch boxes and catering services - even from famous and renowned restaurants.   **R**H

Swingvy
CEO Jin Choeh
Singapore

» Swingy grows businesses by empowering people. Its all-in-one human resources, payroll and benefits software is an one stop shop for elevating business and people to the next level. It is a simplified, easy to use system that runs itself. Little wonder many of Asia's top online brands are using it to achieve their goals.   **R**H

Trillium Incorporated
CEO David M. Uze
Japan

» Trillium Incorporated brings a comprehensive automotive cybersecurity suite to the fast-moving automotive sector. Its software-based technology is designed to run on resource-constrained ECU devices and IVN configurations. It is fully HW, TROS and cypher agnostic, and requires minimal optimization to run on unique chipsets and combinations.   **R**H

Tudip Technologies
CEO Dipti Agrawal
India

» Tudip Technologies is an ever expanding suite of service offerings, that will transform your business into a digital era powerhouse. Its many solutions include web applications, mobile applications, dev ops, Cloud, testing automation and translation services. No surprise, then, that its customers value Tudip's integrity, innovation and serenity.   **R**H

Vinomofo
CEO Justin Dry
Australia

» Vinomofo has epic deals on the world's best wine brands. But deals are just the beginning: Vinomofo selects only the wine its experts love, and utilizes the buying power of over 400,000 fans to ensure the prices you get are the best anywhere on earth. It's convenient, well priced - and, above all, tasty!   **R**H

WineSOFT Inc.
CEO Bonggoo Lee
South Korea

» WineSOFT is the creator of STON Edge Server, a highly performative reverse proxy server software that improves content delivery quality, offloads system backends and saves costs. Whether an e-commerce, enterprise, media or gaming company, you will feel the effortless advantage of the STON Edge Server.   **R**H

YAMAP Inc.
CEO Yoshihiko Haruyama
Japan

» YAMAP makes outdoors activities safe, convenient and sharable. Its simple, and beautifully designed, software turns evert iPhone into a special GPS for activities like hiking or skiing - and has a variety of maps downloadable or printable to ensure you never get lost on the go. Finally, report your trip to friends - and connect with other outdoors lovers!   **R**H

ZhiZhangYi Technology
CEO Wei Wang
China

» ZhiZhangYi is building cutting edge solutions for the mobile security industry. Using its vastly experienced team, the Chinese company has developed virtual security domain technology, which can be used to protect smartphones without the support of mobile app developers. It's a vital, and easy to use, cog in the fight against cybercrime.   **R**H

NetNumber CEO Doug Ranalli:
Build the story, then get the finance

D oug Ranalli often tells people he's never held a proper job. That's not really the truth – though regular office life clearly wasn't his deal. Ranalli's first taste of entrepreneurialism came aged just 19, when he bootstrapped Student Life Magazine while still an undergraduate at Cornell University. So well did it perform that when Ranalli graduated in 1983 he continued with it, growing a readership of over a million until Time, Inc swooped in to buy it in 1987.

A year later Ranalli turned to tech, his first love, and completed an MBA at Harvard Business School. When he completed his studies, it was 1990. Internet ubiquity hadn't arrived and Ranalli saw an opportunity in telecoms – specifically fax – and founded Fax International with a view to providing fax-over-IP services worldwide.

Ranalli hadn't tasted failure. He wouldn't with Fax International either, which grew from a backroom project to a 750-employee firm with offices in ten countries. INC magazine rated it 20th in its fastest-growing private company list from 1992 to 1997. Things were looking very, very good.

Then everything changed. The Internet came along, killing fax and stripping Fax International of its 16,000 corporate clients almost overnight. "We went from nothing to 750 people in five years," Ranalli tells Red Herring. "And literally at that point we were dead: nobody cared about fax."

It could have crushed him. But Ranalli hopped right on the entrepreneur wagon again, this time seeing potential in a "small aspect" of the telco industry: "Interworking between legacy public cellphone networks and next-generation IP networks."

Within a year of Fax International's demise Ranalli bought a handful of patents in his new space and used them to found NetNumber in Lowell, Massachusetts. He took 25 of his favorite engineers from his former firm and soon raised a million dollars from VCs.

Ranalli's previous ventures had taken off almost immediately. NetNumber was different. He and his team spent four-and-a-half years building technology with no revenue whatsoever. "We were stumbling around in the desert trying to find our way," he says, adding wryly, "It took Moses 40 years."

As an entrepreneur, Ranalli says, "you really have two choices: You're either going to try to innovate within an existing market where you know exactly what to do. Or you could innovate in a new space."

NetNumber was doing the latter. It meant there was a potential windfall in leaping ahead of competition. But it also ruled out a quick buck – something that, in today's age of phenomenally quick tech success, can feel anathema.

"It's a different story to most startups you see," Ranalli admits, adding that he did get nervous that it could all come crashing down before a single client had been won. "I intentionally looked for a space that was undefined. I didn't want the risk of the business disappearing on me in the middle of the process. And I was ready to take four years of nothing."

> "We are working in a huge industry – one of the biggest in the world – so of course it's full of really big competitors... We can prove that competitors will leave clients with inferior functionality that we can deliver with our niche technology."
>
> - Doug Ranalli

TITAN
Radically simplifying the Network Core

One Common Platform for all Signaling, Routing and Database Applications

NetNumber

NetNumber, Inc. has more than 16 years of experience delivering software-based signaling-control solutions, NetNumber enables operators to accelerate the implementation of new services across multiple generations of networks, while dramatically simplifying the core network (TITAN) and reducing operating costs.

NetNumber's solutions enable telecommunications companies to accelerate the implementation of services across multiple network generations – all the while reducing complication and operational cost. The firm believes it has discovered the end of silo signaling services.

"Our job is to radically simplify signaling control," says Ranalli. There are 20 specific functions that every carrier in the world must implement in their network, he adds. "Customers have been told they have to buy 20 different platforms, integrate 20 different platforms, train 20 different teams of people, manage vendor relationships for those 20 platforms, upgrade. That's really complicated, expensive and inflexible."

"Imagine you pull your smartphone out of your pocket," he adds. "And on that smartphone you have 20 different apps. Wouldn't it be worse if you had to carry

around 20 different smartphones? Our competitors sell customers 20 different smartphones."

NetNumber can integrate the 20 functions across one solution. It is a model that has won it well over 100 clients, and which has allowed it to expand into Europe with a continental headquarters in Utrecht, the Netherlands.

"We are working in a huge industry – one of the biggest in the world – so of course it's full of really big competitors," he adds. "It gives us the ability to achieve competitive superiority over much bigger competitors. Bigger competitors bundle. We can prove that competitors will leave clients with inferior functionality that we can deliver with our niche technology."

In its first four, unprofitable years the company grew to 180 employees and is

looking ahead at a period of "significant growth," says Ranalli. "We've got the staff, we've got the product, and we know we're going to see tremendous growth."

In a sector that is often loathe to eliminate technology, once a firm like NetNumber gives a communications tool to customers, it takes a very long time for them to give it up. It appears, 18 years into NetNumber's existence, that Ranalli's instinct to trust his team and tech and wait for the industry to catch up, has paid off.

He knows it pits him against the lightspeed-moving Facebooks and Ubers of the modern tech landscape. He doesn't care. "First you build the story, then you get the finance," he says. "There's not always a six month cycle from start to finish.

"In truth it's never that fast." RH

NOMOS SYSTEM:
Becoming the internet of things' "Universal Interpreter"

There are now around 20 billion connected devices worldwide: just under three for every human being on earth. To say 2018 is the "year of IoT" is a bit like claiming Donald Trump's presidential run is gathering pace: the horse hasn't just bolted – it has streaked off into the sunset, dragging the barnyard behind it.

With this flood of connected gadgetry comes a great need for interoperability: for devices to speak to each other. Enter Bernhard Hüssy. The Swiss entrepreneur founded Nomos System, a software engine that can control connected devices across multiple protocols or standards, in 2010, when a proliferation in proprietary platforms was complexifying like never before.

At that time – especially in his home country – hardware was king. Hüssy, a former entertainment systems installer and consultant, found his software-based plans "dismissed," he tells Red Herring in a deliberate, Zürcher tone. "For a long time I felt it close to suicidal to start a software company with international ambitions out of Switzerland, because we're not a country known for software.

"The systems integrators, the electricians and the professionals…they all looked at me and said, 'What, you're from Switzerland and you try to sell software in a hardware-dominated industry?'" he adds.

But Hüssy knew otherwise. His idea was first formed six years previous, in 2004, when Apple launched its iTunes Music service in the European Union. Friends and family used it right away "because it was so much more convenient," he says. "For me it was a breaking point."

As George Bernard Shaw once said, "Monogamy will take care of itself provided the parties are free enough." No longer was the world about proprietary touch panels and remotes, Hüssy reckoned: it was about software that could control other software, whatever their provenance. "The future belonged to software," he says. "And connectivity."

Few today would doubt that to be true. According to Forbes the global IoT market will grow from $157bn in 2016, to $457bn in 2020, at a compound annual growth rate (CAGR) of 28.5%. Heavy industry like manufacturing, transportation, logistics and utilities will lead the way. Each employs a dense network of devices and systems that needs connecting.

Nomos is there to do so. Its solution, which elevates software and hardware to a single communication layer, is adaptable and easily controllable. It is also light, at 613KB, and is compatible with over 36,000 protocols: an "IoT solution for everyone," as the company describes itself.

"I connect computers and lonely machines together," says Hüssy, whose understated demeanor underpins an ambition to grow his company organically, rather than search for angels and their millions. Retaining an increase in revenue is a "very beautiful thing," he adds: "It makes people more trustful who have dedicated a part of their lives to us."

It's a very Swiss way to do business. The European state has become renowned for its high levels of innovation in recent years, led by multinational corporations like Google, which has its largest research and development center outside of the US in Hüssy's hometown of Zürich. Switzerland has ranked first on the Global Innovation

Index eight of the last nine years. Its universities are world-beaters.

Now startups like Nomos System are picking up on the multinationals' momentum. At first Hüssy's recruitment process was "very fast, and we felt overwhelmed all the time," he says.

Nowadays Nomos can select from a conveyor belt of tech talent, similar to its peers in Silicon Valley. "We just have one difference," he jokes: "We pay our taxes here!"

Hüssy sees Zürich as on par with better publicized European tech hubs like London, Tel Aviv, Berlin or Moscow. But its entrepreneurs aren't as effusive as their continental counterparts. He says, "We're not so much rockstars. (We must) do a good job and talk about it. It's as simple as that."

Hüssy and his firm have followed that mantra and it is paying dividends. Today Nomos has delivered over 21,000 systems, which work fully offline, worldwide. November last year it was honored at the Swiss ICT Awards, alongside Experience Management firm Advertima, in the central Swiss city of Lucerne.

That has energized Hüssy to scale Nomos into verticals like residential, aviation and other IoT-reliant enterprise industries that will need his solution more and more in the near future.

Despite his admission that the IoT world is in "something of a bubble," the increase in the use of cloud systems will ensure companies need Nomos to get their constituent parts talking.

"We see ourselves as a universal interpreter," he adds, with philosophical brio. "We don't care what kind of religion or political mindset is going to bring you forward. We're the bridge: a gate to connection. We see ourselves not as developers but as protocol craftsmen. We want to bring a gate to multiple crafts."

Given the way Hüssy has steadily grown his solution into a software mainstay, it could be said he is already a major IoT gatekeeper.

RH

Administrator Portal

Visualizing the System Health, monitoring the overall Life-Cycle Device Mgt, liberating your App Store publishing, providing Analytics, Log's and Reports directly out of the cloud.

