

# The Silicon Review

U.S. Yearly

Leadership

Technology

CEOs

Business

Features

CIOs



**Outstanding  
digital  
infrastructure  
services delivered  
by the largest  
Canadian-owned  
and operated data  
center provider:  
eStruxture**

**Maria Bolovis,  
SVP of Operations**

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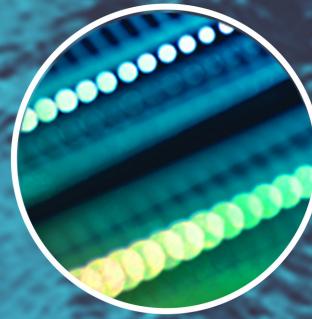
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Who should have  
access to what?

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## EDITOR'S NOTE

### There is always a solution

To succeed in a business venture, business leaders need to be flexible and have good planning. Many people start a business thinking that they'll turn on their computers and start making money, only to find out that making money in a business is a difficult feat. One can avoid this by taking time and planning out all the necessary steps needed to achieve success. Whatever business you want to start, proper planning can help you become successful in your venture.

Success is every entrepreneur's dream. There is no magic spell to sort of everything in a single flick, but experience has shown that entrepreneurs working both on intellectual and organizational levels of the business can work no less than magic. Successful business leaders are those who overcome both objective and subjective challenges. In simple words, the business world is changing, and that means we need to adapt. But we don't just need to be proactive, we want to shape it and be out in front, fighting the competition. Here are the companies recognized under The Silicon Review '20 *Business Excellence Awards 2022*.' These companies have adapted and practiced the best of everything to distinguish themselves in this new competitive world.

### Success recognised to the fullest!

Best,

Vishnu Vardhan Kulkarni  
Managing Editor, The Silicon Review  
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# eStruxture



Maria Bolovis, SVP of Operations

## COVER STORY



# Outstanding digital infrastructure services delivered by the largest Canadian-owned and operated data center provider: eStruxture

In the highly competitive world we live in, data is the backbone of every business and hence data centers play a crucial role. Modern data centers are equipped to support all aspects with respect to data such as storage, computation, and business applications and network for the enterprise to the extent that the business of a modern enterprise can be easily run on computers. It is where all our data, music and photographs are stored and the cloud lives. Data centers are a significant component of the global economy, whether you are an individual, a business, a city or a country.

Globally there are various data center providers delivering excellent services, but eStruxture

stands out from the rest. eStruxture is Canada's premier data center platform. The company provides modern data center infrastructure for companies requiring reliable and flexible colocation services. eStruxture's solutions are designed with the capacity, performance, and flexibility to run the latest, most demanding enterprise applications and the control to rapidly scale in response to unpredictable changes in business processes. Proudly Canadian, eStruxture is committed to growing its investment in the country's economy, creating more jobs, and offering an ideal platform for companies that want to grow or establish their footprint in Canada.

## In conversation with Maria Bolovis, SVP of Operations at eStruxture

**Describe your career and role at eStruxture.**  
I'm the SVP of Operations at eStruxture, the largest Canadian-

owned, cloud and carrier-neutral data center provider. In this role, I lead all components of operations for the company, including infrastructure operations, customer support, provisioning, and customer experience. I oversee operations for all of eStruxture's data centers across Canada in Montreal, Vancouver, Toronto, and Calgary, and I am one of the leaders in charge of the construction of our company's new, second data center in Calgary (CAL-2), which will open this December.

The construction of our second data center facility (CAL-2) in Calgary has been by far the most fulfilling experience in my career thus far. I was blessed to work with a group of colleagues that I consider best-in-class in this industry. Their commitment, innovation, adaptability, speed, high quality service are what made this new build a tremendous success. The operations team closely collaborated with the construction and engineering teams in all phases of this project: from design reviews to construction meetings, and commissioning activities. As a result, we were able to find efficiencies and optimize our operational readiness. I live and breathe data centers and have been working in the data center industry my entire 20-year career. I've had



Maria Bolovis  
SVP of Operations

*“Since eStruxture was founded, our company has been on a rapid growth trajectory and all signs point to this as a continued trend for 2022 and beyond. In fact, in December of this year, we’ll be opening our second data center in Calgary (CAL-2) which is quickly becoming one of Canada’s critical data center hubs.”*

the fortune of working for some of the biggest names in the tech world, including Amazon Web Services, IBM Canada and now eStruxture. I am also deeply committed to empowering other women in the industry through mentorship, professional development, and by helping them find a voice in a sector historically dominated by men.

### ***There are other major players providing data***

### ***center services, how do you stand out from the rest?***

Although eStruxture has only been around for a little over five years, we’re proud to say that we’re now the single largest Canadian Data Center provider and are trusted by some of the largest companies in the industry. Our commitment to sustainability is a clear advantage over our competitors. Our company focuses

on maximizing energy efficiency and minimizing environmental impact in our data centers by designing sustainable facilities, utilizing highly efficient waterless or free-cooling technologies, and by powering our facilities with renewable energy whenever possible. The majority of our customers, regardless of their industry, have sustainability as a critical business priority and partnering with us helps them achieve their sustainability goals.



In addition, as the only Canadian-owned and operated data center platform left, we're 100% focused on Canada and have unparalleled knowledge of the market, unlike many companies that have diluted their focus by expanding in other countries. Diversity, equity, and inclusion have also been key to our success. Thanks to our employees' diversity, we are able to serve our customers in many languages, understand, and overcome cultural and social differences. I personally am very passionate about promoting DE&I in the tech industry, removing barriers to entry, and focusing on women's retention. I've helped implement inclusive recruiting efforts, drafting job descriptions that appeal to underrepresented candidates in infrastructure operations in order to break barriers for diverse employees.

### ***Does eStruxture have expansion plans for the near future?***

Since eStruxture was founded, our company has been on a rapid growth trajectory and all signs point to this

as a continued trend for 2022 and beyond. In fact, in December, we'll be opening our second data center in Calgary (CAL-2) which is quickly becoming one of Canada's critical data center hubs. The CAL-2 facility will be the largest, Tier III designed data center in the Calgary area. It will bring true hyperscale capacity to the market: 20MW of power and nearly 93,000 sq. ft. of space. This facility also reinforces eStruxture's commitment to operating our facilities sustainably by using modern, highly-efficient cooling systems. CAL-2 will use the same waterless, free-cooling system that's also present in our state-of-the-art MTL-2, Montreal facility. eStruxture has 15 facilities nationwide, and CAL-2 is yet another hyperscale facility that mirrors our basis of design that originated with our 30MW facility, MTL-2. The launch of this data center is a milestone moment for our company as we continue to grow our business.

### ***How will the CAL-2 opening impact the local economy?***

With data centers being the heart

of the digital ecosystem, CAL-2 will generate a significant number of job opportunities both directly, for skilled technical workers and engineers, as well as indirectly, by attracting major technology companies to the area, which, in turn, will create high-paying jobs. At eStruxture, we're very proud to be building a Canadian colocation powerhouse. We're also committed to investing in the Canadian economy, creating more jobs, and providing the very best service to our customers. We truly believe that Calgary is becoming a major data center and connectivity hub. We've held this belief since we first established our footprint there in 2018, and we are proud to be part of this development. We're also now members of the Calgary Chamber of Commerce, further showcasing our commitment to deepening our understanding of the market and collaborating with key decision makers.

### ***Describe eStruxture's commitment to sustainability.***

Data centers are major consumers of energy as servers and other

IT equipment need constant, reliable power and cooling. This is why now is the time for the data center industry to elevate its environmental stewardship with energy-efficient infrastructure and renewable power resources. At eStruxture, we fully recognize our responsibility to work towards a carbon-neutral future. Our dedication to constantly improving our internal sustainability practices instead of purchasing carbon offset credits is unwavering. We're proud to say that all of our facilities are sustainably designed and energy efficient. Moreover, our facilities in Quebec and British Columbia are powered by clean, renewable hydroelectricity. We're constantly investing in modern cooling technology that takes advantage of the colder Canadian climate to reduce energy usage, minimizes water consumption, noise levels, vibrations, and the environmental impact of refrigerant and other potentially harmful chemicals. We have also joined the iMasons Climate Accord (ICA), a cooperative of companies committed to reducing carbon in digital infrastructure.

#### ***What does the future hold for eStruxture and its customers?***

eStruxture's footprint is poised to grow far beyond our current size. And I believe we'll continue to see exponential growth that's only limited by what our supply chain can handle. Our data center services are uniquely positioned to continue to gain traction. We'll continue to provide the very best service to our customers thanks

to our highly scalable facilities, high-density power available standard, sustainably designed facilities, and deep understanding and commitment to the Canadian market. We're in a very fortunate position to respond to our exponential growth. We operate our facilities in several locations that offer renewable power at a very low cost. We also build facilities that are highly scalable. Our customers have ample room to grow, and they can do so in a cost-efficient manner.

#### ***Is there anything else you would like to highlight?***

At eStruxture, we're dedicated to achieving gender parity in the data center and the ICT sector. However, we recognize that there's still work to be done to improve diversity and inclusion, and in particular how women are represented, in the data center industry and tech industry at large. This issue has always resonated deeply with me, as I'm a daughter of two immigrants who came here from Greece. I received my engineering degree from Polytechnique

Montréal, specializing in mechatronics, a program where I was one of only a few women.

I'm extremely passionate about sharing my unique experiences as a woman in a technical industry with an engineering degree, and want to inspire young women to follow in my footsteps. As someone with a long, successful career at several large companies, my goal is to drive diversity and the representation of women in STEM through mentorship and encouraging other women interested in pursuing STEM careers. 



***"At eStruxture, we're very proud to be building a Canadian colocation powerhouse. We are also committed to investing in the Canadian economy, creating more jobs, and providing the very best service to our customers."***



Lawrence J. Hardge  
CTO

# Reinventing the future with their futuristic inventions: **Hardge Global Manufacturing**

Almost everyone is on the lookout for household products that make life simpler and more convenient. Lawrence Hardge, the Founder and CTO of Hardge Global Manufacturing is one such inventor who has showcased some innovative breakthrough household products. His Knockout 360 fire extinguisher is an out of the box invention that makes homes safer to live in. It works on a variety of fires

and does not leave the area messy like the traditional fire extinguishers, this helps in avoiding messy cleanups. Knockout 360 is easy to use and hence reduces the reaction time to fire accidents, thus potentially saving life and property.

## **Knockout 360**

Unlike traditional fire extinguishers, the new and improved Knockout 360 Fire Extinguisher can stop

small fires without messy cleanups. It contains no toxic chemicals or odors, making it particularly helpful for those with sensitivities. It uses a special technology to remove heat, so the area is immediately cool to the touch. Knockout 360 works on a variety of fires, including grease, oil, gas and wood fires. It takes the guesswork out of what to use for a specific fire. Knockout 360 is good for up to 12 uses and, unlike other

extinguishers, there are no yearly maintenance costs.

One of the best benefits of Knockout 360 is that it is easy to use. Many people feel intimidated by learning how to use a traditional fire extinguisher, and if you wait until an actual fire occurs, you don't want to be fumbling around and trying to figure it out. Fortunately, Knockout 360 works like any other household spray. Moreover, you do not need to shake the fire extinguisher in order to use it, which shaves precious seconds off response time. Following the success of the original product, the new and improved Knockout 360 Fire Extinguisher will be promoted via a major DRTV campaign and will be immediately available for purchase on Amazon, eBay, Sears.com and other popular ecommerce sites.

According to Hardge, the product terminates fires instantaneously without leaving residue like traditional extinguishers. KnockOut 360 was picked up by Harvest Growth, the national infomercial company that created the well-known

OxiClean, Kaboom and Snuggie campaigns. Infomercials have begun airing around the country. The product is expected to be sold in stores later this year. With a background in chemistry and engineering, Hardge developed the concept for the product after the 1996 crash of a ValueJet airplane in Florida, which was due to a fire in the cargo compartment. A combustible combination of oxygen and heat led Hardge to create a fire extinguisher that removes heat from fire but not the oxygen.

*"I have a passion for creating products that will benefit mankind,"* said Hardge. I have always been intrigued by how things function and how to make them better. As long as I can remember, I have always broken things down and rebuilt them adding my own twist. Hardge is also the inventor of other innovative products, including the DoggoneIT collar clip which alerts owners, via remote alarm, if their dog is exposed to dangerous temperatures; BabysitIT, an invention designed to alert parents and guardians when their children are separated from them by a predetermined distance; and

the EZStrollIT, which is a versatile seat that converts from a safety-approved child car seat into a stroller. Traditional fire extinguishers can cost upwards of \$50. The cost of KnockOut 360 is \$15 which makes the product perfect for usage in urban centers where delayed responses from fire departments could potentially lead to fatalities.

By lending his experience and expertise to novice inventors, Hardge also plans to open the doors of opportunity for other minority inventors. *"Detroit has some very talented inventors — a new generation of George Washington Carvers — but their voices is not heard,"* says Hardge. *"It is difficult for a minority to get their product out into the marketplace unless he or she is validated by a major company. I want to use my knowledge to help them bring their products to market."* With offices in Detroit and a warehouse in Wixom, Michigan, Hardge seeks to provide jobs for Detroiters and establish partnerships with businesses that will provide distribution sites for his products.

SR

## Meet the Leader behind the success of Hardge Global Manufacturing

Lawrence J. Hardge, Chief Technology Officer ,Hardge Global Manufacturing has been an inventor since childhood and holds over 120 intellectual prototypes, as well as numerous patents and trademarks. His portfolio includes assisting other inventors in taking their products to the global marketplace. Hardge is an inventor who loves to give back to his community. When he's not coming up with his next innovative idea or product, he's writing and composing music or playing one of his multiple instruments.

***"The new and improved Knockout 360 Fire Extinguisher helps users stop small fires with no toxic chemicals, odors, or messy cleanups."***

# Searce – Pushing the boundaries of tech innovation and designing end-to-end industry solutions for businesses at global scale



Hardik Parekh  
CEO

*"Driven by our engineering excellence mindset, we care most about delivering intelligent, impactful & futuristic business outcomes.*

”

If you do not have a secure way to keep your data safe, you could easily suffer from data loss, fall victim to security threats, and experience costly downtime. To ensure this doesn't happen, you might want to consider cloud consulting services. These services are provided by experts with in-depth knowledge of various cloud computing solutions. This can go a long way in supporting your business environment and also filling management gaps like the absence of a full-time IT department in your company. When you employ these services

for your business, you reduce network maintenance costs. Having an IT department that is fully staffed can be costly and unnecessary for a small or mid-sized company. When you outsource these services, you can potentially save thousands annually.

**Searce** is an advanced AWS consulting partner specialized in niche cloud consulting, data engineering, and AI & ML technology. The company offers a comprehensive and advanced portfolio of compute services that help to develop, deploy,

run, and scale the applications and workloads of digital natives and enterprises alike in a secure Cloud environment. By designing secure and scalable enterprise-grade architecture, they work in conjunction with clients and handhold them in their path to onboarding processes.

## **Searce's Advancements and Offerings in the AWS Domain**

**Data Modernization:**  
Transform your structured and

unstructured data effectively by moving to the cloud break silos, democratize data and lay the foundation for your analytics needs by transforming your data effectively to a cloud-native server-less architecture to deliver near real-time analytics. Leverage Data Engineering Services from Searce to define Custom ETLs; Implement custom ETL logic on cloud-native data processing tools to ingest and churn data from various sources. Utilize these pipelines to ingest data in real time and analyze them at petabyte scale with granular security and tokenization. Integrate web and app data architectures to obtain actionable insights. Ingest consumer data from multiple data streams into data warehouse architecture for comprehensive data analysis by using the right tools for your business: capture/ transpose cross-platform data-sets as per custom business requirements. Leverage data pipelines, API integrations, visualization tools, and advanced data engineering to gain actionable insights in real-time.

**Data & Analytics:** Data forms the backbone of AI projects. Creating the right data architecture is critical to be able to leverage the power of AI for your business. Whether it is Machine Learning, Computer Vision, NLP, Deep learning or any other type of AI use case, they all have one thing in common, DATA. Artificial intelligence, in essence, is an extension to smart analytics which are leveraged through creation, duration and execution of data through tools such as ETL, Big Data platforms and at the end of the value chain complex, Machine Learning algorithms. So if you want to leverage AI to take your business into the next orbit of performance, big data and analytics are the building blocks to it.

**AI-Driven Transit for Public Transportation Systems:** Public transportation systems in developed countries that were plagued with the mismanagement of rush hour traffic have been brought to their knees in the Covid-19 era. With vaccines

being deployed around the world, public transportation systems would need to be ready for a deluge of workplace commuters and peak-hour capacity. It would be a massive transition to accommodate commuters while adhering to social distancing norms. Hence, staggered commutes and working schedules would ease the pain of peak-hour loads as well as smooth demand over a longer period during the day. Transit planning officials need to be able to monitor demand in real-time and allocate routes accordingly while maintaining social distancing norms within subways, trains and buses. This needs to operate hand-in-hand with employer policies regarding staggered working hours, which could be mandated by concerned city and state officials. Searce's complex maze of route allocation staggered schedules and demand smoothing models can be circumvented through a pre-trained deep-learning model that allocates demand in real-time and generates alerts to employers and commuters to enable demand smoothing workflows.

SR

## Meet the Leader

**Hardik Parekh** is the **Chief Executive Officer** of Searce. He is a bold leader, an innovative thinker and a goal oriented entrepreneur and the energy-core that powers Searce. Hardik began his professional career as a management consultant, lending business process improvement consulting expertise to various established enterprises, including 10+ US State Departments of Transportation. After returning to India 16 years ago, Hardik founded Searce, which he has bootstrapped from a 1 person company into one of the fastest growing cloud & analytics based business transformation companies with over 3000+ clients. Driven by the purpose of solving for better & helping create a better tomorrow, Hardik is passionate about Cloud, AI & ML, people success & a bit of spirituality to help create a happier world.

Mr. Parekh has done a BE in Mechanical Engineering from India and holds a master's degree from the Texas A&M University with specialization in Industrial Engineering.

# Hidden Brains – An offshore software development & IT consulting company offering innovative solutions for diverse industry verticals



Vishal Chhawchharia, Founder  
MD & CEO

Technology is rapidly influencing business operations, irrespective of the company size. In today's increasingly digital world, information technology is playing a massive role from enterprise software solutions to mobile and web apps – digital evolution and technological innovation are enabling companies to automate their business infrastructures. Some businesses are tech-savvy, they are familiar with all the right tips, techniques, and tools to innovate their operations and others may need enterprise software and IT consulting companies to push them in the right direction.

Hidden Brains is one such award-winning enterprise software development & IT consulting company with a primary focus on digital transformation. Started in

2003, Hidden Brains has grown at an exponential pace with more than 2400 clients across 107 countries. The company offers a complete range of IT services and industry focused solutions to more than 33 domains worldwide. Whether it is ISVs or large enterprises, Hidden Brains enables organizations to accelerate and unleash new potential. Their deep industry experience and technical capabilities allows them to focus on creating real value through digital transformation. They bring their expertise in emerging technologies to navigate the most essential leaps for diverse industries. Hidden Brains' values shape its culture, to develop and deliver disruptive innovations, as well as define relationships with clients, employees and community as a whole.

## Delivering Effective Quality Solutions and Services

### ***Warehouse Inventory Management Solution:***

Hidden Brains offers a comprehensive warehouse & inventory control solution designed to manage distribution center activities from one location, as well as provide real-time inventory control. With an aim to automate the flow of information and conventional processes, Hidden Brains warehouse & inventory control system enables your supply chain team to carry out end-to-end warehouse operations and attain complete inventory visibility to shorten lead times, optimize inventory, prevent stockouts, and reduce storage costs. The benefits of using Hidden Brains warehouse

# ***"We bring our expertise in emerging technologies to navigate the most essential leaps for diverse industries."***

inventory management software solutions are numerous including: faster order fulfillment, increased customer satisfaction, decreased shipping costs, and improved cash flow. Their warehouse & inventory software offers flawless integration with any ERP for improved process coordination, right from manufacturing to the delivery of goods to the user.

## ***Visitor Management***

**System:** Hidden Brains offers Visitor Management Systems that represent all the procedures and processes an organization set up for managing visitor traffic from start to finish, as well as other elements that are related to the entire customer experience. Visitor management software effectively registers and tracks each guest entering facilities improving the efficiency, security, and personalization of a visitor management system to enhance the total visitor experience. With visitor management solutions, you can grant rights to restricted areas of your building depending on the person's needs- be it family and friends that come over for a visit, co-workers who need guest access

for important meetings, or visitors who require high-level clearance for sensitive situations. Use your own set of rules with their visitor management software solutions when deciding whether someone has guest privileges, needs to report for work, or would like access within certain areas of the premises - all without sacrificing safety and security.

## ***SOS Solution for***

**Emergencies:** Hidden Brains offers SOS alert, emergency & safety solutions that make a critical difference during emergency situations to alert family, friends and emergency responders. During hazardous situations, SOS smart app solution automatically triggers an emergency notification and simultaneously sends the coordinates of the user's location. With SOS emergency solution, the users can send text messages on the press of a single button, which ensures that help is on the way to overcome the emergency situation. Whether you are looking for support in alerting & mobilisation, lone worker safety, health emergency, personal safety

and more, their SOS alert app solution adheres to the highest standards of autonomy, security, privacy and availability. Get health and security SOS assistance app when you need it during critical situations, anywhere, anytime. The company ensures that your privacy is respected at all times. Their location is shared only during a major incident.

## ***Multi-Vendor Marketplace***

**Software:** Hidden Brains specializes in building multi-vendor marketplace to seamlessly add and keep track of sales. Their multi-vendor marketplace software is developed considering business-level objectives such as expediting across border expansion, improving logistics, reducing costs, and streamlining operations with a suite of features. It provides complete control over the administration of vendor relationships for successful marketplace projects. The ecommerce multi-vendor marketplace solution provides features such as product management, analytics, order management, vendor panel, review/ratings and more.