Controller & Gateway

nOS can be deployed on virtually all platforms, including low-power devices, or even embedded in a chipset. Handling all processing and connections independent from the Internet and expanding with the cloud when needed.

User Interface

The nOS App is the one place to control all the things around you instantly and setting up all your devices is insanely simple, in just three steps.

In cooperation with JUNG USA, nomos system AG introduces its new Lutron – KNX gateway. The gateway enables the bidirectional use of the JUNG KNX keypads in a Lutron based installation. Similarly, commands can be triggered via Lutron keypads. Through the integration of Amazon Alexa, it is also possible to control Lutron shades, scenes and dimming channels via voice command. In addition to the JUNG KNX System, the gateway also able to integrate ioT devices i.e. Sonos, Phillips HUE, Apple TV, iTunes . The Lutron – KNX gateway has an open driver structure, which allows the installer to integrate current devices from the AV industry.

HYBRID AND IoT NEED FAILURES SOLVED QUICK:
FIXSTREAM KNOWS HOW

Throughout his professional career Sameer Padhye has learned to deal with problems quickly. Before diving into the tech world he was a commercial airline pilot. It barely needs explaining why issues need to be overcome swiftly at 30,000 feet.

As CEO of FixStream, an artificial intelligence platform for IT operations, communicating that message has been more difficult – even if the core business could save companies hundreds of thousands of dollars in minutes. And with an increasing number of firms switching to hybrid cloud applications, FixStream's importance has never been higher.

FixStream, which was founded in 2013, allows companies to understand the root causes of system failures. "FixStream gives you a complete footprint of the application and the infrastructure that that application is consuming, whether it's in the hybrid state," Padhye tells Red Herring. "So the ability to detect the root cause is one of the most common value propositions people derive from FixStream."

In some cases, Padhye adds, FixStream can save companies to the tune of 500%. When data goes down it can cost around $300,000-400,000 to revive. In one recent case the cost was $72,000 per minute.

"What normally takes a day or a week, FixStream can identify that within a minute, because most of those dependencies are constantly computed in the background," Padhye says.

Hybrid is almost ubiquitously used by leading companies today. But the interaction between cloud applications, and those on-premises, can cause issues. FixStream's technology offers continuous monitoring, preventing and diagnosing any issues that arise.

FixStream's solution can also be effectively leveraged for those "in migration or thinking about migration, to understand what the dependencies are, and how the migration should be done," says Padhye. "60-70% of your preparation is either identifying the challenge – or in the case of migration identifying the dependencies."

In 2014 Mumbai IT giant Tech Mahindra saw the potential in Padhye and his team, and acquired a 75% stake for $10m. It has allowed FixStream to grow, and to win clients including Orange, AT&T, Amazon Web Services, Cisco, Airbus and many more.

That has made it easier for the company to show potential clients how it can be of value. But Padhye wants to scale throughout the United States and Europe, and is hiring a number of salespeople "to get the message out, build the brand." Then he will begin hiring additional engineering talent.

Padhye's team will soon have its first customer in Japan, Padhye adds. "So it's a balancing act between the growth and the supply."

FixStream is making plenty of headway – for instance, partnering with Nutanix to enter the hyper-converged infrastructure space. It has also signed a distribution deal with CenturyLink – and Padhye says that news of partnerships will keep coming in the following months.

Also in the near future is how FixStream can suit the needs of clients using the Internet of Things (IoT). The explosion in IoT adoption means that endpoints will increase tremendously. "All this information is coming back and it's interacting with the core application that's running in the data center, which is using that information to provide some sort of value–whether it's turning on the city lights, or whether it's water gates, temperature–all of this information will be brought into the data center," says Padhye.

"More and more applications are going to be increasingly life-saving, like 911-types of applications," he adds. "So once you roll it out, and people depend on it, it becomes extremely important. Most of these will be virtualized, with massive scale. You need to detect the application environment very quickly."

That speed, visibility and value proposition is what has propelled Padhye, and FixStream, to the success it has built in just four years of operation. Given the speed at which hybrid and IoT applications are multiplying, it is success that looks set to continue for years to come.

Padhye has long since downed his aviator hat. But his second life as a tech CEO is already taking off. **R**H

Sameer Padhye, Founder and CEO at FixStram Networks: Our mission at Fixstream is to make sense out of massive amounts of disparate data and solve complex Datacenter and Cloud problems using a fraction of time and resources.

"*The curiosity to understand - I only realized recently that was the driving force to me.*"
- Philippe Courtot, CEO, Qualys

QUALYS
AND ITS LEGENDARY CEO ARE SECURING THE FUTURE

When Qualys started trading on the NASDAQ on October 5, 2012, the company's pre-IPO valuation stood at $306 million. It raised $90 million at the offering and the share value, $14.25 on its first day, slowly started to climb. Six years later, 12 analysts polled by CNN Money view this Red Herring Top 100 Award winner as one of the steadiest forces in the technology security segment. At its latest closing, Qualys' stock - at $93 - has soared and the clients' list continues to expand among the Fortune 500. With a market cap exceeding $3.6 billion, it ranks among the Top 10 security companies, alongside Palo Alto Networks, Checkpoint and Symantec. And now forecasters expect the Redwood City SaaS pioneer will utilize the elasticity of its platform to expand its footprint significantly.

Philippe Courtot, the CEO of Qualys, is ever the storyteller, and is defying longevity rules after 17 years at the helm. He recalls the days when a native SaaS security model was frowned upon by competitors, CIOs and CSOs (chief security officers). He often compares the steady Qualys ascent to that of Amazon and Salesforce. "The biggest lesson I learned is to measure myself by creating value to the customers," he explains in a French accent. "It takes a long time to build a platform - it is the downside, but once it is completed, it becomes ubiquitous, like Amazon for consumers," he adds.

Like Courtot, Qualys can consider itself a veteran of the industry. "They were there from the start," says Jim Reavis, CEO, Cloud Security Alliance. "I started the Cloud Security Alliance, a mutual association for best practice in the cloud, we launched it almost 10 years ago and Philippe was one of the three Silicon Valley CEOs that gave me the seed funding."

When Courtot was studying physics at the University of Paris, he found he didn't understand Heisenberg's Uncertainty Principle. Perturbed by not being able to grasp the fundamentals of the theory, he asked his classmates for help. They reacted with scorn, asking him why he couldn't understand the concept, which at its most basic describes the difficulties in measuring certain pairs of physical properties of particles. Courtot remained none the wiser.

"20 or 30 years later I read a book about Einstein that said he didn't understand the principle of Heisenberg either. Why? Because it's almost impossible to understand," says Courtot in a meeting room at the Qualys headquarters in Foster City. Now aged 74, Courtot has guided multiple startups to enviable triumphs, and attributes his success to the same guiding philosophy that allowed him to admit his lack of understanding all those years previously at school, and would push him to become a cloud computing pioneer and visionary.

"The curiosity to understand - I only realized recently that was the driving force to me," Courtot explains. "I can see that today."

Courtot, having previously headed up the medical imaging company Thomson CGR Medical, joined cc:Mail in 1987 which was at that time struggling. He removed the management team and transformed the company into a dominant email platform provider, grabbing a 40% share of the market before selling it to Lotus in 1991 for $55 million. He then took over Verity, which offered enterprise knowledge retrieval solutions, and led its IPO in 1995. His next company was Signio, an electronic payments firm acquired by VeriSign for $1.3 billion in 2000.

All of which led him to Qualys in January 2001. Courtot invested when it was founded in 1999. Soon after, VC money disappeared in the wake the internet bubble bursting. As the company looked for a second and larger round of investment, Courtot cut a sabbatical in South America short, invested $25 million of his own money, and took over as CEO. The firm consolidated its balance sheet, adding equity from both Trident Capital in Silicon Valley and Los Angeles-based Upfront Ventures. Yves Sisteron, Upfront's founding Managing Partner, remembers of meeting Courtot in 2003:" It took us little time to make a positive decision to invest in Philippe, and Qualys needed no adult supervision. An exceptional and educational ride by all metrics."

The Qualys offering rests on a simple proposition, much easier talked about than executed. The company provides a powerful automated platform to protect everything connected to the internet, all of the time. Courtot put his faith and resources into the cloud early on, and grew its cloud-based subscription service that protects, networks, apps, devices, 24/7.

When it launched, the first product focused on vulnerability assessment, scanning organizations' digital assets and signaling upcoming menaces. Based on that scalable platform, a re-engineering process which lasted four years supplemented the offering

> ❝*The biggest lesson I learned is to measure myself by creating value to the customers.*❞

with compliance modules and eventually with OCA, to configure global assets globally. The results followed. In 2018, it caters to 10,300 clients in 130 countries, protecting on-premise and cloud-based infrastructures.

"Qualys maximizes the power of the cloud," says Courtot. "Now you can distribute that computing power to everybody on the planet at a fraction of the cost."

Courtot has always stayed true to his vision for Qualys, even when the industry was in its infancy. "He was the contrarian back then, because most of the security industry was selling you on boxes and appliances," says Reavis. "He was stubborn when companies wanted to just purchase the box instead of the integrated solution as a service. He wouldn't stray from that. He's playing 3D chess and he's looking several steps in the future."

Talking to Courtot, his philosophy shines through. Each point he makes starts with an anecdote of questionable relevance, before he comes full circle and reaches the crux of his statement, and it's clear this is a person who has spent a lifetime perfecting the art of true understanding and knowledge gathering. This understated form of management and leadership is perhaps the reason the company flies under the radar occasionally. He highlights three major elements to describe the six years since the IPO.

First, the cost structure. "People are very surprised at how profitable we are, says Courtot. "It's because everything we've done is coherent to that [cloud distributed] model. I didn't want to throw an army of Armani-suited sales guys to get the business. Why? because the cloud allows you to bring the solution at a minimum cost. When I interview sales people today, I say you have to realize in a few years we won't need any sales people. You look at Amazon, do we need a salesperson to download an app on our phone? No. So everything we did was in coherence of

that model which could distribute that computing power everywhere."

Courtot and Qualys have taken complete advantage of this distributed system by building a steadfast platform on which they can add services, sometimes for free. Since it went public, Courtot has circumvented Silicon Valley's engineering shortage by setting up a large facility overseas. Four hundred engineers out of the 1000 employees are based in Puni. Courtot paraphrases Jack Welch's quote: "Jack went to India for the talent and GE

> **"I don't want to try and create growth just to make the stock go up. ... we catered Qualys to long term investors, telling them what we're doing and why ... the company is positioned as a solid long term offering."**

discovered the talent. Qualys went to Pune for the costs and discovered the talent."

Customers are impressed. "Qualys allows us to have a baseline standard for security," Chris Lalonde, Senior Manager, Information Security, eBay says. Qualys' capabilities are especially useful for auditing network security at partner companies and helping them remediate vulnerabilities. "Using Qualys to audit security of partner networks is much simpler, faster and less expensive than other options," Lalonde adds.

Second, integrity as a founding principle. "Courtot has always placed great emphasis on having the right team around him" says

Sisteron who spent ten years as a Qualys board member. "In fact, sometimes this has given me the image of someone impossible to deal with, since I ask for full intellectual honesty from my team" confesses Courtot. It also complements a critical part of Courtot's philosophy: "It is useless trying to push a product onto a customer against their will, or having an attitude of trying to make the most money out of them possible." He resisted for years recommendations to increase its pricing in order to maintain Qualys' reputation.

The third pillar is patience. SaaS companies require 12-15 years to be anchored with clients, far more than other disruptional technology. Customer adoption, customers' reluctance to externalize critical data, and funding do not bode well with overnight investors or traditional software analysts. Despite this success in the stock's progress, Courtot has never been one to pander to Wall Street. "We were profitable when we went public, and a lot of the analysts told us why don't you spend more money to get more short term growth," remembers Courtot. "My explanations were plain: 'I don't want to try and create growth just to make the stock go up, that will be good for you but you don't have to invest in Qualys, nobody forces you.'"

So we catered Qualys to long term investors, telling them what we're doing and why and our goals and abided by the same vision. It's difficult to find long term investors but we have a lot of them and they share our values, they were there at the beginning. And they look at Qualys, when the stock goes down they buy the dip. That gives us a very nice flow. That's why Qualys is a stock that doesn't go down too much, because we have long term investors."

The market has noticed: in 2012, the company was positioned as a solid long term offering, and has rewarded investors who have stuck around. While most

SaaS companies favor growth over profitability, Qualys has delivered both simultaneously for the past 23 quarters.

In July 2018, Qualys reported quarterly net income of $10.3 million, or 24 cents per share, a significant rise from $7.2 million, or 18 cents per share a year earlier. Revenue rose from $55.3 million for the corresponding quarter last year to $68.2 million this year, a 24% increase. In the first quarter of the year, Morgan Stanley had praised the company, saying in a report: "With its highly scalable cloud architecture, Qualys has been quick to market with additional solutions that span beyond vulnerability management, positioning Qualys well for the trend of greater consolidation of functionality in security."

Ray Rothrock, Redseal's CEO, a leading security Silicon Valley innovator, and a well respected industry veteran sums it up: "Qualys and Courtot have achieved beyond expectations: it is a textbook success." **R**H

Qualys in numbers:

- Founded in 1999

- The company counts more than 10,300 global businesses in more than 130 countries as customers.

- Market cap: $3.7 billion

- 3 billion + IP scans and audits per year

- 1001 employees worldwide

- 74% of the Forbes Global 50 are customers

Courtot in Quotes

On his business philosophy:
"The biggest lesson I learned, if you want to summarize my business success, I measure myself not by the money but by creating value to the customers. If you understand that, you'll always be successful, it's the harder role because it takes time to understand and you have to make the effort, but once you do, everything becomes simple."

On freemium services:
"I don't do freemium, that would be a very big mistake if you do freemium that means you entrap people," says Courtot. "If you give them a service that does exactly what it's supposed to do in the best way possible, you've earned their trust and then they can try the other service on the same platform."

On intellectual honesty:
"You don't fool yourself, you don't fool others. If you make a mistake you make a mistake and then think what do you learn?"

On the cloud:
"My view of the cloud is a pretty simple view but I think it's a very correct view. If you look at the story of computing, the mainframe was distributing the computing power to the companies that could afford having these big mainframes. And then of course the mini computer comes in which was using the same architecture but newer technology so it could shrink the computing power so now you could bring it to the labs. The mini architecture wasn't enough to distribute the computer power broader, so this is when the client server came in: the network the PC and the servers. Now you could distribute the computing power to every person in your company. And now the cloud and the internet came in and you can distribute that computing power to everybody on the planet at a fraction of the cost."

iDisclose

When the JOBS act was signed into law in 2012 by then United States' President Barack Obama, entrepreneurs found a whole host of new ways to raise funds and bring their ideas to reality. But with the rise of crowdfunding and online funding platforms, regulation became even more important.

For anyone who has taken crowdfunded investment, Form C, the regulatory document required by the SEC, will be very familiar. But the complexity of forms and regulations like these can rob entrepreneurs of two very valuable commodities: time and money.

"It's either a friction and it costs money and time and entrepreneurs don't have much of either of those. Or they can avoid it altogether and then when it's a bunch of time later on, they really have to pay through the nose," explains Doug Ellenoff, Co-founder and Chairman of iDisclose, a company providing a rigorous solution to the problem.

iDisclose was founded in 2015 in New York City to help entrepreneurs streamline the many energy-sapping legal and regulatory processes. The company's LawCloud platform contains a wide range of business and financing documents, and the services provided give entrepreneurs a simple question and answer process to fill in.

The forms and documents that iDisclose helps out with include Form ID, which is required to file any forms with the SEC, Form C for crowdfunding issuers, Form D for companies raising capital under certain exemptions, equity-related documents, debt-related documents, and customized documents for the specific needs of a company.

"The entrepreneur does around 60-70% of the work, and then an experienced corporate security attorney, that either they have on their own or we recommend, finishes it off and files with the SEC," explains Ellenoff.

Crowdfunding has become a major option for entrepreneurs, particularly when they haven't been able to secure investment from more traditional methods. Wharton management professor Valentina Assenova has found during research that although most venture capital funding goes to companies in particular locations (predominantly Silicon Valley), crowdfunding has enabled companies outside of the traditional places to find investment for their ideas. Assenova's paper found a strong correlation between the growth of crowdfunding between 2009 and 2014 and the growth of follow-on venture capital investment activity in the geographies not traditionally attracting a lot of capital.

And crowdfunding has also opened investment opportunities for underserved entrepreneurs. Research by Pledge Me Six Founder Anna Guenther showed that only 4 percent of venture capital was being directed towards female-run businesses. But Guenther says 40% of companies that raised money on the Pledge Me Six platform had female chief executives.

But with this boon in funding options come the complexity of being legally compliant, which is where iDisclose

Douglas S. Ellenoff, co-founder and chairman of iDisclose, is a corporate and securities attorney with a specialty in business transactions and corporate financings.

helps out. One of the tricker solutions the company has had to solve is getting people who sometimes are big picture dreamers to concentrate on the gritty legal details of running a company.

"We've tried to see what can we do to make these entrepreneurs compliant and not over complicate to the point that they lose interest in actually accomplishing the task. And so there's a real art to that," says Ellenoff.

This is achieved in part by having such a comprehensive library of documents. Companies can sign up on a subscription basis at $9.99 per month, and then have all their regulatory requirements simplified over time.

"When you incorporate a company and you answer the questions that are necessary to incorporate in whatever space you want, we capture those responses and it automatically populates nearly 100 documents in the database."

"When you incorporate a company and you answer the questions that are necessary to incorporate in whatever space you want, we capture those responses and it automatically populates nearly 100 documents in the database. So the more you do with us the less you need to do later on," Elenoff explains.

iDisclose has forged partnerships with many different organizations to gain access to entrepreneurs, including Republic, the AngelList crowdfunding spinoff, Funding Wonder and SeedInvest.

"Republic's collaboration with iDisclose has been important to our development of a product that meets regulatory best practices and is also manageable and affordable to issuers," said Co-founder and CEO of Republic Kendrick Nguyen.

Now that iDisclose has built out its library of documents, the company is in sales mode. Elenoff says they will be looking for more partnerships with incubators, coworking spaces, and crowdfunding platforms as these are the "gatekeepers" of entrepreneurs.

Even the most journeyed of entrepreneurs can admit to getting caught up in the vision and miss the smaller regulatory issues, which is why services like those provided by iDisclose are even more crucial. By making compliance easier and more affordable, the company is doing a great service to the entrepreneurial community as a whole. **RH**

EMQ'S "REMITTANCE RAILROAD" THROUGH SOUTHEAST ASIA
REQUIRED PATIENCE – AND RESOLVE

Each Sunday, in Hong Kong, hundreds of Philippine migrant workers queue up outside remittance offices, the lines snaking around entire city blocks, to send money home. For most, it's their only free day each week. Oftentimes the process takes four hours. Transfer fees cost between $20 and $25.

It was this 170,000-strong community that Max Liu, CEO and co-founder of Hong Kong-based fintech startup EMQ, chose to target when he opened the company in 2014. It would not be easy. But then, little about Liu's life as a tech entrepreneur has been straightforward.

Born in Hawaii, Liu was set for a lucrative career in the financial sector. By 2014 he was a high-flying Wall Street merchant banker. Fintech was still something one might read an article about "once a week," he tells Red Herring. "I felt a massive convergence was going to happen."

Four years ago, the majority of headlines heralded fintechs that would take the big banks on in their backyards, aiming their slingshots at goliaths' shares of financial markets that had remained stagnant throughout the digital revolution. Liu had another plan. His idea was to build a platform to work with the banks; "to co-exist," he says. "We took the approach: Can we find a way to build with the regulations, build with the compliance, and partner with these banks?"

The global remittance market is worth an estimated $581 billion, according to analyst Pew Global. For years it has been dominated by gigantic, slow-moving companies like Western Union and MoneyGram. In other words: it is ripe for disruption.

Liu and his team first wrote down the names of the countries they wanted to target. Southeast Asia was a huge opportunity. According to KPMG only 27% of people living in the region have a bank account. That leaves almost half a billion people unbanked – the majority of whom own smartphones. Little wonder Asian giants like Alibaba and Tencent are searching for mobile financial solutions.

Migrant workers total around 330,000 in Hong Kong, where EMQ is headquartered. Remittances sent to the Philippines totaled $30 billion in 2017, the second largest destination for cash behind the $61bn sent to mainland China, according to the World Bank (China's population is 13 times that of the Philippines). The ability for these people to send money fast and cheaply "was the low hanging fruit…the way for us to grease the wheel on our network," says Liu.

But finance is a piranha pool of regulation and compliance. Liu's plan to partner, rather than fight, was sage. But that created another problem: nobody knew who he was. And if there's one thing banks are most certainly not, it is friendly to outsiders.

"We didn't know anybody in those countries," he says. "And what they said is, We don't understand what you're doing…At the end of the day, we are in the money movement business, it's all about compliance, all about regulations. These are the things we need to invest in first. Not only get those licenses, but maintaining the licenses."

EMQ's team spent days in the air hopping between regional capital cities, trying to explain their plan to offer low-cost remittances in real-time. The company's first $15,000 paid a team of lawyers to study three countries. Their verdict? Don't do this.

Liu spent long periods away from his young family. It was grueling. Almost two years after he began, it paid off.

EMQ's first partnership arrived with Hong Kong's Shanghai Commercial Bank, in 2015. A year later it paired with Cebuana Lhuillier, a Philippine financial services provider. In December 2017 the company won a $6.5 million Series A funding round from "well-known Silicon Valley entrepreneurs and international venture capital (VC) firms," according to a Deal Street Asia report. Since then it has forged deals with banks and financial firms in Indonesia, Hong Kong, India, Vietnam and mainland China.

Hong Kong's Philippine community was the perfect petri dish for EMQ's solution. It collaborated with Tencent's WeChat, to offer Hong Kong-based Filipinos a "We Pay" remittance function through the WeChat app. Soon, a solution extant only in Max Liu's mind, was having a huge impact on the streets of EMQ's home base.

"People used to stand in line for hours on a Sunday to get something in the bank, but now it's just a couple clicks on the buttons and people can get back to what they were doing," says Liu. "This is a huge change in user experience.

"It would sound cliché, but it feels really good when you wake up and knowing you are building businesses that actually adds values to people," he adds.

China is making huge strides in cashless payments. Southeast Asia is very different. Each of its 11 countries has different needs, controls, different ways of doing business – and different currency. Copy-pasting China's cashless model simply isn't workable, says Liu, who likens his role linking the region to that of a digital railroad builder. "It's hard," he admits. "Multiple currencies and countries. You need rails to put up all that together. And EMQ are trying to be the bridge between all those countries and cross border transactions."

Last year EMQ made a deal with Philippine company GCash to remit cash through the company's app. Last month EMQ signed with FOMO Pay, Singapore's leading QR code payment solution provider, to enable real-time international settlements from the city-state to China. Ethnic Chinese comprise 74.3% of Singapore's near-6m population.