SR

## ***About | Vishal Chhawchharia***

**Vishal Chhawchharia** is the **Founder, Managing Director, and Chief Executive Officer** of Hidden Brains. He is an experienced executive with a demonstrated history of working in the information technology and services industry. He is skilled in negotiation, strategic planning, business development, and marketing strategy.

**Lynnet Koh, Targazyme Founder and CEO:** “Our Mission is to develop novel off-the shelf t-cell therapy products that harness the metastatic cancer patients' own T-cells to successfully obliterate cancer, as a potential alternative to chemotherapy, radiation or radical surgery”

Presently, cancer is a growing concern. People of all age groups suffer from the ill -effects of cancer. It is a disease that not only affects individuals but also holds power to destroy families due to the financial and emotional turmoil brought by it. Ongoing research to find a cure for cancer has made interesting headways. One such research that has shown promising results is the efficacy of T-cell therapies. Globally there are various biotechnology companies developing excellent therapies for cancer treatment, but Targazyme stands out from the rest.

TargaZyme is a clinical-stage biotechnology company based in San Diego, CA, and focused on the research and development of disruptive, patented and novel, off-the-shelf T-Cell products. Its TZ 102 Tumor Infiltrating Lymphocyte (TIL) Therapies have the potential to address compelling unmet medical needs in cancer. Specifically enabling cancer patients with solid cancer tumors to be successfully treated with the power of their own immune system.

### **In conversation with Lynnet Koh, Founder and CEO of Targazyme**

#### ***Could you elaborate on TZ 102 TIL treatment and how it is a game-changer in cancer treatment?***

Tumor Infiltrating Lymphocyte or TIL therapy is a type of adoptive cell therapy (ACT) that is growing rapidly. One example of ACT is CAR-T or chimeric antigen receptor-T cell therapy. ACTs are both an old and new approach to the immunotherapy

of cancer. Old in the sense that it was first reported as LAK or lymphokine-activated killer cells by Steven Rosenberg's group at the NIH back in the 1980s but has since become a modality or mode of therapy that is being intensely investigated by both academic sites and biopharma companies, for a good reason – its promise.

In TIL therapy, TILs are isolated from the tumor site biopsy or surgery, stimulated and expanded outside the body (ex vivo), and then re-infused back into the patient. TIL therapy can potentially provide durable responses, even cures, and is poised to revolutionize treatment options for patients. But – and it's a big but - despite the promise of TIL therapy, we and others believe its success in treating patients with solid tumors – breast, lung, prostate, pancreatic, etc., is severely limited by an inadequate ability of TILs to home to tumors, infiltrate them and commence the business of killing tumor cells.

TargaZyme has created a breakthrough approach in TIL immunotherapy, which has the potential to better harness the power of a patient's own immune system to destroy cancer by enhancing TILs with our breakthrough platform TZ102 fucosylation platform technology. TZ 102 has been shown to not only increase the ability of T cells to home effectively to tumors by 300-700 percent, but it also boosts their cancer tumor killing abilities as well. When clinically validated, we expect our exciting adoptive immunotherapies to hopefully eliminate the use of various toxic cancer therapies, radiation, and radical surgery that make up the current standard of care. And hopefully, enable cancer patients

with solid tumors to be successfully cured with their own immune cells!

The class of our products has already been proven in our Phase 2 clinical trials at MD Anderson Cancer Center: A single dose of fucosylated immune cell therapy (HSCT) was shown to improve survival of terminally ill cancer patients from 64% post-100 days of transplant to 78% post-100 days of transplant. This improvement in patient outcomes was enabled by TZ 101's impact on reducing the incidence of various morbidities associated with the potentially curative treatment, such as reduced incidence of life-threatening infections, reduced incidence of GVHD, engraftment failure, etcetera.

#### ***What are the steps employed to protect the findings of Targazyme in the field of cellular therapy?***

The company has 37+ patents with 35 patent pending applications worldwide, strong freedom to operate multiple FDA orphan drug designations provides seven years of market exclusivity from the date of FDA product approval. FDA BLA designations provide 12 additional years of protection from generic drugs from the date of product approval. Additionally, the company is submitting new patents to protect our approach to immunotherapies.

#### ***What would you say are the top three skills needed to be a successful leader?***

Developing a compelling common vision that can rally/sustain a team both inside the company and outside collaborators at leading cancer centers to accomplish that vision over an

## **Meet the leader behind the success of Targazyme**

**Lynnet Koh, Founder and CEO** of Targazyme has been described as a product visionary, an innovator, a chief product officer, a mission-driven high-integrity company builder-driven by a commitment to develop best-in-class medicine to making a life-changing difference for cancer patients and their families, to help employees/consultants grow to their very best selves and to build a great company that is built to last. Qualities include an ability to make things happen, being intellectually honest and authentic with a strong curiosity and a desire for continuous improvement. Operates with frugality, agility, tenacity, creativity – an out-of-the-box thinker with a revolutionary mindset yet pragmatic, highly practical and street-smart. Big on doing it right the first time & effective execution with a strong sense of urgency to achieve goals/objectives.



Lynnet Koh  
Founder & CEO

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*Despite all the naysayers who said our mission was impossible to achieve, we successfully grew Targazyme from idea stage to demonstrating improved cancer patient outcomes at MD Anderson Cancer Center Phase 2 clinical trials, to receiving an FDA phase 3 Special Protocol Assessment Designation which provides a clear pathway towards first approval to the development of a product portfolio with multiple products each with the potential to successfully treat different cancers and auto-immune diseases.”*

extended period of time, being able to lead a brilliant team of highly educated, brilliant, talented, strong-willed MDs and PhDs to achieve what many would regard as mission impossible goals/objectives, staying humble and hungry.

### **Can you tell us in brief about the future plans of Targazyme?**

We will be raising/allocating significant resources to clinical grade manufacturing, advancing into Registration Trials with TZ101, and advancing into the clinic with TZ102 Tumor Infiltrating Lymphocyte Therapies for the treatment of cancer patients with solid cancer tumors. We want to seek product approval from FDA and other regulators to begin

selling our first product, TZ101, and we want to achieve clinical validation for our second product, TZ102 Tumor Infiltrating Lymphocytes therapies.

We hope to demonstrate in clinical trials that our clinical drug candidates can help enable the potentially curative treatment of stem cell transplantation to become much safer and to work more effectively, for treating terminally ill patients with blood cancers, blood disorders and autoimmune diseases. With TZ 102 Tumor Infiltrating Lymphocyte therapies, we hope to usher in the next frontier of cancer medicine, one where our drug candidates can harness the patient's own immune system to hopefully help obliterate the cancer tumors as an alternative to the poison

that is chemotherapy/radiation, the radical surgery that may leave patients permanently disfigured or the cancer drugs that may extend life by a few months but with significant life-long side effects.

To ensure our platform technology also helps patients with other diseases such as auto-immune diseases, cardiovascular diseases, and regenerative medicine, we aim to pursue out-licensing deals with other bio-pharmaceutical companies with commercialization capabilities. This strategy will also help us build a licensing revenue-generating business to hopefully provide our shareholders multiple shots on goal with shareholder value creation.

# OryxAlign – Managed IT services provider enabling organizations to be operationally efficient through trusted partnership



Carl Henriksen  
Founder & CEO

**M**anaging and maintaining complex IT tasks is a serious burden in the current fast-paced IT industry that is challenged by continuous innovation and faster delivery. Irrespective of size, most organizations are facing this serious challenge, thus being unable to focus on core business objectives. Managed IT Services has the answer to this! Managing everything might be a tough scenario for your internal IT team. This is when you would require external technical support and that can be a Managed Service Provider (MSP). A right MSP not only alleviates your IT burden but also strengthens your organization's IT capabilities by keeping you updated to the latest technologies, timely upgrades, security patches and uninterrupted maintenance by way of effective remote monitoring and maintenance.

**OryxAlign** is a thriving and vibrant managed services provider, with a forward-thinking culture, always looking to embrace new technologies which add operational efficient and economic value to

their clients. Based in West London and servicing the UK and Europe, the company has built up an excellent reputation within the industry, among their clients and suppliers alike. Its customers include leading retail brands, manufacturing companies, charities, financial service organizations and global media production companies. Its IT support, infrastructure management and cyber security services are delivered 24x7x365 by committed, certified and personable global delivery teams from established offices across the UK and the Far East.

## Leveraging Industry-Leading Managed IT Solutions and Services

**Managed IT + cyber services:** With remote working here to stay, maintaining and improving IT platforms has become increasingly complex. Operational burden and costs can quickly multiply,

leading to vast inefficiency. Managing and securing remote devices has to be balanced with looking to the long term: the need to be proactive with technology and security in a new 'Data Age'. It's vital to evolve a technology and security posture that robustly prepares for future threats while increasing operational agility. A managed service partnership can develop and efficiently maintain your operational maturity without interrupting core day-to-day business processes. Proactive updates to applications, service packs, security, and virus definitions keep your system secure. OryxAlign provides unlimited network administration and housekeeping tasks within the SLA. Their technical pre-sales and solution design team deliver unlimited consultations to ensure projects achieve the best return on investment.

**Cloud + digital transformation:** Digital transformation is a key to

## Carl Henriksen | Founder & CEO

With over 20 years commercial experience in the international IT services sector, Carl Henriksen is now CEO of the well-established, thriving, UK based MSP, OryxAlign. His early career in sub-Saharan Africa exposed him to the technical challenges of IT engineering and support where he quickly learned the importance of delivering excellent service, underpinned by a valued supply chain that operated efficiently. Promotion to technical operations director was swift, which then saw Carl responsible for a national IT strategy to support a large portfolio of major FMCG retailers.

Over the subsequent decade he has built OryxAlign into a most successful, multi-million pound managed technology service provider with a large, diverse, growing and loyal client base. Carl has a deep domain understanding of the MSP market, the technologies and trends that drive and shape that market, how to develop and execute successful strategies to protect existing market share, position the business for growth, and pursue new opportunities.

Carl played squash at international level and has competed in the British Open. He now plays at county level.

continued business efficacy and security. Fundamental to digital transformation is the adoption of all things cloud. However, migration to the cloud can introduce significant risk and system complexity unless you design and build your cloud system with robust security at its core. Their digital expertise and cloud migration solutions help businesses scale and benefit from improved security, resilience, flexibility, and reduced operational costs. They continue to expand their strategic cloud services, looking ahead to future-proofed solutions for maximum reliability. The network teams simplify the management of your critical infrastructure, whether on-premises, in the cloud or hybrid. Improve reliability, availability

and security with intelligent network management that utilizes automation, integrated monitoring, analysis and reporting. Security policy management automates and enforces access to the network infrastructure and resources. OryxAlign can design and provision automation across the network while working with existing network and policy definitions.

**Professional services + consulting:** The best professional services don't just streamline your IT capabilities and supply chain; they make new business outcomes possible. Transform your business capabilities and enhance operational efficiency by offloading cyber assessments, procurement, project delivery and ongoing maintenance

to OryxAlign's team of experts. Their specialist consultants can advise on a tailored technical strategy to best achieve your business goals. Project delivery teams can implement these system designs, increasing your operational agility while protecting the time of important stakeholders. Their strong network of industry-leading vendors and manufacturers supports rollout and maintenance. You will benefit from best-value deals and an expedited supply of resources. With attacks becoming more sophisticated, there has never been a more critical time to invest in cybersecurity training. Arm your employees with the ability to recognize deceptive communications and dramatically reduce the risk of ransomware attacks, data breaches and malware.