It's another step in EMQ's complicated, but potentially lucrative, steamroll across southeast Asia. Little wonder, then, that when asked for some advice for fellow fintech potentates, Liu says, without hesitation, "Really think through the business.

"Solve difficult problems," he adds, prosaically. "That's our direction." **RH**

> "People used to stand in line for hours on a Sunday to get something in the bank, but now it's just a couple clicks on the buttons and people can get back to what they were doing," says Max Liu, CEO and co-founder of Hong Kong-based fintech startup EMQ. "This is a huge change in user experience."

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Ad Lightning

www.adlightning.com

CEO Scott Moore

Marketing/Advertising/SOE

Washington

» In the age of programmatic advertising, it's all too easy to have a poor or unsuitable advertisement associated with your brand. These low quality ads can decrease user engagement, slow page load times, and cost millions in revenue. Ad Lightning, founded in 2016, gives publishers and ad platforms the tools to pinpoint bad ads and the processes needed to remove them. RH

AdCellerant

www.adcellerant.com

CEO Brock Berry

Marketing/Advertising/SOE

Colorado

» AdCellerant has a simple goal - it wants to make quality digital marketing accessible for every business. The company goes about chasing this goal by partnering with local marketers, media companies, agencies, and channel sales organizations to help them leverage its advertising software platform, UI. Marketing. In more than 4 years since it was founded, AdCellerant has grown to a team of more than 25, and has executed campaigns in five countries. RH

AgileCraft

agilecraft.com

CEO Steve Elliott

Software

Texas

» AgileCraft delivers a software solution for scaling Agile to the enterprise. The company's platform combines planning, analysis, forecasting and visualization with multi-level collaboration and management. Led by Steve Elliott, the company was founded in 2013 and is based out of Austin, Texas. RH

Aqua Security

www.aquasec.com

CEO DrorDavidoff

Security

Massachusetts

» Aqua Security was founded by IT security veterans in 2015 and set about trying to solve the security challenges of software containers. The company's container security platform works to address the many challenges, which include visibility, control, isolation, intrusion detection, and more. This lets businesses enjoy the benefits of containers without risking security. RH

Arctic Wolf

www.arcticwolf.com

CEO Brian NeSmith

Security

California

» Arctic Wolf Networks is a security operations center-as-a-service company that hopes to redefine the economics of security. The company's AWN CyberSOC solution includes 24x7 monitoring, incident investigation and response, and custom alerting.Clients don't have to buy hardware or software. Arctic Wolf was founded in 2012 and is based out of Sunnyvale, California. RH

Aryaka

www.aryaka.com

CEO Shawn Farshchi

Cloud Computing

California

» Aryaka supports the execution demands of modern businesses through a global software defined wide area network (SD-WAN). The company combines a purpose-built private network, SD-WAN, optimization and acceleration techniques, connectivity to cloud platforms, and network visibility in a solution delivered as a service. RH

Attivo networks

www.attivonetworks.com

CEO Tushar Kothari

Security

California

» Attivo offers deception technology that helps companies outmaneuver in-network cyber attacks. The company's platform provides threat detection for networks, data centers, clouds, and ICD-SCADA environments. The company's deception suite lures attackers into revealing themselves and can detect the use of stolen credentials, ransomware, and targeted attacks. RH

AutoGrid

www.auto-grid.com

CEO Amit Narayan

Clean Tech

California

» Autogrid was established in 2011 at Stanford University. The company applies cutting-edge analytics and energy data science to solve some of the world's most critical energy problems. The world's largest energy companies use Autogrid to integrate their distributed energy resources, discover new revenue streams, and drive better engagement with customers. Autogrid's suite of internet applications allow energy companies to provide more reliable, efficient, and clean energy. RH

Automotivemastermind

- automotivemastermind.com
- Marco Schnabl
- Cloud Computing
- New York

» Automotivemastermind was founded in 2012 and is now a business unit of IHS Markit. The company offers predictive analytics and marketing automation solutions to the automotive industry. Through a cloud-based platform, Automotivemastermind is able to help car dealers predict the buying behavior of customers. The company works with nearly 1,300 dealer partners. **RH**

Averon

- www.averon.com
- Wendell Brown
- Security
- California

» Averon has developed the world's first fully automatic and secure mobile identity verification standard, which works for users on both WiFi and LTE. The company's technology, which is protected by 25 patents, authenticate users by using the hardware already contained in all smartphones and real-time mobile network signaling. The solution requires no installations, zero effort by the user, and doesn't need personally identifiable information. **RH**

BaseVenture

- www.baseventure.com
- John Pizzi
- SaaS, Financial Service
- California

» BaseVenture provides software that simplifies how private funds are administered and managed. The company's flagship product is a modern solution for investor reporting, document management, key process automation and communication. **RH**

Bidwise

- www.bidwise.com
- Simon Vielma
- Marketing/Advertising/SOE
- Florida

» Bidwise helps companies grow their sales by getting their products in front of shoppers just at the right time: when they're researching for things to buy. First the customers tell Bidwise what they are shopping for by searching for products on premium shopping sites, then the company's system responds by delivering relevant ads from its advertiser network that matches the intent of the shopper. Customers then click on the ads and are taken to the website of the Bidwise client. **RH**

BluVector

- www.bluvector.io/
- Kris Lovejoy
- Security
- Virginia

» BluVector provides AI-driven network security, using state-of-the-art AI, sensing, and responding to malware in real time. The company spun out of Northrop Grumman in 2017, and is now a standalone business under the leadership of CEO Kris Lovejoy. **RH**

Busca Corp.

- www.buscacorp.com
- Ramon Toledo
- Video Games
- California

» Busca Corp. is a digital entertainment network based in Mexico, Latin America, and the U.S. hispanic market. The company, which has offices in La Jolla, California as well as Mexico, Chile, and Colombia, is one of the leading video game content providers for Spanish-speaking gamers. **RH**

Chain Inc

- www.chain.com
- Adam Ludwin
- Software
- California

» Chain partners with organizations to build, deploy and operate blockchain networks that can enable breakthrough financial products and services. The company is the author of Chain Protocol, which powers its Chain Core blockchain platform. Chain, headquartered in San Francisco, was founded in 2014 and has raised over $40 million in funding to date. **RH**

Contrast Security

- www.contrastsecurity.com
- Alan Naumann
- Software
- California

» Contrast offers a secure technology platform that transforms application security by making software self-protecting. The company's solution injects contrast agents into the code, giving applications thousands of smart, agile sensors that detect and corrupt vulnerabilities before deployment, and protect the software. **RH**

Conversica

www.conversica.com

CEO Alex Terry

Software

California

» Conversica helps companies find and secure companies by automating the process of contacting, engaging, and following up with leads via email conversations. The AI sales assistants are used by more than 1,100 companies across the world, and are built on an AI platform that integrates natural language processing, natural language generating, and machine learning capabilities. **RH**

Datiphy

www.datiphy.com

CEO Ted Ho

Security

California

» Datiphy assigns a risk score to every piece of sensitive data within an organization. The company's Adaptive Data Behavioral Model provides risk assessments by analyzing database transactions. The enterprise level platform also uses behavioral analytics, and auditing and protection capabilities to mitigate risk. The company was founded in 2015 in San Jose, California. **RH**

Digital Guardian

digitalguardian.com

CEO Ken Levine

Security

Massachusetts

» Digital Guardian is a data protection platform that works to stop data theft. The company has been operating for more than 10 years, and its platform works across corporate networks, traditional endpoints, mobile devices, and cloud applications. It offers an on premise deployment or an outsourced managed security program. **RH**

Doxo

www.doxo.com

CEO Steve Shivers

Internet/Online

Washington

» Doxo makes it easier for consumers to manage and pay their bills in one place. The Seattle-based company's platform has over 2 million users across the US. Companies that join doxo are able to connect easily with their customers, increase auto-enrollment and boost mobile payments. Huge businesses like AT&T, National Grid, Sound Energy and others have used the service, along with smaller local companies. **RH**

Engagio

www.engagio.com

CEO Jon Miller

Software

California

» Engagio provides account-based marketing solutions that help marketers and their companies land the big accounts. The company is backed by leading venture investors and is headquartered in San Mateo, California. Engagio's marketing orchestration software allows B2B marketers to measure and create customer engagement, scaling the benefits of automation. **RH**

enSilo

www.ensilo.com

CEO Roy Katmor

Security

California

» EnSilo's complete endpoint security platform provides pre and post-infection protection in real time. It defends endpoint devices from data tampering and breaches caused by malware. The company was founded in 2014 and is headquartered in San Francisco. **RH**

Entreda

www.entreda.com

CEO Sid Yenamandra

Security

California

» Entreda's software platform, Unify, helps regulated industries protect client information and assets. The platform's cybersecurity policy enforcement software analyzes and monitors servers, computers and tablets used by financial institutions to verify enforcement and security best practices. The company was founded in 2011 and has offices in Santa Clara, California, Birmingham, Alabama, and Atlanta, Georgia. **RH**

eSUB Construction Software

www.esub.com

CEO Wendy Rogers

Software

California

» eSUB provides cloud-based project management and document control software for subcontractors in the construction industry. The San Diego-headquartered company is built on 30-plus years of experience in the industry, and offers a software-as-a-service solution that helps contractors increase standardization, accountability and productivity. **RH**

FixStream

www.fixstream.com

CEO Sameer Padhye

Software

California

» FixStream provides analytics and visualization of business transactions, correlated with application services and infrastructure in hybrid IT. The company's customers have deployed the FixStream solution to proactively plan and manage their digital services, and much more, including optimizing IT resources, reducing infrastructure cost, and reducing business risks. RH

Flo (formerly OWHealth)

www.flo.health/

CEO Max Scrobov

Mobile

California

» Flo is an AI-powered women's health platform, that offers accurate cycle predictions, personalized daily health insights, and a closed community of experts and peers. The Redwood City, California-based company claims to be the first period tracker to use artificial intelligence, and has been at the number one spot for the Health & Fitness category in the U.S. App Store. RH

Fundrise

www.fundrise.com

CEO Benjamin Miller

Venture Capital/Investing

Washington DC

» Fundrise was founded with a simple idea: to give everyone the chance to invest directly in high quality real estate, without the need for middlemen. Despite being told it wasn't possible by some, the company did just that. The company now boasts more than 80,000 members and has invested in nearly $3 billion worth of real estate. Fundrise describes the idea as simple yet powerful, and it's hard to argue. RH

Grabit

www.grabitinc.com

CEO Greg Miller

Other

California

» Grabit is revolutionizing manufacturing and warehouse logistics with its robotic and machine learning solutions, which leverage electroadhesion technology. Electroadhesion essentially lverages the same static cling that makes a balloon stick to someone's hair and uses it to handle materials. The company's investors include the likes of Formation 8, Draper Nexus, Nike, Samsung and more. RH

Green Cloud Technologies

www.gogreencloud.com

CEO Keith Coker

Cloud Computing

South Carolina

» Green Cloud offers a portfolio of virtual server, backup, and recovery solutions with the goal of defining the future of data protection. The company was founded seven years ago by telecoms veterans and helps its channel partners bring customers to the cloud. RH

GridGain Systems

www.gridgain.com

CEO Nikita Ivanov

Data Visualization

California

» GridGain Systems offers an in-memory computing platform built on Apache Ignite. The company's solutions are used by enterprises in financial, software, ecommerce, retail, healthcare, telecoms and other major sectors. It boasts a strong client list, from Barclays to Huawei to ING. RH

Igneous Systems

www.igneous.io

CEO Kiran Bhageshpur

Computer Software

Washington

» Seattle-based Igneous Systems designed the first secondary storage to handle massive file systems effortlessly. The company holds 12 patents in the United States and its early technical team drew on talent from EMC, Isilon Systems and NetApp. Igneous is led by CEO Kiran Bhageshpur. RH

Innovium

www.innovium.com

CEO Rajiv Khemani

Hardware

California

» Innovium provides high performance switching silicon solutions for data centers. The company's products have unmatched power efficiency, radix, programmability, buffers and low latency. Innovium is headquartered in Silicon Valley and is backed by the likes of Greylock Partners, Qualcomm Ventures, and Redline Capital.

Insticator

www.insticator.com

CEO Zackary Dugow

Internet/Online

New York

» Insticator increased engagement and advertising revenue for publishing through interactive content. The company was founded in 2012 and reaches more than 350 million visitors every month across its network of publishing partners, which includes Warner Bros., Tribune Media, CBS Interactive, and Ancestry.com. On average, Insticator increased revenue and engagement by over 44 percent.

Kinnek

www.kinnek.com

CEO Karthik Sridharan

Procurement, B2B

New York

» Kinnek is a marketplace for small businesses to engage with suppliers, and manage their purchasing. The company was founded in 2012 in New York and has been backed by Thrive Capital and Matrix Partners. Small businesses are able to use the platform to connect with suppliers, get customized quotes, evaluate the quotes, and negotiate with suppliers.

InSilixa

www.insilixa.com

CEO Arjang Hassibi

Life Sciences/Biotech

California

» InSilixa aims to democratize and drive down the cost of molecular diagnostics by leveraging its CMOS biochip technology. The company, founded in 2012, is developing point of care and near patient platforms to deliver low cost, high performance, solutions for DNA and protein-based diagnostic testing. The team has developed this technology for more than a decade, and has partnerships with the largest silicon foundries and semiconductor packaging firms in the world.

IntelliVision

www.intelli-vision.com

CEO Vaidhi Nathan

Software

California

» IntelliVision is a leader in AI and deep learning-based video analytics software for smart cameras. The company provides video analytics solutions for several markets, including Smart Security, Smart Home, Smart City, and more. The company's products are used by Fortune 500 companies, the US government and many leading brands. It is headquartered in San Jose, California and has offices in Asia and Europe.

Koble

www.koble.com

CEO Fabrice Saporito

Internet/Online

Massachusetts

» Koble makes it easier for companies to find their next supplier or customer. The company's platform launched in 2016 and has already attracted thousands of new users. Koble's customers use the platform to form new relationships and get their business done smarter.

Lacework

www.lacework.com
CEO Jack Kudale
Software
California

» Lacework provides a zero-touch, cloud workload security platform that offers breach detection, insider threat management, workload insights, and investigation analysis. The company's main offering is Polygraphs, which was created from nearly two decades of development and testing. Lacework is able to automatically discover the workloads of customers, their applications and users, and interaction by creating Polygraphs for them. Lacework is based in Mountain View, California. **RH**

Lastline

www.lastline.com
CEO Christopher Kruegel
Clean Tech
California

» Lastline protects companies from advanced persistent threats, targeted attacks, and evasive malware. The company's advanced malware protection provides the visibility and context required for a rapid response to malicious activity, lowering the chances of damage and costly data breaches. The company is headquartered in Redwood City, California and also has offices in Europe and Asia. **RH**

LifeAssist

www.lat.care
CEO Val Ornoy
Cloud Computing
California

» LifeAssist is a cloud-based solution that offers private networks that empower families, patients, caregivers, and health professionals to communicate in real time. The company's main offering are Dynamic Care Circles, which can include health data, medication information, care plans and notes and documentation. They are essentially personalized information hubs for people in care, and can be integrated with and complement electronic health records. **RH**

MapD

www.omnisci.com
CEO Todd Mostak
Big Data/Storage
California

» MapD aims to redefine the limits of scale and speed in big data analytics. The company's solution incorporates extremely fast data querying but also focuses on empowering people to visually explore data at the speed of thought. The company was founded by Todd Mostak when he realized it was taking him hours to get answer to his queries from a data set of millions of tweets on Twitter. **RH**

Maria Shireen

mariashireen.com
CEO Shireen Thor
Internet/Online
California

» Maria Shireen combines the function of elastic hair ties with the appeal of a bracelet. The company's products were created by Arni and Shireen Thor, and are designed to create a unique piece of jewelry that keeps easy-to-lose hair ties on lock and easily at hand. The slip on bracelets have a channel that hold bands in place, and are available in a variety of designs. **RH**

Metamaterial Technologies

www.metamaterial.com
CEO George Palikaras
Clean Tech
Canada

» Metamaterial Technologies is a photonics and smart materials company that is changing the way we use and interact with light. The company is pioneering a new class of materials, called metamaterials, which have properties that go beyond what is found naturally. MTI has 24 patent families and 17 granted patents. The company was originally established in London, England in 2010, but moved its head office to Halifax Nova Scotia. **RH**

Mimosa Networks

www.mimosa.co
Jaime Fink
Telecommunications
California

» Mimosa Networks offers wireless broadband solutions, that enable service providers to connect dense urban and remote rural homes at a fraction of the cost of fiber. The company's technology allows for great efficiency, enabling sparse spectrum to be shared across an entire network. Mimosa was founded in 2012 and the VC funded company's services are deployed in over 130 countries. **RH**

MiNDERA

www.mindera.com
Philippe Nore
Life Sciences/Biotech
California

» MiNDERA is developing non-invasive, high precision genomic tools for skin diseases. The company has produced a minimally invasive micro-needle device that extracts the whole transcriptome from the skin of a patient, meaning there's no need for clinical researchers to source skin biopsies. MiNDERA has already attracted the interest of large potential customers and has signed collaborations with global pharma and skin care leaders. **RH**

Mojo Networks

www.www.mojonetworks.com
Rick Wilmer
Cloud Computing
California

» Mojo is attempting to shake up the enterprise WiFi industry. The company offers a cloud-managed WiFi solution, with the vision of creating networks that high performance, security, scalability, and ease-of-use. Mojo was founded in 2003 and is headquartered in Mountain View, California. **RH**

Motionloft

www.motionloft.com
Joyce Reitman
Cloud Computing
California

» Motionloft captures the movement of people and vehicles with its end-to-end solution used indoors and outdoors. The company then turns the data into usable information. Motionloft's solution is installed in over 1,500 locations and uses advanced hardware and software to deliver real time actionable insights through a dashboard. **RH**

NetNumber

www.netnumber.com
Brad Boston
Software
Massachusetts

» NetNumber delivers innovative signaling control solutions that enable carriers to accelerate the implementation of news services across networks. The company's solutions also dramatically simplify the core network and reduce operating costs. NetNumber claims to be the leading provider of Centralized Signaling and Routing Control solutions on which additional services, including number portability data and global code range data, can be added. **RH**

NGCodec

www.ngcodec.com
Oliver Gunasekara
Cloud Computing
California

» NGCodec has been pursuing the next generation of video compression since 2012. The company includes the like Xilinx among its investors and has created RealityCodec, a compressor-decompressor technology optimized for ultra-low latency, high quality applications. NGCodec is headquartered in Sunnyvale, California. **RH**

NoviFlow

www.noviflow.com

Dominique Jodoin

Telecommunications

Canada

» NoviFlow provides open standard-based high performance SDN networking solutions to network carries, enterprises and data center operators. The company's solutions offer greater performance, flexibility, cost-efficiency, and security. NoviFlow has officers in Montreal, Canada, Boston, Sunnyvale and Seattle, and a network of authorized distributors in Asia, Europe, and South America. **R**H

Nozomi Networks

www.nozominetworks.com

Edgard Capdevielle

Security

California

» Nozomi Networks offers an Industrial Control System platform that delivers real-time cyber security and operational visibility. The company has used machine learning and artificial intelligence to meet the challenges of critical infrastructure operations since it was founded in 2013. Nozomi is headquartered in San Francisco, California and delivers both cyber security and process anomaly detection. **R**H

NSS Labs

www.nsslabs.com

Vikram Phatak

Security

Texas

» The mission of NSS Labs is to advance transparency and accountability within the cybersecurity industry. The company has used its foundation in security testing, extensive research, and global threat analysis capabilities for the basis of the NSS Labs' Cloud Platform for Continuous Security Validation. This cloud platform gives enterprises objective, empirical data, and allows them visibility, insights and to rationalize their investments in cyber programs. **R**H

Numerix

www.numerix.com

Steve O'Hanlon

Software

New York

» Numerix provides innovative capital markets technology solutions and real time intelligence capabilities for trading and risk management. The company is driving a more open, fintech-oriented digital financial services market. Numerix is built on more than 20 years of analytical foundation of deep practical knowledge and understanding, and helps its users reimagine operations, modernize business processes and capture profitability. **R**H

Onapsis

www.onapsis.com

Mariano Nunez

Security

Massachusetts

» Onapsis cybersecurity solutions automate the monitoring and protection of SAP applications. The company is headquartered in Boston, Massachusetts, and serves over 200 customers, including many of the Global 2000. Onapsis solutions are used by consulting and audit firms like Accenture, Deloitte, E&Y, IBM, KPMG, and PwC to protect the essential information and processes that run their businesses. **R**H

One, Inc.

www.oneincsystems.com

Chris Ewing

Software

California

» One, Inc. provides a cloud-based platform designed to transform the way insurance companies interact with their customers. The company's technology combines core insurance software functions such as policy administration, rating, and billing, with CRM, payment processing, data analytics, and agency management. This offering allows insurance companies to modernize their operations and offer better solutions and services to their customers. **R**H

company   url   ceo   sector   state

OpsPanda

www.xactlycorp.com

Jon Kondo

Cloud Computing

California

» OpsPanda offers a sales resource and capacity planning application that helps sales leaders build hiring and capacity plans, analyze sales performance, and set sales quotas to optimize sales capacity and reach booking targets. The company is based in Palo Alto, California, and was founded in 2014 by veterans of the corporate performance management software industry. **RH**

OWHealth

www.owhealth.com

Max Scrobov

Mobile

California

» OWHealth is a digital health company that develops solutions for young women to improve their health and get ready for pregnancy. The company's offerings combine intuitive design, science and modern technologies to turn a regular mobile app into a personal women's health assistant. **RH**

Parsable

www.parsable.com

Yan-David Erlich

Cloud Computing

California

» Parsable provides an Industry 4.0 Connected Worker platform to allow employees to collaborate together in paperless, mobile, and digital business processes. The company's customers include Schlumberger, Scientific Drilling, Unilever, and other leaders in consumer packaged goods, manufacturing and energy industries. Parsable was founded by veterans of Google, SAP, Oracle, Microsoft, and others. The firm is headquartered in San Francisco and has offices in Austin and Vancouver. **RH**

Payoneer

www.payoneer.com

Scott Galit

Banking/M&A

New York

» Payoneer connects businesses, professionals, countries, and currencies with cross-border its payments platform. The company enables million of businesses and professionals from more than 200 countries reach new audiences by making seamless cross-border payments a possibility. Companies like Amazon, Google, Airbnb and Getty Images use Payoneer's mass payout services. **RH**

PenBlade

www.penblade.com

Branden Rosenhan

Medical Devices

Utah

» PenBlade is the maker of the PenBlade Safety Scalpel, used by healthcare companies all over the world. The pen-like activation of the scalpel allows clinicians to expose and retract the blade without looking or repositioning, allowing them to maintain focus on the patient with the goal to reduce injuries and improve outcomes. The PenBlade is not just popular among the healthcare industry - it's increasingly being used in the craft and hobby market. The company was founded in 2013. **RH**