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***"We encourage all employees to have the self-confidence to seize the initiative, to innovate and to embrace the theme – all for 'one OryxAlign' as an abiding characteristic of our collective behavior."***

# Tatvic Analytics – Bringing Marketing Data to Life by Providing Ace Data Analytics Solutions

**Ravi Pathak | Co-Founder & CEO**

Ravi has over 16 years of progressive experience in Data & Marketing Analytics domain. He is efficient change manager and complex problem solver. He has proven skills in operations oversight, policy development and process improvements. Mr. Pathak is a results-oriented marketing analytics executive with a demonstrated record of accomplishment in streamlining operations, increasing profits and maximizing market penetration. He is a decisive leader promoting operational improvements, market expansion and positive corporate culture as keys to success with a proven ability to build relationships and maintain partnerships with top accounts to increase overall productivity and grow profit channels.

Today's customer experience has changed exponentially with the availability of so many digital tools. The same person searching for a product or service can end up at the same website that someone else was also searching in an entirely different way. Since customers have multiple avenues in which to locate a product or service, it can be challenging to know what the best methods are for your business to ensure that yours ranks high enough. Data and marketing analytics provides the opportunity for companies and marketing teams to gain more insight to help make their business more relevant and establish themselves within saturated markets. Standing out is the biggest goal for your brand to attract your customers. Instead of a broader outreach, with analytics, you can leverage more precise information to target your brand strategies and the user experience.

**Tatvic Analytics** offers end-to-end data and marketing analytics consulting services and solutions. It is the only Indian company

with Full Stack capabilities on industry-leading marketing and cloud platforms with expertise in marketing, cloud computing and ads. Through its core competencies in website and mobile app analytics, besides conversion rate optimization, the company provides an one-stop marketing technology platform. Tatvic offers a wide range of solutions to businesses for data collection, analysis, and data visualizations, with data activation for marketing, by widening reach in the right target groups.

## Leveraging Best-in-Class Marketing and Data Analytics Solutions

**Google Analytics 360:** At Tatvic, they tunnel focus on listening to what your data says about your business. Helping enterprises and SMEs to understand the complex customer journey and generate actionable insights that affect the top and bottom of your sales funnel. The company helps your business to get

Google Analytics 360 as they stand as one of the early Google Analytics Premium Reseller and Authorized Consulting Partners. They implement, analyze, and consult Google Analytics Premium users in India and other parts of the world. Tatvic is Google Analytics 360 Certified Partner, a highly trusted Google Analytics 360 Reseller, and provide other data analytics solutions. Tatvic's GAIQ certified team helps you evaluate a complete user journey. Get Google Analytics 360 with Tatvic to measure channel performance using intuitive dashboards and reports across offline and online channels.

**Google Optimize 360:** It is a Personalization and A/B testing tool by Google that helps you create and run website content and elements experimentation. This tool can easily integrate with your Google Analytics and Google AdWords. The premium version, known as Google Optimize 360 has a few additional features like personalization using GA Audience Segments. Tatvic is a Google Optimize 360 Authorized



Partner in India. Their team of experts helps you improve your website's performance and user engagement and deliver conversion rate optimization with customer experience. Optimize 360 tags the entire site for experimentation with Google Analytics. Deploy Optimize 360 to your existing Analytics implementation and start achieving conversion rate optimization with customer experience. Targeting capabilities in Optimize 360 enable focus on specific user segments to deliver better, more personalized experiences without needing to spend time on building new ones.

**Marketing Analytics:** The marketer's role is evolving from traditional campaign execution to relevant, real-time engagement. Where data capture and retroactive performance analysis drove the old paradigm, today's marketer uses data-backed customer insights, performance-led strategy, and proactive, thoughtful targeting. Marketing Analytics is the powerful mechanism to utilize your customer's data points and generate insight. Tatvic Analytics harnesses the powerful Google Cloud Platform so to provide tools and services across the spectrum of data-driven strategy for marketing right from Data Collection, Data Transformation, Data Analysis, Data Visualization and Data Activation phases of Marketing Analytics.

**A/B Testing:** See which versions of your content and UX design on your website attracts your target

audience and facilitates them to take the actions you want them to take. A/B testing for user experience is one the most hyped tool for studying user experience and their behavior but unfortunately is also under-utilized. Test your hypothesis about how your website visitors react to different content or versions of the website and drive more conversions with absolutely low risks. Personalization in content plays a big role in driving the kind of customized approach that you should deploy. Tatvic developed a recommendation system RecSys that helps personalized targeting in Google Analytics wherein the user is delivered personalised content based on their browsing behavior and interests. This enables your organization to push relevant content or product and optimise the user's journey and leverage your existing resources.

#### **GTM Data Layer**

**Configuration:** Known as DLaT for short, it offers an efficient way to create a tracking requirement for managers & provides the exact snippets to be pushed on the web/



Ravi Pathak  
Co-founder & CEO

*"Our team is a collective of Google certified experts who charge at business problems with their best foot forward."*

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app to respective developers via an email. Additionally, it also keeps a track of overall implementation workflow & status which makes it easier for managers to handle roadblocks. Data layer automation tool also provided an automated way to configure GTM tags. It utilizes GA 360 Management API & GTM 360 API to interact with your GA & GTM Account. **SR**

## LookingGlass Cyber Solutions

Empowering organizations to meet their missions with tailored, actionable threat intelligence platform

*"LookingGlass helps the private and public sectors enhance their cyber mission performance while transforming their cybersecurity missions and operations."*

The world is now more reliant on technology than ever before. The emergence and growth of technology has had a positive impact on human life, but the convenience has, however, come with the risk of cyber-attacks. If you use a tech device for whatever reason, then you're highly likely to be exposed to a cyber-attack. You'll need to be protected, and that's where cyber security comes in. Cyber security is the protection of electronic data and information. It's the defense of electronic systems on devices,



like computers, cell phones, servers, and networks, from malicious attacks. Regardless of who you are, it's important to keep your data safe from unauthorized access.

**LookingGlass** is one such company that develops cybersecurity solutions that empower organizations to meet their missions with tailored, actionable threat intelligence and threat mitigation capabilities that move at machine speed. For more than a decade, the most advanced organizations in the world have trusted LookingGlass to help them protect financial systems, ensure telecommunications are cyber-resilient, and safeguard economic and national security interests. Rooted in operationalizing

threat intelligence, LookingGlass solutions help reduce the time to detect and respond to incidents, enable cyber investigations, optimize threat hunt operations, and improve analyst productivity and efficiency. By linking the risks and vulnerabilities from an organization's external attack surface to customized threat actor models, LookingGlass provides a more complete view of cyber risk and enables systematic definition and deployment of mitigations to defend against the threats that matter.

### **Redefining Cybersecurity with Robust Product Suite**

**scoutPRIME®:** It provides a holistic, always-on, "outside-in" view of the internet infrastructure

## Bryan S. Ware | CEO

As **Chief Executive Officer** at LookingGlass, Bryan provides guidance, direction, and vision to help the company meet its mission, support its customers, and exceed growth goals. Bryan is highly regarded as a technology leader and innovator, having started companies, patented technologies, raised venture capital and private equity, and recently served as the Nation's lead cybersecurity executive at CISA.

Mr. Ware served as the first presidentially appointed Assistant Director of Cybersecurity at the Cybersecurity and Infrastructure Security Agency (CISA) at the Department of Homeland Security (DHS), leading the 1,000-person, \$1.25 billion organization through a period of intense volatility and aggressive interference from nation-state adversaries. At CISA, he developed the agency's first five-year strategy to modernize its sensor and computing infrastructure, transform the way the agency delivers services, and scale to protect U.S. critical infrastructure. Prior to his operational role at CISA, Bryan was an Assistant Secretary at DHS, serving as the Secretary's advisor on cybersecurity and emerging technology matters, and leading strategic initiatives across the U.S. government and its allies.

Bryan co-founded an artificial intelligence company in 1998, which he led as CEO through multiple rounds of venture capital investment until it was acquired in 2013 by Haystax. After serving as CTO of Haystax for several years, during which he helped the company acquire leading cloud technology and cybersecurity companies, Bryan took over as CEO of Haystax in 2016 until its acquisition in 2018. Bryan started his professional career at leading defense contractors working on advanced technology programs like the Star Wars program, early UAV payloads, and immersive simulations. He holds a degree in Applied Optics from Rose-Hulman Institute of Technology.

you care about — your own, your third-party vendors, and your supply chain — delivering an assessment of your external threat landscape and providing continuous situational awareness so you can understand your current attack surface and risk exposure. With unique footprinting capabilities and mapping tools, **scoutPRIME** accelerates the capacity for your analysts and operators to identify risks and vulnerabilities across the entire public-facing internet and overlays those findings with top-tier threat intelligence to highlight areas of concern — effectively operationalizing threat intelligence — to help you prioritize your mitigations and response.

**scoutTHREAT™:** It empowers your team to efficiently detect and respond to the most relevant threats to your organization. With an adversary-oriented focus to understanding your cyber

risk using collaborative, threat actor modeling and risk scoring tools, your security team can continually process, prioritize, and rapidly operationalize incoming intelligence, improving the efficiency and productivity of your analysts and enhancing the efficacy of your cybersecurity program. **scoutTHREAT** offers automated ingestion and analysis of structured and unstructured threat intelligence, enabling your analysts to collaboratively develop and refine threat actor models by uncovering adversarial capabilities and motivations, tracking relevant reporting to highlight adversaries attacking sectors you care about, and mapping tactics, techniques, and procedures to personas and threat actors. Finally, senior analysts can compare these tailored threat actor profiles to your organization's security controls and current mitigations to identify where to invest additional protection and resources.

**scoutINSPECT™:** It catalogs your organization's digital footprint by discovering all your internet-connected assets and their validated vulnerabilities, exposures, or risky services to enumerate your external attack surface. Regardless of whether those assets are on your network or in the cloud, **scoutINSPECT** can provide continuous surveys of your environments to monitor detailed information on your assets while compiling an attack surface history to highlight any changes to that inventory over time. **scoutINSPECT** can give you an adversary's view of your inventory, including misconfigurations, exposed storage, and forgotten assets in your inventory — all issues that adversaries can easily find. By providing you with a clearer view of cyber risk, you can identify and prioritize mitigations before an attacker exploits those risks.

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Adeel Zaidi  
Founder & CEO

# BullseyeEngagement

A human capital development & data management platform intended to augment existing ERP systems

## *The Visionary Leader Upfront*

**Adeel Zaidi** is the **Founder & CEO** of BullseyeEngagement.

He has over 20 years of experience in automotive, healthcare management, and creative inventions sectors. Mr. Zaidi holds several Patents in heat transfer & performance management fields.

The adoption of Human Capital Management (HCM) solutions has had a significant impact on Human Resources and business processes. Modern technologies and software platforms have allowed HR professionals to simplify employee lifecycle management and focus on organizational goals rather than administrative tasks. Still, not all HR solutions are created equally and some are more effective than others in helping a company reach its objective. Although most HR departments are already utilizing software technology for payroll and benefits administration, many of these solutions are standalone and cannot be integrated into a workflow model. This results in a group of siloed applications that have the potential to create even more work.

Treating people as a company's most important asset is not just the right thing to do; it's also a key to business success. BullseyeEngagement fuels a dynamic employee experience with user-friendly talent development, employee engagement, and continuous performance management solutions. But they don't just stop there. Their strategic planning tools help future-proof your business so you can make human capital strategy your competitive advantage. The company and its team will help your business operate at its highest potential—with employees engaged in their work and leaders focused on strategic initiatives, not spreadsheets and paperwork. For the people at Bullseye, quality begins with understanding their

customers' requirements and is fulfilled by achieving customer satisfaction. By providing internal customers with appropriate resources and leadership, they meet immediate customer requirements and strive to exceed final customer expectations.

## **Offering Revolutionary Cloud-Based Human Capital Management Services**

### ***Talent Development Platform:***

A big step forward in streamlining the process of converting traditional paper evaluation to automated evaluation is to implement the automation process of continuous Performance

Appraisals. BullseyeEngagement's point and click performance appraisal process allows managers to document appraisals in a fraction of the time. This means they're more likely to actually complete the reviews and they'll have more time to have meaningful conversations with employees. Digitizing your performance review processes saves a considerable amount of money and personnel hours over time and improves overall employee morale. BullseyeEngagement's Performance Appraisals Solution allows you to quickly retrieve actionable insights using high-level dashboards that display not only executive summaries, but also appraisal histories and key metrics with the simple click of a button. That means no more digging for relevant information and comparisons. HR partners and business leaders can easily understand the overall performance of employees within the company as well as what development actions need to be taken to make improvements.

**Business Intelligence Dashboards:** Having instant access to all of the information that you need to make informed decisions about your business is invaluable. With BullseyeEngagement's custom-developed business intelligence dashboards, you have real-time access to the key organizational

performance metrics you need right when you need them. The Bullseye Operational, Leadership, and Human Capital BI Dashboards synthesize data from disparate sources and combine that information into a visual display of easy-to-read metrics that management can use to identify problem areas and focus attention on key action items to mitigate risk and potential problems. That means an invaluable tool in your pocket not only for making short-term decisions, but also long-term plans that drive business success. The Operational Dashboard displays visual representations of real-time data, so you can easily assess trends, improve operational efficiency, and highlight areas of risk. This helps leaders know what is going on at a glance and immediately create a plan to address any issues. The Dashboard gives leaders anytime access to the metrics that matter to your organization without spending time gathering information from various sources.

**Competency Management:** Competency Management is an investment in the development of your employees and the long-term success of your organization. Understanding the individuals that you have working for you, their strengths, weaknesses, and areas where they can best grow and develop to best serve the company will go a long way in creating a workplace

that is not only productive, but a place where people want to work. BullseyeEngagement can provide customers with a general competency library, a third-party competency library, or even a competency library developed by the customer. With Competency Management software, managers and decision makers can ensure their employees have the essential competencies they need to do their jobs well now and provide targeted development actions to fill any skill gaps.

### **Workforce Planning**

**Software:** The Workforce Planning Module from BullseyeEngagement is here to help you to prepare for the future by consolidating your workforce planning. It puts all of your relevant information in one place so you don't need to rely on excel spreadsheets, sticky notes, paper and powerpoints to make workforce planning decisions. The Workforce Planning Module makes it easy to plan for restructuring or reductions in force, and project future budgetary and recruiting needs. The Workforce Planning feature from BullseyeEngagement provides not only a real world snapshot of your existing workforce, but also a way to plan for wherever it is headed in the future. That means that you can identify whether your company risks being under-staffed, over-staffed, or over-budget.

*“We add value to our clients by enabling a culture of coaching and mentoring that stimulates employee engagement.”*

# TigerConnect – Transforming healthcare communications by enabling customers to automate clinical workflows

For hospitals and health care institutions, ensuring that patients receive proper care takes more than performing procedures and making diagnoses. Communication is a crucial component in all steps of the health care process. Whether it be a clinic accurately sharing patient information with another facility, or a group of doctors, nurses, specialists, and other staff at a hospital discussing how to treat current and incoming patients, the need for concise, effective communication is always present in the health field. Organizations with strong communication policies can enrich their patients' health, while those that don't have effective procedures in place can negatively impact patient well-being. Health care professionals and institutions need to recognize the importance of communication in health care in order to thrive.

TigerConnect is healthcare's most widely adopted communication

platform – uniquely modernizing care collaboration among doctors, nurses, care teams, and patients. TigerConnect is the only solution that combines a consumer-like user experience for both clinical and patient communication with serious security, privacy, and clinical workflow requirements that today's healthcare organizations demand. TigerConnect accelerates productivity, reduces costs, and improves patient outcomes. Trusted by more than 7,000 healthcare organizations, TigerConnect maintains 99.99% verifiable uptime and processes more than 10 million messages each day.

## Makers of Healthcare's Most Powerful Collaboration Suite

### *TigerConnect Clinical Collaboration Platform:*

Feature-rich, easy-to-use, and extremely reliable, TigerConnect's Clinical Collaboration Platform

replaces unsecured SMS with a HIPAA-compliant solution, making your teams immediately more efficient and effective. Need a cardiologist at 3:41 a.m.? Role-based scheduling makes it easy. Using preset role assignments and shift calendars, on-duty or on-call staff can be messaged instantly by role – no first or last name required. Search by job function and/or title and connect using text as well as voice or video calling. Shift changes are made automatically, alerting new role owners. Users can manually take over a role with a simple swipe. Enhance your TigerConnect Clinical Collaboration Platform experience with premium add-on features such as Message Archiving, Click-to-Call, answering service or pager integration, and Premium Support. Quickly activate TigerConnect Teams such as Rapid Response (RRT) and code for emergent situations. Designated staff can locate and mobilize teams from the directory. Teams can be made up of individuals, roles or both to ensure coverage.

***"Providing a healthcare communication solution that radically improves the way care is delivered."***



## **Brad Brooks | CEO**

Brad previously ran DIC Entertainment as President for six years after working for Donaldson, Lufkin and Jenrette as an Investment Banker. After acquiring the company with Bain Capital from the Walt Disney Company in 2000, he helped grow the company from less than \$10 million of revenues to over \$80 million in 2005 when he took the company public on the London Stock Exchange at a \$200 million valuation. Brad received his BA from UC Berkeley and an MBA from the University of Chicago.

### **TigerConnect Alarm Management & Event**

**Notification:** TigerConnect Alarm Management & Event Notification interfaces with nurse call systems, physiological monitors, EHR/critical lab results, smart beds, and more to acquire alarms, events, and values. Using a configurable workflow, context-rich notifications are routed to the appropriate caregiver. As an integrated component of the TigerConnect Clinical Collaboration Platform, the solution offers a wide range of use cases for healthcare organizations of any size. Their powerful assignment client and rules-based workflow builder is easy-to-use and offers unparalleled flexibility for orchestrating clinical workflow, staff and device assignment, and system administration. Uses intelligent routing that enables staff to perform at top-of-license and reduces RN requests for assistance (interruptions) for which support staffs are better suited and can perform at lower costs to the hospital. TigerConnect Alarm Management & Event Notification intelligently routes actionable alarms to caregivers on their mobile devices. If there is no response to an alarm within a preset amount of time, it will be escalated to another care team member. The assignments

and workflow builder enable routing and escalation of alerts that is infinitely configurable.

### **TigerConnect Physician Scheduling Software:**

Discover how you can save time with easy-to-use shift and on-call physician scheduling software. The automated scheduling engine will create your schedule in minutes – with physician time-off requests, preferences, custom rules, and holiday calendars in mind. Watch to learn how you can move away from archaic systems or spreadsheets to improve your clinic or hospital physician scheduling process. It offers manual scheduling is inefficient, time-consuming, and unproductive – impacting patient outcomes and contributing to doctor and staff burnout. With automated physician scheduling software, staff can turn complex spreadsheets into fair and balanced schedules, saving time and improving provider satisfaction. TigerConnect Physician Scheduling's rules-engine algorithm removes the stress on schedulers by intelligently automating the schedule-building process to ensure shifts are fairly distributed among physicians. Empower physicians to request time-off or submit changes on the mobile app from anywhere. Verify fairness in assignment distribution across your group

or department by creating Tally Reports.

### **Resident Scheduling**

**Software:** Save time and reduce complexity when creating resident block schedules or monthly schedules with modern, SaaS-based, TigerConnect Resident Scheduling software. Chief Residents and program leaders no longer have to rely on time-consuming spreadsheets or archaic provider scheduling solutions to create annual resident schedules. Keep your medical student interns, multi-year residents and fellows satisfied with a schedule that promotes fair and balanced assignments. Track assignments by tally count to maintain and not exceed resident duty hour limits set by ACGME. TigerConnect Resident Scheduling and TigerConnect Physician Scheduling SaaS software solutions share a familiar interface that helps schedulers build and integrate resident and physician schedules quickly. By combining the power of these solutions, you can easily transform your clinical enterprise with one source of truth for shift and on-call schedules. When coupled, clinics and hospitals can save time and increase visibility by viewing all assignments in one calendar view.

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## An expert consistently building amazing tools that power fact-based decisions: **Kensho**

**K**ensho is the AI and Innovation Hub for S&P Global. We develop cutting-edge technologies that transform businesses. By pairing the latest advances in machine learning with the unparalleled breadth and depth of data at S&P Global, Kensho gives customers comprehensive, timely, actionable insights for making decisions with conviction. Kensho is headquartered in Harvard Square in Cambridge, Massachusetts and has offices in New York City and Washington, DC. Take a virtual tour of Kensho's beautiful Cambridge office. Kensho was acquired by S&P Global in 2018, and continues to operate independently, retaining its distinct brand, culture and technology stack.

Kensho leverages S&P's world-class data to build state-of-the-art machine learning applications both internally for S&P Global and externally for its clients. The company works primarily with natural language data, including complex documents and speech, and build machine learning models that add layers of structure to unstructured and semi-structured data. These foundational AI services improve the breadth and speed of data collection, the depth of data enrichment, and the ease and relevance of data discovery, solving some of the most difficult challenges facing businesses today. Kensho's solutions transform unstructured data

into meaningful and actionable business insights. At Kensho the team insists on action bias and minimizing unhelpful hierarchy and unnecessary process. Kensho collaborates to understand its teammates' diverse perspectives to solve hard problems together. The company dedicates work time and resources to explore new ideas and to learn new things. Kensho produces technology that is scalable, robust, and useful. The company communicates openly, honestly, efficiently, and with kindness for one another.