PeopleDoc

www.people-doc.com

Jonathan Benhamou

Cloud Computing

New York

» PeopleDoc is aiming to make the job of HR easier. The company's HR Service Delivery platform helps HR teams answer employee requests on demand, automate employee processes and manage compliance across multiple locations. The PeopleDoc cloud solutions include case management and knowledge portal, process automation, employee file management, and advanced analytics. **RH**

Plutora

www.plutora.com

CEO Sean Hamawi

Software

California

» Plutora offers release test environment and test management solutions for enterprise IT. The company, headquartered in Santa Clara, California, provides predictability in the software release process, with a single view of releases and associated metrics, such as testing quality. This improves the speed and frequency of releases, and aligns IT software development and business strategy. **RH**

Prevedere

www.prevedere.com

CEO Rich Wagner

IT

Ohio

» Prevedere offers industry insights and predictive analytics. The company helps business leaders make better decisions by providing a real-time view of their company's future. Prevedere's external real-time insights engine monitor's the world's activity constantly, identifying future threats or opportunities to business performance. **RH**

Quali

www.quali.com

CEO Lior Koriat

Cloud Computing

California

» Quali is a provider of enterprise sandbox software for cloud and DevOps automation, delivering environments-as-a-service for digitization use cases. The company gives development and testing teams, sales and support professionals, and architects access to on-demand, self-service replicas of complex production environments that can work on private, public, and hybrid cloud deployments. **RH**

Quri

www.quri.com

CEO Justin Behar

Other

California

» Quri provides Performance Driven Merchandising, which transforms the in-store experience by continuous, real-time, visibility into merchandising conditions across all major channels and retailers in the US market. The company counts KraftHeinz, Heineken, Red Bull, and Johnson & Johnson among it's clients, and helps optimize the $4 trillion spent annually on retail go-to-market and in store merchandising. **RH**

Razorthink

www.razorthink.com

CEO Jack Porter

Big Data/Storage

California

» Razorthink offers artificial intelligence data science for the enterprise and has created the first AI data scientist, Big Brain. Big Brain is a deep learning AI that improves predictive customer insight beyond what is possible with human data scientists. The company's customers include industry leaders across the globe within banking and telecommunications. Founded in 2011, Razorthink is headquartered in the San Francisco Bay Area. **RH**

Returnly Technologies

www.returnly.com

CEO Eduardo Vilar

Internet/Online

California

» Returnly is a fintech platform that lets merchants offer shoppers a seamless product returns experience. Shoppers get an Instant Refund, that they can use to buy again at the same store immediately. Returnly guarantees all purchases made with their Instant Refunds, and settles transaction in real-time, taking on the return and customer risk so merchants don't lose out. **RH**

RideCell

www.ridecell.com
Aarjav Trivedi
Cloud Computing
California

» Ridecell aims to empower new mobility operators, including car rental companies, auto clubs, cities, transit agencies, dealer groups, private fleets and OEMs, to launch, expand, and maximize the utilization of their own ridesharing and carsharing services. The company is headquartered in San Francisco and provides an intelligent software platform that runs new mobility services. **RH**

Seal Software

www.seal-software.com
Ulf Zetterberg
Software
California

» Seal Software provides contract discovery, data extraction and analytics. The company's machine learning and natural language processing technologies allow its clients to find contracts of any file type across their networks, understand what risks and opportunities are hidden in them, and place them in a centralized repository. Seal is based in the San Francisco Bay Area. **RH**

Sepio Systems

www.sepio.systems
Yossi Applebaum
Security
Maryland

» Sepio Systems helps secure organizations against attacks via rogue hardware devices. The company protects against the strategic cyber weapon technology that is in the hands of criminal organizations, helping enterprises that never suspect the devices they use could have been compromised. The company is headquartered in Maryland and has offices in New York and South Carolina, and R&D in Tel Aviv. **RH**

RiskIQ

www.riskiq.com
Lou Manousos
Security
California

» RiskIQ offers digital threat management, providing discovery, intelligence and mitigation of threats associated with the digital presence of an organization. The company allows enterprises to gain unified insight and control over web, social, and mobile exposures. RiskIQ is based in San Francisco and is backed by Summit Partners, Battery Ventures, Georgian partners, and MassMutual Ventures. **RH**

Seceon

www.seceon.com
Chandra Pandey
Security
Massachusetts

» Seceon helps enterprise companies to detect and stop recognized and never-before-seen threats when they happen. The company uses intelligent data collection and analysis in its Open Threat Management platform to provide visibility across the entire network, from users and devices to applications and flows, surfacing the most relevant threats in real time, and the means to eliminate them immediately. **RH**

SignalFx

www.signalfx.com
Karthik Rau
Software
California

» SignalFx offers monitoring and operational intelligence for the cloud The company collects and monitors metrics across every component in the cloud, and maximizes the productivity of cloud operations teams and ensures organizations deliver on the business promise of digital transformation. SignalFx is used by Fortune 500 enterprises across multiple industries. The company is backed by Andreessen Horowitz and Charles River Ventures. **RH**

Signifyd

www.signifyd.com

CEO Rajesh Ramanand

Internet/Online

California

» Signifyd provides guaranteed fraud protection, enabling online retailers to offer a friction-free buying experience for their customers. The company uses big data, machine learning, and domain expertise to provide financial guarantee against fraud on approved orders that later turn out to be fraudulent. This shifts the liability for fraud away from retailers. The company is headquartered in San Jose, California. **R**

Skuid

www.skuid.com

CEO Ken McElrath

Cloud Computing

Tennessee

» Skuid's cloud front-end design-and-deploy platform lets anyone connect to disparate data sources, assemble highly complex, made-to-order applications, and instantly make changes - all without writing any code. The company was founded in 2013 and has more than 5 million users across 32 countries, each of whom are able to interact with data in more meaningful ways. **R**

Sonendo

www.sonendo.com

CEO Bjarne Bergheim

Medical Devices

California

» Sonendo develops disruptive technologies to transform dentistry. The company's first commercially available product is the GentleWave System, is available in the US and shows considerable improvements in clinical efficacy and treatment efficiency when compared to standard root canals. Sonendo is privately held and venture-backed. **R**

SparkCognition

www.sparkcognition.com

CEO Amir Husain

Software

Texas

» SparkCognition offers AI-powered business-critical solutions for customers in energy, oil and gas, manufacturing, finance, aerospace, defense, and security. The company develops artificially intelligent cyber physical software for the safety, security, reliability and optimization of IT, OT, and the industrial IOT. SparkCognition is headquartered in Austin, Texas. **R**

SPLT

www.splt.io

CEO Anya Babbitt

Clean Tech

Michigan

» SPLT leverages urban technology to reduce inefficiencies in transportation, by partnering with corporations, universities, and municipalities to provide sustainable commute solutions. The company has a presence in Austin, Chicago, Detroit, Germany, London, New York, San Francisco and others, but aims to bring its accessible and reliable mobility everywhere. **R**

StemoniX

www.stemonix.com

CEO Ping Yeh

Life Sciences/Biotech

Minnesota

» StemoniX is working to transform the way medicine is discovered. The company uses skin or blood to create functioning microHearts and microBrains, making it possible to test medication on humans without it ever entering their bodies. This will speed up the search for new cures and enable doctors to test drug effectiveness on an individual person, so medicine works correctly the first time. **R**

company   url   ceo   sector   state

Switchmate Home

www.buyswitchmate.com

CEO Dean Finnegan

Consumer Electronics

California

» Switchmate Home LLC is dedicated to providing home automation products that have the ability to be installed in seconds. The company's smart lighting is only one of the products it has developed in the last year. Founded in 2016 by Stanford graduates, the company was established to allow simple set up for lighting. **RH**

TARA Biosystems

www.tarabiosystems.com

CEO Misti Ushio

Life Sciences/Biotech

New York

» TARA Biosystems provides predictive human cardiac tissue models. The companies model is to offer a high-fidelity solution in relation to their dedication to pioneering models that enable more reliable, faster, and safer development of new medicines. Founded in 2014 the company is continuing to grow and expand. **RH**

Tenor

www.tenor.com

CEO David McIntosh

Mobile

California

» Tenor allows for emotional content to be added to digital conversations with personalized GIF keyboards. The company partners with apps such as iMessage, Facebook Messenger, WhatsApp, Twitter, Google Gboard, and Kik. Also known as Riffsy, the company was founded in 2014. **RH**

ThoughtSpot

www.thoughtspot.com

CEO Ajeet Singh

Software

California

» ThoughtSpot is an intelligence platform that provides individuals with the tools to explore, analyze, and share business analytics. ThoughtSpot's customers include Amway, Bed Bath and Beyond, BT, Capital One, Celebrity Cruises, Chevron Federal Credit Union, De Beers, Insurethebox and Scotiabank. The company was co-founded in 2012 by its CEO Ajeet Singh and six other technical co-founders from Google, Microsoft, Amazon, and Oracle. **RH**

TidalScale, Inc.

www.tidalscale.com

CEO Gary Smerdon

Software

California

» TidalScale is a developer of scale-up compute and resource architecture. The company allows customers to solve big data exploration and real-time analytics to ensure a coherent compute instance. **RH**

Trade Ideas LLC

www.trade-ideas.com

CEO Daniel Mirkin

Software

California

» Trade Ideas LLC was established to watch every single stock in the market that a customer has, ensuring that a customer is notified every time unusual activity occurs. Started by former venture capitalists, the company strives to do what no human can do, watch thousands of stocks a day. Founded in 2002, the founders work closely with active traders, hedge funds, and professional traders to continually update their software. **RH**

TurnKey Vacation Rentals

www.turnkeyvr.com

CEO T.J. Clark

Professional Services

Texas

» TurnKey Vacation Rentals, Inc. allows users to market and manage premier rental homes in the US. The company ensures that every property has the same value, high-end experience, and authenticity of a true fine hotel. Founded in 2012, the company has been unmatched in their consistency and value with travelers. **RH**

Tyromer Inc.

www.tyromer.com

CEO Sam Visaisouk

Clean Tech

Canada

» Tyromer Inc. was established to commercialize a rubber devulcanization technology. The company was founded in Canada, by Professor Costas Tzoganakis of the Department of Chemical Engineering at the University of Waterloo. Tyromer aims to use scrap rubber ties and repurpose them with the devulcanization technology. **RH**

vArmour

www.varmour.com
Tim Eades
Security
California

» vArmour deals offers data defined perimeter security. By establishing greater visibility and control of a customer's data, the company can move beyond the traditional perimeter and secure data. vArmour is founded by security and technology experts from Juniper, Netscreen, RSA and Silvertail. The firm was founded in 2011 and is backed by investors including Highland Capital Partners, Menlo Ventures, Columbus Nova Technology Partners, Work-Bench Ventures, Allegis Capital, Redline Capital, and Telstra. RH

Versa Networks

www.versa-networks.com
Kelly Ahuja
Computer Networking
California

» Versa is unique among software-defined networking vendors because it provides an end-to-end solution that both simplifies and secures the WAN/branch office network. The company was founded by industry veterans, and is backed by venture investors Sequoia, Mayfield, and Verizon Ventures. RH

VoteBash

www.votebash.com
Martijn Atell
AdTech
Delaware

» VoteBash is a free social voting site, where people are able to vote to express their interest in different categories, and are rewarded with buttons. The company aims to give survey results that are not just about the numbers, but also the individual who voted. Votebash was founded in 2011. RH

Wearsafe Labs

www.wearsafe.com
David Benoit
Other
Connecticut

» Wearsafe aims to allows users to protect themselves using their personal devices. The company's technology unlocks a modern panic button to allow users, and their loved ones, peace of mind. The solution gives everyone the ability to connect instantly and get help in real time. RH