### **Transcribe business audio with unparalleled accuracy**

Scribe is specifically optimized for the complexities of your messy, real-world audio and the nuances of spoken language. Trained on more than 100,000 hours of professionally curated audio and corresponding transcripts. Scribe is a valuable tool for any kind of organization or business that deals with high volumes of audio, from the corporate world to academia, from science and medicine to finance and law. Scribe makes your audio accessible and searchable in a snap. While there are many generic, consumer-focused machine transcription services available on the market, Kensho Scribe is unique because it's purpose-built for business and finance. With a focus on

enterprise-scale audio, Kensho Scribe doubles down on accuracy, speed and security using cutting-edge machine learning techniques. Kensho Scribe is optimized to handle the complexities of messy, real-world audio with particular emphasis on numbers, currencies, company names, stock tickers, industry-specific jargon, product names (such as pharmaceutical drugs and tech products), and more. Kensho Scribe can also handle multiple speakers (speaker diarization), heavily accented speech and the nuances of spoken language, including mumbling, stuttering, filler words, hesitation and even self-correction.

### **Use cases for scribe**

S&P Global is a leading provider of financial data, including credit ratings and analytics for global capital and commodity markets. The company catalogs tens of thousands of corporate events and their corresponding metadata every day, including buybacks, guidance, defaults, board meetings and more than 150 other event types. In total, about 40,000 of these events are derived from audio files each year, essentially anything you could dial into or listen to – earnings calls, management presentations, acquisition calls and more.

S&P Global employs hundreds of rigorously trained analysts who have created over 100,000 hours

of transcripts of these events over the past decade. The transcripts are 99 percent accurate given Kensho's strict service level agreements. Kensho's clients use these transcripts to quickly find the information they need to confidently make decisions. It's much more efficient to simply search a transcript of an earnings call than it is to listen to the whole event. The organization wanted to streamline the process to free analysts' time for more value-added activities, but none of the existing commercial speech recognition solutions were up to the task. Too many of the audio clips included poor quality, financial or business jargon, accented speech or other challenges that resulted in errors

in the transcriptions. This is how the idea for Kensho Scribe was born.

With a motto of "*Try crazy things and make them real,*" the Kensho Applied R&D team embarked on the process of building a better machine-based transcription service. The team used the trove of audio and corresponding near-perfect transcripts as a training corpus. More than 100,000 hours of high-quality, domain-specific, labeled data. A dream come true for any machine learning research scientist. One year later, Kensho Scribe was being used to transcribe 99 percent of the earnings calls, management presentations and acquisition call transcripts that S&P Global creates each year.

Kensho Scribe saves 1.25 hours per call relative to the legacy process, with more than 50,000 person hours saved to date. The unlocked bandwidth has enabled us to increase transcription coverage by more than 1,500 companies and expand to other high-impact uses like transcribing voicemails, powering compliance efforts, creating meeting minutes and processing interviews. In 2020, Kensho opened the next chapter in the story by beginning to make Kensho Scribe available to clients. As Kensho expands to new use cases for the product, it will continue to push the envelope of transcription quality, evolving the machine learning algorithms that make Kensho Scribe so powerful and accurate.

SR

***"Kensho's strength comes from the curiosity of our people and the way we're motivated by the most complex problems."***



Bhavesh Dayalji, CEO

### ***Meet the leader behind the success of Kensho***

**Bhavesh Dayalji, CEO** has been with Kensho since the early days and held a variety of positions before being named CEO. Prior to Kensho, Bhavesh was a senior leader in Deloitte's strategy and M&A practice. He was the engagement leader for many high-profile C-suite clients, advising them on M&A strategy, leading due diligence efforts and developing growth strategies in the financial services industry. He started his career at the European Organization for Nuclear Research, CERN, as a software engineer. In his role as CEO, Bhavesh is focused on enabling the team to solve the most complex problems related to structuring unstructured data and helping companies, governments and individuals to make decisions with conviction. Outside of work, Bhavesh enjoys non-fiction books, especially biographies, active sports, Formula One racing, spending time with his family and traveling.

# OpenLegacy – Bridging the gap between digital innovation and core systems through all-in-one modernization platform



*"We help enterprises to create digital services without being held back by their legacy systems and prepare them to thrive in the digital age."*

Romi Stein  
Co-founder & CEO

Today's complex digital ecosystem is made up of many interlinked parts. APIs play a critical role in it as gatekeepers and connectors – providing many automation opportunities and efficiencies that end-users don't even notice. Businesses pay close attention to APIs. They're critical to the functionality of applications, data, and all kinds of customer interactions. The primary goal of API management is to enable organizations that create their own APIs or use external APIs to monitor their activity and meet

the demands of development and applications using APIs. This is how they ensure that all APIs are used in compliance with corporate policies and governed with the right levels of security.

**OpenLegacy** is one such company that helps various organizations quickly develop a composable enterprise by extending their core (legacy) systems to the web, mobile and cloud in days or weeks versus months. Their API software quickly reduces project backlog by automating and accelerating API creation, deployment, testing

and management from core applications, mainframes and databases. Together, business and IT teams can quickly, easily and securely meet consumer, partner or employee demands for digital services without modernizing or replacing core systems, and without special programming skills or invasive changes to existing systems and architectures.

## **OpenLegacy (OL) Hub**

To compete in a rapidly evolving landscape, enterprises must nimbly compose new digital

## Romi Stein | Co-founder & CEO

As Chief Executive Officer of OpenLegacy, Romi provides strategic direction and oversees OpenLegacy's day-to-day execution. He has proven experience in all aspects of information-technology business leadership. He has a uniquely deep understanding of how to lead in this market, gleaned from fifteen years at IBM's global headquarters where he became intimately familiar with how one of the top corporations behind legacy systems operates. At IBM, Romi played a wide range of leadership roles in his 11 years at IBM headquarters, including managing a Country Pricing Group and being a Principal Market Development Consultant, where he contributed to the development and growth of new markets in North America and Europe and launched the first industry storage software virtualization family. Mr. Stein holds a Bachelor of Arts in Accounting and Economics and a Master of Business Administration degree, both from Tel Aviv University.

experiences and offerings. But monolithic legacy systems that weren't designed for the digital age are often a hurdle on the road to continuous innovation. OL Hub is built to bring the simplicity, speed, and standardization of cloud native development to enterprises with monolithic core systems. OL Hub is powered by the same patented API integration technology trusted by hundreds of global banks and insurers to create digital services from legacy systems.

Get the best out of your Core Systems without changing them. Manage services as Cloud-Native Applications or serverless functions. Generate technology agnostic digital services in days, quantum leap your DevOps strategy, and more importantly: embrace your industry's integration standards in record time. OL Hub supports deployment to all cloud, serverless, and on-premise environments.

### **Offering State-of-the-Art Cloud-Based API Integration Services**

**Digital Innovation:** Over the last few years, new digital-only banks have taken trillions of dollars in checking accounts, mortgages, and wealth management assets from traditional banks. This is

when digital banking comes into the picture. Composability is the ability to rapidly assemble new products and customer experiences from cloud-native building blocks. OpenLegacy transforms the way banks innovate by finally making composable banking a reality. The company connects directly to core systems, automatically generates digital-ready code, and deploys as standard microservices or serverless functions. With OpenLegacy, banks can finally achieve the speed and resilience of the composable enterprise — harnessing legacy assets for continuous innovation.

**API Integration:** In order to survive, enterprises must be able to rapidly compose new offerings and customer experiences from existing technology – a challenge for organizations with monolithic core systems. The company offers these enterprises the promise of true composability. OpenLegacy's patented technology bypasses complex ESB/SOA middleware to connect directly with mainframes and midrange systems. And it exposes data from those systems as standard microservice- and serverless-based APIs that can be nimbly composed into new digital experiences. Say goodbye to your backlog. With Automatic Code Generation, you can quickly and effortlessly generate digital services

from 50+ types of back-end systems. No special skills or changes to legacy systems required. With direct-to-legacy connections, you avoid complex layers of technology and dramatically boost API performance. Automatically generate a microservice as a self-contained standard Java component.

**Microservices:** A Microservice is a small, self-contained piece of code that executes a business function. It has a clear interface, and private data. Microservices can be written in many different programming languages and is one component in a service-oriented architecture. The service is decoupled and easily deployable inside a container into any environment. They are easy to continuously integrate, deploy and test - plus software teams can work on each one independent from another. It supports continuous delivery and service discovery in environments from serverless cloud computing to data centers. Create a microservice and an API automatically. OpenLegacy's platform creates APIs contained within microservices, with a built-in connection to the legacy systems. In one step, create a legacy API and expose business processes. The entire application also executes faster without middleware and ends the reliance on additional third-party software.

SR



# Cut down sugar consumption without sacrificing sweetness or happiness from your life with GOOD GOOD's divinely delicious products

Lóa Fatou Einarsdóttir, COO

**M**ost people want to live long and live well. The problem is two-fold. First, a high-calorie sugar-to-diet ratio defines modern eating. Leading to a host of health complications, i.e., 43.2 million living with diabetes in the US alone, not to mention the increases in pre-diabetes and rise in youth across U.S. Second, diet plans and weight management plans have a failure rate of 95%. So, GOOD GOOD® seeks to solve this problem by making it easy and delicious for people to avoid added sugar. Each product chosen over the conventional option strengthens that habit of managing and moving away from added sugar. GOOD GOOD was founded in 2015 when Gardar Stefansson, Agnar Lemacks, and Johann Kristjansson searched for solutions to diminish sugar consumption in everyday food. Hence the name of the company – GOOD GOOD. It must taste good and be better for you. Since the beginning the company's focus has been to make it easy for the health attentive community to avoid added sugar.

The Icelandic brand sells in around 34 countries worldwide, currently has four principal product lines and around 32 different products. Most of them are manufactured in the Netherlands. The four principal product lines are: (1) Sugar substitutes: nine flavors of stevia drops, granulated & powdered sugar, as well as maple syrup, with two additional amazing flavors launching in market 2023. (2) Snack Bars: five flavors. (3) Baking Mix: one pancake mix with more varieties launching in market 2023. (4) Spreads: ten fruity jam flavors, two peanut butters, and two chocolate spreads with a third launching in market 2023.

GOOD GOOD ensures quality and safety by working with GFSI (Global Food Safety Initiative) certified manufacturers that have strict rules for ingredient sourcing and do regular quality checks. All GOOD GOOD products are manufactured for ambient storage, and the shelf life is at a minimum of 1 year. Therefore, the team at GOOD GOOD is able to plan

productions ahead of time, which helps them have enough stock available to cover several weeks of down time. At the same time GOOD GOOD always seeks to maintain a fresh stock and healthy inventory turnover as possible.

## ***How does GOOD GOOD operate and who are their customers?***

GOOD GOOD operates as a mission led company. For the innovation team the goal is to enrich the naturalness of the ingredients and deliver a great experience. To do that products must be delicious, offering no compromise on taste, and be free from added sugar. Our vision is to move food culture in a positive direction that we believe is away from conventional added sugar products. Choosing a GOOD GOOD product over the conventional moves us closer to our vision by maybe 0.1% and that is ultimately what drives us. This is because we know that this



*We are actively taking steps to find new ways of meeting present needs without compromising future viability. This is an always on process and you can never be perfect, but we view embracing the need as vital to succeed long term.*

0.1% added up on aggregate over years means something. We believe this meaning is what has given our company the exciting growth we have experienced over the past few years.