Wylei

www.wylei.com
Meg Columbia Walsh
Marketing/Advertising/SOE
New Jersey

» Wylei is an innovator in the cloud-based machine learning and marketing automation space. The company is powered by minds from Harvard, MIT, Stanford, and CMU. Wylei uses automated intelligence that adapts to every customer to ensure the cookie-cutter feel of direct marketing is a thing of the past. The company describes itself as a pioneer of predictive content, digital content that automatically assembles in real time. RH

Yandy.com

www.yandy.com
Thom Brodeur
Other
Arizona

» Yandy is a retailer of specialty apparel for women. The company strives to be the authority on what makes women of all backgrounds, shapes and sizes feel confident and sexy. Yandy developed one of the first scalable, proprietary e-commerce sites in the apparel category before do-it-yourself platforms like Shopify existed. RH

Zadara Storage

www.zadara.com
Nelson Nahum
IT
California

» Zadara Storage offers enterprise storage-as-a-service through its Zadara Storage Cloud offering. The solution can be deployed at any location, support any data type, and connect to any protocol. Zadara Storage ranked #81 on Deloitte's Technology Fast 500. **RH**

Zaloni

www.zaloni.com
Ben Sharma
Big Data
North Carolina

» Zaloni is a leading provider of data management solutions. It enables customers to get competitive advantages through Hadoop data lakes. Serving the Fortune 500, Zaloni has helped its customers build production implementations that solve the most complex big data analytic challenges. **RH**

Zentera Systems, Inc.

www.zentera.net
Jaushin Lee
Security
California

» Zentera Systems, Inc., is the leading vendor of enclave-based security and connectivity for the multicloud. Zentera secures application workloads by connecting them through a virtual overlay network. Zentera was named a Cool Vendor in 2017. **RH**

Zephyr Health

zentera.net
Jaushin Lee
Security
California

» Zephyr Health is the leading insight-as-a-service company for harnessing global healthcare data to address critical business and patient needs. Started in 2011, the company continues to create new products and services for global healthcare data. **RH**

ZeroFOX

www.zerofox.com
James Foster
Security
Maryland

» ZeroFOX protects and serves organizations to ensure that risks introduced by social networking and digital communication platforms are a non issue. The company continuously monitors social platforms for any information loss or cyber attacks. Started in 2013, the company has since earned a multitude of awards including the Daily Record's 'Innovator of the Year'. **RH**

ZINFI Technologies

www.zinfi.com
Sugata Sanyal
Cloud Computing
California

» ZINFI's Technology enables customers to increase profitable revenue growth by placing a set of cloud based modules for partner recruitment, engagement, enablement and management that seamlessly work together by fitting into an existing infrastructure. The company works to ensure customers have increased growth and sustainable growth for their marketplaces. **RH**

RepairPal:
Perfectly Placed in the Ever-Changing Auto Industry

Cars are changing. With every year we see a different innovation, and from connected cars to self-driving vehicles, there's a massive shift underway in the way the industry runs underway. Because of this change, a number of business models now look dated, and this represents great opportunity to those smart enough to take advantage.

One major change we've seen over the past few decades is the lifespan of a car. The whole of the auto industry is geared towards selling new cars, because they know that after a certain amount of time cars will break down often, become less efficient, and will need to be replaced. But in recent years the quality of cars being made has become dramatically higher, which means people are keeping their cars longer. The natural assumption, therefore, is that selling cars will become more difficult, but keeping them running in the best shape possible will be more important than ever.

This was the epiphany Art Shaw had when he joined RepairPal in 2012. He saw great potential in the company's ability to make sense of the vehicle repair industry, a tangled web of car shops all over America with widely varying levels of quality, trust, and reputation. The company was started in 2007, when its founder was concerned he was being ripped off when taking his car in for repair. The first product RepairPal offered was an estimator that told consumers a fair price for different types of repair. That useful tool is still part of what RepairPal does today, but Shaw saw more potential.

"In the last few years, people are waking up to ownership and repair," says Shaw. "Auto dealers used to make money selling new cars, then from 2013 to 2015 they broke even. Now they're losing money on new cars even including financing and insurance." He believes that the auto industry's old model of making money from selling cars will be replaced by a much larger emphasis on servicing and maintenance.

But if people are owning their cars for longer, and are relying more heavily on servicing and maintenance, they are being pushed further into a world that few understand, and even fewer feel comfortable in. When we visit the auto repair shop, most of us the majority of people don't understand half of the language that is being used; we just have to trust the opinion of a mechanic who never really had to win that trust. "Two out of three people believe they've been ripped off fixing their car. It's an uncomfortable and unfortunate dynamic where people don't know where to go. If your car breaks down, the only language people have is asking about cost; no one knows how to understand the quality of the repair being done, even though consumers rate quality as most important," says Shaw.

So Shaw and RepairPal began trying to put more trust into auto repair. That sounds like a no-brainer, but is extremely difficult to do. For a start, there's no previous example of a model to rank auto repair shops. "We

went to San Francisco mechanics and said 'Your daughter's car broke down across the country, where would you send her to repair it?' And they didn't know. They didn't have a paradigm of what made a good shop, so we built that model."

RepairPal expanded its offering from the estimator to include a nationwide network of certified repair shops. To get into the RepairPal Certified network, repair shops have to meet stringent criteria to ensure customers can trust and rely on them. The shops are tested for tools, quality, training and have to commit to honor the price guidelines set by the RepairPal estimator. Equally important, they must have sky-high customer satisfaction scores from verified customers.

This approach has produced impressive results. RepairPal has grown dramatically, and now boasts a number of significant partnerships with heavyweights in the auto industry. These include Consumer Reports, Castrol, Cars.com, and Bosch. At the end of last year the company announced a partnership with CarMax, one of the largest retailers of used cars in the U.S. "The RepairPal Certified network, combined with CarMax's own nationwide staff of highly qualified technicians, ensures that our customers have timely options for all their service and repair needs," Bill Nash, CarMax president and CEO said.

RepairPal initially struggled to attract VC investment, but did manage to strike strategic investment deals with some of its partners. Now that the nationwide platform is being offered to huge, high quality companies in the car business such as CarMax, investors are showing more interest. Shaw says the company is open to more investment, but doesn't need it right now.

It's no surprise that Shaw was drawn to the auto industry. Throughout his career he has proven to be skilled at bringing businesses online, and modernizing them for the digital age. After graduating from Stanford Business School, he spent several years at McKinsey before joining Charles Schwab to run the strategic planning group. In 1995 he switched roles at Schwab, helping to launch their

online offering, www.schwab.com. He also ran myCFO, which was sold to Harris Bank.

One larger concern for the auto industry is that young people will not want to own cars in the future, as they move to on-demand services or even self-driving fleets. But even this could play into RepairPal's favor, as these large fleets of on-demand vehicles will need to stay on the road as long as possible, and will need regular servicing and maintenance. For that, they'll need to find the most trusted places to use, and a network like RepairPal's will be invaluable. **RH**

RepairPal provides expert full service repair for most vehicles. From small to large repairs, know costs in advance with the fair price estimator.

Art Shaw, CEO at RepairPal, has vast experience in growing businesses. While working for Charles Schwab, Shaw helped to launch www.schwab.com which defined financial services online and grew to a $1 billion business.

Purple Pays:
XM Cyber and the Importance of Security Automation

"The state of global cybersecurity is not faring well," warns XM Cyber co-founder and CEO Noam Erez, "and the consensus is that it's about to get worse."

That outlook might seem bad news for companies looking to make their data watertight. It's a goldmine for companies like XM Cyber, founded out of Israel's formidable intelligence community, which are using ever more innovative ways to keep cybercriminals away from companies' prized assets.

Yet despite the fact that the global cybersecurity market will grow to $224.48 bn by 2022, it is still difficult for startups in the space to flourish. "There has never been more interest in cybersecurity, and ever more start-ups and yet funding is still very difficult," says Erez. "What's more, good ideas are always copied."

Thankfully for Erez and his experienced team, XM Cyber has a very good idea indeed. For years companies have hired penetration testers, and performed red team exercises, to simulate cyberattacks.

XM Cyber provides the first fully automated APT simulation and remediation platform to continuously expose attack vectors, from breach point to any organizational critical asset. This continuous loop of automated red teaming is completed by ongoing and prioritized actionable remediation of organizations' security gaps."

Red team automation was the next goal. But it hasn't quite been mastered. Firms have struggled to function as an automated red team one-on-one, without affecting network availability and user experience.

"This is a major hurdle that cyber companies have not succeeded to overcome to date," says Erez, who spent over 25 years working for the Israeli state. Second co-founder Tamir Pardo is a former Mossad Director, while the third is Boaz Gorodissky, is a longtime head of tech in the Israeli government.

"My co-founders and I realized, the only way to prevent a cyberattack in a highly connected eco-system is to enter the mindset of a hacker and identify in advance the attack vectors hackers may use to compromise an organization's critical assets," adds Erez.

"We brought our expertise and unique approach to the table to develop to deliver a data-driven solution that could continuously assess critical assets at risk," he says. "Our solution provides a simple, and most importantly, prioritized actionable guidelines for resolving the pressing issues."

XM Cyber's HaXM APT (advance persistent threat) simulation provides the closest mindset to attackers pursuing vectors, considering the tools, tactics and processes they use to reach companies' digital property. It comprises 24/7 attack and defense – red and blue teams – to ensure a holistic and exhaustive approach to security.

HaXM is, in the company's words, the "first automated purple team". Since its foundation just two years ago XM Cyber has won a series of awards, and interest from vendors and experts all over the world. It is success Erez pins to experience, innovation and trust – and that which he hopes helps his company scale fast.

Before co-founding XM Cyber, Noam Erez spent over 25 years with the Israeli Intelligence Community. Mr. Erez holds a BA in Economics from Tel Aviv University.

"Ramping up quickly while still innovating drives business, provides value and garners the respect of people that either want to partner with the company or invest in the company," he says. "Building up strategic partnerships quickly helps start ups gain traction and move up in the business food chain."

Coming from Israel, which has the most number of cybersecurity startups behind the US, hasn't hurt XM Cyber's prospects. "There is a culture of starting all over again and keep on going, which is crucial for the cultivation of a start-up scene," says Erez.

Above all, Erez hopes his company can help plug a growing gap in the security market, that could precipitate a flood in attacks. There are currently a million unfilled cybersecurity roles worldwide, and that number could reach 1.5m by next year.

Automation, and the development of a 360-degree purple team, gives XM Cyber the edge to succeed in that precarious environment. "I think systems that automate security and compensate for the skills gap could be a direction worth exploring," says Erez. "The growing need for automated security solutions is further fueled by next-generation hackers and their increasingly sophisticated tactics.

"Cyber-attackers, with a lot of resources at their disposal are turning to improved tools that automate attacks and exploit networks," he adds. "For organizations, already running thin on security resources, the unprecedented scale and sophistication of future hackers should be a major concern." **RH**

HOW SHERPA IS "CAREFULLY" POSITIONING ITSELF
at AI's Predictive Crossroads

Few people know artificial intelligence better than Xabi Uribe-Etxebarria. The Spanish entrepreneur has engineering degrees and diplomas from MIT, Harvard Business School and the Universidad de Deusto in Bilbao, the largest city in Spain's Basque Country. He is even nearing a master's degree in architecture, is a mentor at Oxford University and has won numerous awards for his work in the tech world.

Uribe-Etxebarria is also a proven company-builder. He was studying for a natural language processing PhD in 2009 when he built his first firm, ANBOTO, a virtual assistant for chat and email responses.