Regarding the product association with Keto. CEO, and Co-Founder Gardar Stefansson says,

*"Agnar Lemacks, one of our Co-Founder's is an active keto-dieter since before it became a big fad, and I think in one way or another it was natural for us early on to associate ourselves with Keto. However, we do not consider ourselves a Keto brand as our products are built to meet the evolving needs of the health attentive consumer. GOOD GOOD is fit for multiple food lifestyles. It varies from product to product but for example our jams are suitable for, Vegans, Vegetarian, Gluten intolerance, Keto, Non-Glycemic (suitable for diabetes management)."*

He furthermore added that,

*"For us, we know our consumers are following multiple food lifestyles*

*throughout their eating journeys, so it is important that products are robust, versatile and don't corner us to one particular dietary lifestyle."*

### **Upcoming products and future of GOOD GOOD**

When the TSR asked Gardar Stefansson about the upcoming products he stated that

*"We just recently launched our newest addition to the spread's product line. Two Peanut Butter Spreads: Creamy and Crunchy. This product is currently available in the U.S.A through ecommerce and will be available in select grocers in the coming months. On top of that we have 6 new products coming down the pipeline to be released by the end of Q3 2023. Stay tuned."*

Over the last year GOOD GOOD's team has grown nearly two-fold and it is currently focusing all its energy on maximizing customer value. This means improving product experience, improving the customer

experience pre and post purchase, and doubling down on building a strong brand community. GOOD GOOD is also leveraging relationships with registered nutritionists to share value across all owned media i.e., goodgoodbrand.com. The company will continue the same way as always focusing on delivering great tasting products, being experimental and never losing sight of their true purpose.

When asked what the company is actively doing to improve Gardar says,

*"Change is in our DNA, being a small company from tiny volcanic island, Iceland we are forced to be solution orientated. We can never know everything, so we listen to our employees and customers and turn learnings into actions. Updating and improving ingredient formulations with our learnings is part of our process. And of course, ensuring our innovation pipeline retains imagination and creativity is important, as we want to try new things leaving room for some risk."*

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## **One of the Pioneering Forces Behind GOOD GOOD's Success**

**Lóá Fatou Einarsdóttir, COO** of GOOD GOOD has proven herself to be an invaluable member of the team and the company is very excited for her to take on a larger role within the company. Her work thus far has been exemplary, and GOOD GOOD is all set to have her in a chief position in its future expansions and ventures. Before taking on the role of COO, Lóá Fatou Einarsdóttir served as GOOD GOOD's Director of Operations and prior to joining its team she worked as the Head of Operations for Icelandic outerwear design company 66°North, where she was responsible for the company's supply chain as well as warehouse operations and customer service. Einarsdóttir has a M.Sc. in Engineering Management from DTU in Copenhagen and a B.Sc. from The University of Reykjavík. Lóá Fatou is a wife and a mother of two children, when she is not working, she can be found usually among extended family or friends in her family's cabin, having dinners, playing board games, trying to golf, watching Netflix documentaries, or reading a bedtime story for her kids.

# Tive – Re-imagining supply chain visibility with sensor-driven awareness and analysis tools

Krenar Komoni  
CEO & Founder

The pandemic has shown that logistical hurdles can arise quickly and unpredictably, causing major backlogs if not adequately prepared for and managed. Digitizing the supply chain with an emphasis on collecting and utilizing real-time data is the best way to mitigate the risks associated with supply chain congestion. When bottlenecks emerge, real-time visibility helps shippers immediately answer customer and stakeholder inquiries, rapidly locate a delayed product and easily manage transactions. Real-time visibility involves the use of technology to log detailed information as raw materials and finished goods move through all stages of the supply chain, from sourcing and manufacturing to final delivery. Digitizing the supply chain lends shippers and carriers the necessary visibility and dynamism that allows for seamless adaptation to fluid market changes.

**Tive** is a leading provider of real-time supply chain visibility insights that help logistics professionals actively manage their in-transit shipments' location and condition. With Tive, shippers and logistics service providers (LSP) eliminate preventable delays, damage, and shipment failures. Tive's solution provides data generated by its industry-leading trackers allowing clients to actively optimize their shipments, improve their customers' experience, and unlock supply chain insights in an actionable real-time manner.

## Leveraging advanced tracking portfolio for visibility of shipment location, integrity, and climate

It manages the shipments and sends notifications when issues



are detected. Customers can view location and condition data of your shipments in real time to ensure on time and in full delivery and specify the constraints relevant to shipments and receive notifications when issues arise. Companies can create detailed reports to share with customers and analyze their data to identify improvement opportunities. The hyper-accurate Tive trackers and cloud-based platform can be applied to each shipment at the processing facility to track for real-time location, temperature, and humidity monitoring throughout a shipment's journey by air or sea. Plus, the Tive tracker provides global coverage and can be programmed from anywhere in the world to provide real-time data that provides proof of

*“Our proprietary low-power multi-sensor tracker uses global cellular connectivity and on-board sensors to provide real-time monitoring of shipments.”*

### **Krenar Komoni | CEO & Founder**

Krenar Komoni is a visionary and entrepreneur driven by an insatiable curiosity. Before founding Tive, Krenar spent twelve years in the wireless industry gaining expertise in chip design and business development. He worked with BitWave Semiconductor where he developed the world's first 2G+3G+LTE radio in a single chip, Eta Devices, an MIT-based startup developing the world's most efficient cellular base stations and consulted for Fortune 500 companies launching new wireless products. Mr. Komoni Krenar earned his MS in Electrical Engineering from Tufts University and his BS in Computer Engineering and Mathematics from Norwich University.

conditions inside and outside of the crate that can be shared with customers instantly. Tive offers a comprehensive supply chain visibility solution with real-time tracking, long battery life, and no expensive infrastructure needs.

**Solo 5G Tracker:** It is the world's first single-use multi-sensor tracker provides real-time visibility into the location, temperature, humidity, shock, and light of your goods in-transit, at the item-level, from end to end. A combination of innovative hardware design, cutting edge firmware, and integration of cloud computing delivers the world's longest lasting 5G tracker. Say goodbye to complicated return logistics operations. The Tive Solo 5G can be used as a single-use tracker, so it's perfect for last-mile deliveries where collecting

and returning trackers poses a challenge. In cases where tracker return is possible, Tive offers a rebate program that encourages and rewards the return of single-use trackers to Tive for recycling. Get real-time visibility into every package in your consignment, at a fraction of the cost. Beacons report temperature and proximity to a parent tracker, which then transmits that data for the whole shipment.

**Tive Flagship Tracker (TT-4000):** Tive Flagship Tracker (TT-4000) is a re-usable tracking device with industry leading battery life (15 months on a single charge). The flagship tracker accurately reports on location using a combination of cellular tower triangulation, GPS and Wi-Fi positioning. It provides rich sensor data for a complete view into the

condition of shipments, including location, temperature, humidity, light, shock, orientation and tilt.

#### **Tive Tag**

It is the thinnest, easiest to use label for end-to-end cold chain monitoring of temperature-sensitive products. It is the most-cost effective solution for first and last mile cold chain visibility. Using your iPhone or Android, tap the Tag to start. When a shipment arrives, tap the Tag again to collect the temperature data from its origin to its destination. It is the most cost-effective, easiest-to-use temperature logger available for end-to-end cold chain monitoring of temperature-sensitive shipments. Store and view temperature data across modes (road, air, ocean, and rail) to verify cold chain integrity, ensuring the safety and quality of your products.

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# Claroty – Leveraging uniquely fast and easy yet powerful solution that grants full visibility into commercial environments

*"We are on a mission to secure the cyber-physical systems of connected organizations."*

Cyber-physical systems technology seeks to develop the processes, networking and technology needed for the seamless integration of cyber and physical systems, but the benefits of cyber-physical systems are not limited to fields related to technology and engineering. The science of CPS has the capability to impact technology in a wide variety of industries and organizations, and CPS allows us to imagine, create, develop, refine and perpetuate smart systems in fields that result in the betterment of industries, communities and individuals. CPSs are integrations of computation, networking, and physical processes: the combination of several systems of different nature whose main purpose is to control a physical process and, through feedback, adapt itself to new conditions, in real time. CPSs are transforming the way humans interact with engineered systems, just as the internet has transformed the way people interact with information. Humans will remain crucial in this scenario. As the most flexible and intelligent "*entity*" in the CPS, humans assume the role of a sort of "*highest-level controlling instance*", supervising the operation of the mostly automated and self-organizing processes.

Claroty empowers organizations to secure cyber-physical systems

across industrial (OT), healthcare (IoMT), and enterprise (IoT) environments: the Extended Internet of Things (XIoT). The company's unified platform integrates with customers' existing infrastructure to provide a full range of controls for visibility, risk and vulnerability management, threat detection, and secure remote access. Backed by the world's largest investment firms and industrial automation vendors, Claroty is deployed by hundreds of organizations at thousands of sites globally. The company is headquartered in New York City and has a presence in Europe, Asia-Pacific, and Latin America.

## Empowering Organizations Threat Intelligence with Robust Product Suite

**Claroty xDome:** It is a modular, SaaS-powered industrial cybersecurity platform that scales to protect your environment and fulfill your goals as they evolve. A broad range of XIoT assets underpin your industrial environment: from PLCs, RTUs, and actuators, to smart HVAC and lighting systems. xDome secures them all. Whether you want to automate asset discovery, combat zero-day attacks, or aren't sure where to start, xDome will support and grow with you on

your entire journey. As a SaaS solution with a flexible UI built to adapt to all OT, security, and executive needs, xDome deploys and scales effortlessly no matter the user or use case. xDome's extensive technical ecosystem empowers you to easily extend your existing security and operational infrastructure to your industrial environment. Easily identify and manage the risks and vulnerabilities — such as missing patches, asset end-of-life indicators, and CVEs — affecting your managed and unmanaged assets. All vulnerabilities are automatically evaluated and scored based on the risks they pose to your network, enabling more efficient and effective remediation efforts.

**Medigate by Claroty:** Medigate is a modular, SaaS-powered healthcare cybersecurity platform that scales to protect your environment, address your use cases, and fulfill your goals as they evolve. Medigate's combined use of both passive and light-active techniques enables you to see all device traffic. With their compatibility across over 500+ unique device protocols, all the traffic is fully interpreted. Device cybersecurity depends on a complex set of factors, and it can be hard to know what the right action is. With a '*context-aware*' set of detail



Yaniv Vardi, CEO

about each device, the next-step recommendations become useful. With an accurate device profile, network segmentation becomes a powerful tool. Applying the right policy to the proper device improves the overall security posture of the HDO. By tracking the physical location, it becomes easier for Biomed teams to find the specific device they are looking for, especially those that are lost or missing. These insights support key aspects of optimizing your incident response efforts, including impact assessments, scoping, and forensics for commercial networks.

**Edge by Claroty:** Powered with patent-pending technology, Edge was created by their in-house innovation team to tackle evolving cybersecurity needs and challenges across industrial sectors globally. The

in-depth XIoT asset, risk, and vulnerability details Edge provides is foundational to all other phases of your commercial cybersecurity maturity journey. The speed and ease with which Edge operates makes it suitable to support a range of multidisciplinary use cases: from incident response, to audits, to M&A due-diligence. Since Edge leverages your existing infrastructure and is safe and compatible with all environments, you won't need to purchase hardware or make changes to utilize it. Five-to-ten minutes is the average amount of time it takes to deploy, run, and gain full visibility into all assets, risks, and vulnerabilities in your environment with Edge. Claroty Edge enables you to gain complete, near-instant visibility into all managed and unmanaged assets within your operational

environment's XIoT. This establishes a strong foundation for effective commercial cybersecurity and the ability to support a broad range of related capabilities such as risk management, audit and compliance reporting, M&A due diligence, and incident response.