But Uribe-Etxebarria wasn't finished, and in 2012 founded Sherpa, a predictive, virtual personal assistant based on AI algorithms. It has been preloaded on Samsung smartphones since 2016, and is the most widely used Spanish-language personal assistant apps in the world.

Sherpa has won over $8 million dollars in funding and has become one of the most promising startups in the fast-emerging AI space. Little wonder Uribe-Etxebarria was recently named among El País' "Top 100 of the Year" – a list honoring the most influential people in the Spanish-American world.

Sitting aside such personalities as the King of Spain, Mexican premier Enrique Peña Nieto and Sofia Vergara, Red Herring was lucky to catch moment with Uribe-Etxebarria this month. But we did – and Uribe-Etxebarria was keen to tell our reporter all about the future of AI implementation, personal assistance, and how Sherpa is perfectly placed to spearhead one of tech's newest revolutions.

"By harnessing the power of AI to act on big data, corporations can become more productive, reduce costs, and enter new markets," says Uribe-Etxebarria, adding that those benefits will soon find their way to the consumer market. For now though, he says, "the money is in the enterprise market."

Last March analyst Gartner name-checked Sherpa when announcing the vast potential of personal assistance AI – a landscape that, while its headlines are dominated by the likes of Apple, Amazon and Microsoft, are ripe for clear-thinking firms to get ahead of the curve. Sherpa, which is designed for cars, intelligent ear speakers, in-home speakers and appliances, and wearables, is positioning itself well for a coming wave of connectivity.

Tractica, an analyst, predicts that the global AI personal assistant market will swell to $15.8bn by 2021. It is at an inflection point, Uribe-Etxebarria claims: a crossroads between responsive and analytic solutions of the past, and predictive and autonomous ones, the likes of which will enable true AI assistance and driverless vehicles.

It's no surprise, then, that investors like Mundi Ventures, headquartered in Madrid, London and Seattle, have been impressed enough to part with millions of dollars to back Sherpa's scale – and make connections with a range of partners.

"The key to unlock that market is predictive AI, so that these assistants can be more truly useful by anticipating user needs," says the CEO. "That's were we are focusing our research and development efforts…Anything process-oriented is a prime target for AI automation. The Sherpa platform could play a role in many of those apps, by providing an API to access our predictive AI capabilities."

Xabi Uribe-Etxebarria, founder and CEO of Sherpa, has been awarded a number of prizes and honors, including neing featured on the TR35, an annual list published by MIT Technology Review naming the world's top innovators under the age of 35.

As the market sits at its current crossroads, Uribe-Etxebarria adds, "I think the biggest headline for 2018 will be about the consolidation of the industry. Large companies will go for partnerships with startups that give them important capabilities and competitive advantage."

Scale, therefore, is key – but moving too fast is not. Sherpa is based in Redwood City, in the heart of Silicon Valley, and Bilbao, the biggest city of the Basque Country of Spain from where Uribe-Etxebarria comes. Its products are available in Spanish and English, opening huge potential markets worldwide. But, as Uribe-Etxebarria says, it is crucial to "think very carefully about what you are doing, what you want to create, and why you are creating it.

"Building a world class company is very difficult and takes time," he adds. You have to stay focused on the big goals you want to accomplish, work very hard, and constantly learn how to do better." As a man in his thirties with more achievements under his belt than most can comprehend, it seems unlikely that Xabi Uribe-Etxebarria is somebody who will lose focus. That puts Sherpa on a good path to capitalize on AI: one of tech's wild frontiers. **RH**

PLUTORA
"Unwinds the Spaghetti"
OF HIGHLY COMPLEX DEVOPS"

There's a common misconception about banks, Dalibor Siroky says: that they're old school. Despite what the startup world might think about big financial institutions, he adds, in reality they're "highly complex software companies that employ a lot of technology."

Siroky should know. In 2012 the Australian entrepreneur, a former IBM consultant and soldier, left over a decade in the financial sector to co-found Plutora, a software firm that helps organizations increase speed and efficiency across ever more complex tech systems.

The idea for Plutora came from both men's experiences in banking. "We were tasked to either large-scale program delivery or mergers or de-mergers," says Siroky. "And as part of that you get to really unwind the spaghetti that is underneath the core facade that is a financial institution."

Bootstrapped by Siroky and co-founder Sean Hamawi, Plutora now has over 60 employees on three continents serving 40 corporations – including several Fortune 500 firms. In 2016 Sydney-based Macquarie

Capital invested $13.4 million into the Mountain View, Ca-headquartered team. Since then Dalibor and Hamawi have been busy hiring and scaling towards a global market presence.

DevOps has often been labeled something of a dark art in the tech world. Arguments can range from the perfunctory to the philosophical. Even when it comes to product DevOps, Siroky says, knowledge is "pretty fragmented and there's a lack of consistent understanding."

The multitude of workflows and applications driving such huge brands makes management incredibly difficult. Millions of dollars are not difficult to lose. That's when Plutora comes in. It helps firms plan, manage and track releases with transparency, efficiency and precision.

Plutora is a market leader in value stream management, with release, test environment and analytics solutions for enterprise IT.

Their mission is to enable predictable, high-quality enterprise software delivery across the entire release portfolio.

In 2012 Siroky and Hamawi knew they were hitting a huge pain point. They had a business. So they put a date in the calendar, left their jobs and began building a platform. "Five years later here we are," Siroky says.

Bootstrapping a high-tech company, rather than touring Silicon Valley and other locations for funding leaves founders with a mountain of challenges, Siroky says – not least having to do everything from finance and HR to marketing personally.

But, he adds, "It gives you incredible focus, because if you don't get it right you don't survive the next minute. You're extremely focused on execution. The second part is that it gives you is that you've got to get the product-market fit right, because there's no safety buffer…you're always trying to find that shortest path to revenue."

A third aspect, says Siroky, is that it gives founders "total control. You don't have to answer to anybody else in terms of worrying there might be strategic directions that need to change. It's just very, very clean and clear around the mission."

That mission is being communicated to a sharply growing customer base. Little surprise when firms from eBay to AMP have been thrilled with the time and risk-slashing releases Plutora allows them to make. "I see Plutora as the glue that holds the delivery process together," says one United Energy employee.

"To be competitive in the modern day economy you need to double down on your technology, and in order to do that you need a platform like Plutora that drives that more efficiently," says Siroky. "So essentially we help organizations become technology juggernauts. No-one else in our space is doing that."

Following Macquarie's investment Plutora has grown over 100%. The majority of its clients are based in North America, with 20-25% based in Europe and the rest in Asia-Pacific. It allows the company's founders to hire better and more quickly.

That makes team coordination an increasingly critical skill, says Siroky – and he is still keen to keep a close eye on all aspects of the business. But he claims that giving employees "freedom" to do their

best is key. Ultimately Plutora's biggest asset is its staff, he adds: "The people part is not deterministic."

This month the company released an upgrade of its Plutora Environments solution, which helps streamline test environment management that, according to a company survey, 40% of companies struggle with. Siroky has marked out pharmaceuticals, healthcare, telecommunications and his former sector banking, as the industries which most need his company's help.

"Our early days were spent proving the technology," he says. "Then distribution and getting referencability. Now it is about scaling the distribution and awareness of the product.

"Every day is solving a different piece of the puzzle." **R**H

Dalibor Siroky (left), the Australian entrepreneur, a former IBM consultant and soldier, left over a decade in the financial sector to co-found Plutora, a software firm that helps organizations increase speed and efficiency across ever more complex tech systems.

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VERSA NETWORKS PRESIDENT AND CEO KELLY AHUJA:

From Company Man to SD-WAN

When Kelly Ahuja became president and CEO of SD-WAN firm Versa Networks in 2016, he had worked in the networking industry for 27 years, having started his career at Telesat Canada in 1989. Back then the Berlin Wall still stood and the ability to communicate across borders wasn't always assured.

Today, almost three decades later, the landscape is almost unrecognizable. Not only is the world more connected – and Berlin united – but networks are so advanced that the cloud is almost ubiquitous. Hybrid clouds are the new frontier, piling value into a market set to be worth $91.74 billion by 2021.

Ahuja has seen it all – not least as an 18-year employee of Cisco, where he was last SVP of the company's service provider arm. Making the leap from a $48bn revenue, 74,000-staff tech giant to a high-tech upstart that had only been open since 2012 may not have been easy. But it has given Ahuja a chance to blend corporate management with startup agility. The results are clear to see.

Since Versa's foundation it has won $43.4m in funding and hired 160 people while becoming a key player in the SD-WAN and SD-security markets. As more companies streamline their digital transformation, Ahuja and his team are on hand to make sure things are secure.

"The multi-cloud transition is what's driving this whole market," Ahuja tells Red Herring. "The remote office has now gone mobile, and those applications are not in one place bur can be in multiple places." VPNs were one de rigeur, he adds. Today, though, corporations run their networks on the Web. That places data in ever more vulnerable spots.

"The security is not an add-on," adds Ahuja. "You need multi layer security – all of that visibility – to be able to secure across multiple layers."

Thankfully for Versa, a drive to provide that security comes directly from Ahuja. Even in

"To be a strong leader you have to lay out a strong vision, have a strategy and an execution."

Software-defined networking may still be at an early stage but it is being adopted quickly.

boyhood his passion was networking: "My curiosity even ran to how the telephone worked, and I worked for a service provider in my summertimes at college (in Calgary, Canada)…There's this bird in orbit you've gotta point to. How does this work, and how can I get into it?"

Telesat handed Ahuja his first role, before it was bought by AT&T. Then came three years at Stratacom in San Jose, CA, before he switched to Cisco – a company he still thinks is "great.

"I feel like I was a teenager, I went in and now I'm an adult," says Ahuja. "But it's a large company with much more process and rigor about how things happen." Joining Versa, the first thing Ahuja noticed was the number of tasks he had.

"At first we did anything and everything that happened," he says. "You had to roll up your sleeves and do things." When the company needed a shift there were no internal reviews and processes: it was simply done. "It's been a great adjustment for me because I'm naturally high-strung," he adds. "Normally I wake up early and go to bed late. I'm never idle. It's been great for me to come back to a smallish company environment."

That is handy in a market that never stops pushing boundaries. Software-defined networking may still be at an early stage but it is being adopted quickly. The mass market is coming. 2018, Ahuja says, "will be a year of deployment and scale."

Large companies are beginning huge rollouts of this networking technology. One such firm is Capital One, whose hybrid approach to SD-WAN deployment has led the finance pack. It chose Versa Networks with which to work – a fact Ahuja credits to his company's "simplicity, speed and scale."

Other brands Versa works with include CenturyLink, Verizon, VergX and Comcast Business. They are enamored by Versa's product, but also its client relations, which Ahuja instills in each of his employees.

"To be a strong leader you have to lay out a strong vision, have a strategy and an execution," he says. Transparency, communication and a constant focus on the client are paramount. It goes for employee relations too: "You can't expect respect, you have to give it. It's important for everyone to be humble, grounded and respect everyone no matter who they are."

By energizing his clients and team Ahuja can focus on his other key strategy: Getting Stuff Done. Fun and a good working balance are vital. But so is the ability to execute constantly. With that in mind, and with a holistic approach to a new market that is gathering pace, Versa Networks is poised to pounce on timing in the market to "drive a tremendous amount of growth."

It is growth that will fuel what Ahuja predicts will be a "tremendous year" for Versa. "We have an expanding team, offices, location, marketing: all functions are growing." With Ahuja's incredible knowledge of the market, and different management styles, he is the perfect person to lead that charge. R⊞

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