**Claroty Secure Remote Access (SRA):** Unlike traditional remote access solutions—most of which are designed for IT networks—Claroty SRA is purpose-built for the specific operational, administrative, and security needs of commercial networks. SRA removes the complexity and administrative barriers to effective, efficient remote access to commercial environments for both internal and third-party users. Remote access is the most commonly exploited attack vector for

commercial environments. SRA eliminates this with a secure architecture and granular access controls. All SRA user sessions enable live, over-the-shoulder monitoring, live disconnects if needed, and full-length recordings to support audit requests and investigations. SRA's purpose-built user experience makes connecting, troubleshooting, and repairing assets fast and easy, no matter

where assets or users are located. No jump servers here. Whether an internal engineer or third-party vendor, SRA enables all approved users to gain access quickly and painlessly through an intuitive interface that mimics their on-premise workstation. SRA also offers highly secure, controlled, safe access no matter where users, facilities, or assets are located. SRA integrates Claroty Continuous

Threat Detection (CTD) to enable you to detect, investigate, and respond to cybersecurity incidents as they happen. CTD triggers an alert if a user engages in unauthorized activity, such as trying to service assets outside predetermined maintenance windows. From the alert, an administrator can go directly into the SRA session and monitor or disconnect.

SR

## **Yaniv Vardi | CEO**

**Yaniv Vardi** is a dynamic and highly accomplished entrepreneur with more than two decades of global executive leadership experience. He has established a long-standing and impressive track record of developing and executing global business strategies and directing worldwide growth. As Claroty's Chief Executive Officer, Vardi will lead the company through its next stage of growth and solidify its position as the leader in OT security. Prior to joining Claroty, he recently served as the Global Managing Director of Centrica Business Solutions, International, managing 8 countries and expanding the company's proposition mainly in Europe, South America, and Asia Pacific into a significant business. Prior to joining Centrica, Vardi was the CEO of Panoramic Power, a global pioneer in energy management solutions for global C&I customers, which was acquired by Centrica.

Prior to joining Panoramic Power, Vardi was Co-founder and Managing Director of Sparta Systems EMEA, successfully driving its operations to be the leading provider of QMS in the Life Science industry, and leading the company to a successful acquisition. Based on his wealth of experience, Vardi brings vital knowledge of operational direction and strategies as a board director and chairman in different companies in Israel, Europe, and the United States. Vardi graduated Magna Cum Laude from the New Jersey Institute of Technology majoring in Industrial and Management Engineering and Management of Information Systems and served in the Israeli Air Force for five years.



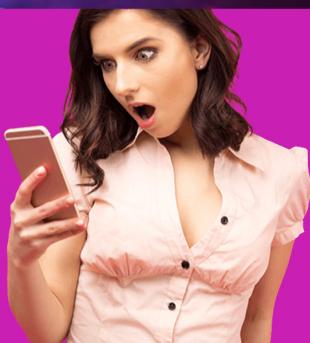
*"We empower industrial, healthcare, and commercial organizations to secure all cyber-physical systems in their environments: the Extended Internet of Things."*



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# Phrasee – Helping brands drive customer engagement through AI-powered SaaS platform

**A**s one of the leading trends in technology, Artificial Intelligence (AI) continues to gain in popularity for marketers and sales professionals, and has grown to be an essential tool for brands that wish to provide a hyper-personalized, exceptional customer experience. The availability of AI-enhanced customer relationship management (CRM) and customer data platform (CDP) software has brought AI to the enterprise without the high costs that were previously associated with the technology. The combination of AI and machine learning for gathering and analyzing social, historical and behavioral data enables brands to gain a much more accurate understanding of its customers. Unlike traditional data analytics software, AI is continuously learning and improving from the data it analyzes, and is able to anticipate customer behavior. This allows brands to provide highly relevant content, increase sales opportunities, and improve the customer journey.

**Phrasee** is one such company helping visionary enterprises enhance and personalize their customer experiences by optimizing the language they use across the full customer journey and spectrum of digital brand channels. The Phrasee

platform brings together artificial intelligence and computational linguistics as the only tool of its kind to generate, optimize, automate, and analyze language in real time. The company generates, optimizes, and automates your marketing messages to maximize clicks, conversions, and revenue. On average, its technology delivers 22% email click uplift so it's no wonder why some of the world's largest B2C-focused companies trust Phrasee to transform the performance of their marketing communications.

## Leveraging Revolutionary AI-Powered Customer Engagement Solutions

**Natural Language Generation and Optimization:** Natural language generation (NLG) is the AI that generates human language that is always on brand, and brand safe. Phrasee analyzes your past messaging and brand guidelines to get a feel for your style and tone. This enables the AI to generate brand-compliant marketing messages that sound like they were written by your copywriting team. Then, with a click of their magic button, Phrasee produces the industry's

most natural-sounding, scandal-proof language, in real time. Besides, Phrasee's dynamic optimization empowers marketers to not only generate, but also optimize language in real time. It's the first and only tool of its kind. With dynamic optimization, Phrasee helps brands respond to customers more nimbly and personally by automatically optimizing content to ensure that the best-performing messages reach the widest possible audience.

**Deep learning and Testing:** Deep learning is how the company leverages historical data and the results of automated experimentation. Phrasee is always learning from past performance. They apply attention-based deep learning networks to customer and market data in order to predict and deploy top-performing language for your brand, delivering consistently awesome performance that doesn't degrade over time. Advanced multivariate testing means AI that writes better than you – and can prove it. Phrasee uses experimentation at scale to find the best copy for your brand and customers. The company's data-driven approach tests AI variants against a human-generated control, then deploys the top-performing copy and calculates revenue impact. No



*Our effortless platform is proven to boost customer engagement and increase lifetime value – all while adhering to your unique brand standards and brand voice.”*

Bunsen burners needed – just leave the science to the Phrasee platform while you count the boost in ROI.

**Automation and Integration:** Automation means that you can do more with less. Once you load the system with your customer data, campaign goals, and brand standards, Phrasee automatically generates the content you need

across the customer journey. The company continuously improves performance – and revenue – over time, without all the manual effort. Customer insights are a little gift from us to your marketing team. They don't just learn what works, but share those insights with you so you can incorporate them into your marketing plan. Plus, they will show you the impact of AI-generated content on your marketing initiatives,

which might make you a hot topic around the water cooler. Seamless integration with all leading ESPs and digital engagement platforms means you can say goodbye to operational headaches. Phrasee automates content optimization within email, push notifications, SMS, web, and social media. They integrate with many of the biggest ESPs, rarely require extra work from your IT team, and hold your hand the whole way. SR



Parry Malm, CEO

### ***The Visionary Leader Upfront***

**Parry Malm** serves as the **Chief Executive Officer** of Phrasee. He is a well-known digital marketing dude. He has worked with countless brands and media outlets to help them optimize their online results, and is one of the world's leading experts on email marketing (which he blogs about here sometimes.) Mr. Malm started his career coding middleware for CRM software, and then sent out millions of emails for global brands, before running the strategy department for an ESP. He holds a BBA (1st) in Marketing & Statistics and can probably beat you in an Excel-off. On weekends, he helps wayward youths see the error of their ways through the magic of interpretive dance.

# Replicant – Empowering agents to focus on more complex and nuanced customer service challenges through an automation revolution

Contact center automation is a new and emerging technology that can help transform your contact center. It enables the execution of automated tasks in real-time while customers are in an active discussion with frontline employees. As part of this experience, digital assistants are leveraged to acquire customer information or complete tasks in disparate systems in a fraction of the time. Among the numerous benefits of contact center automation are greater operational efficiency, increased customer and employee satisfaction, and proven cost savings and revenue growth. An expertly integrated automation program can enhance the performance and culture of any contact center, regardless of industry. Contact center automation can dramatically improve the operational performance of a contact center. By leveraging digital assistants, contact centers can eliminate much of the non-value-added work that frontline agents do while making it easier to resolve a customer's query the first time. Contact center automation can also make for happier and more engaged employees.

The speed and simplicity enabled by automation allows frontline employees to have better, more engaging interactions with customers. Replicant is one such company that was founded on the belief that machines are ready to have useful, complex conversations, which will transform the way they interact with the world, starting with customer service. As a leader in Contact Center Automation, Replicant helps companies automate their most common customer service calls. Its AI platform allows consumers to engage in natural conversations across voice, messaging and other digital channels to resolve their customer support issues, without the wait, 24/7. It is serving some of the largest contact centers in the



Gadi Shamia  
Co-founder & CEO

Fortune 100 and growing rapidly. Replicant has built a Voice AI platform that is designed to solve tier-one customer service problems over the phone. It integrates into call center software and CRMs and can answer calls, resolve issues and transfer more complex calls that require a live

agent, in real-time. The company has customers across industries like Insurance, E-commerce, Consumer goods, Collaborative Economy, and more.

## **Replicant's Industry-Leading Contact Center Automation Platform**

Replicant's Contact Center Automation Platform offers machine-powered conversations that are natural sounding, contextually aware, and respond to multi-intent issues. The NLU brain distinguishes human audio from background noise and reduces latency to less than a second between turns, creating natural conversations. The platform enables customers to power voice and messaging channels with a central conversation engine that uses the most advanced AI and machine learning technology to create smooth, on-brand conversations. The users will get consistent and reliable experiences that eliminate wait times regardless of the channel they reach out to. They can analyze transcripts for every

customer interaction across every channel in a single dashboard that makes it easy to get the data they need to drive operational excellence. The platform offers transcription that's purpose built for customer service converts speech to text with 20 percent lower word error rate for accurate resolutions. With inference accuracy rates over 96 percent, customers can ask complex, multi-intent questions for more dynamic conversations.

The platform leverages entity extraction and smart matching to accurately collect names, emails, payment info and more. The customers can give machines human-like skills, including the ability to handle hold states, recognize silence, traverse an IVR, and more. One can handle telephony, escalations, and orchestration across voice, text, and chat for smoother conversations across channels. Customers can deploy the best of conversational design principles across every conversation and use case so that they never start from scratch. Get real-time insights into dispositions, CSAT, escalation reasons and much more. Set up A/B tests and update

call scripts with self-service editing to constantly improve conversations. Continuously improve conversations. Update conversations with point-and-click script editing to scale the best conversations to every customer with Conversation Builder. Save agent-hours and cut BPO costs by managing high volume calls through automation and get CSAT that's on-par or better than with agents. Automate every customer with best-in-class success rates using a process that is secure and HIPAA, SOC 2, PCI, and GDPR compliant. Give customers the ability to self-service on their channel of choice and remove routine tasks from their agents' workload. Leverage automation to accurately interpret commands and route customers to the right agent along with transcription notes for a smooth handoff. Proactively serve customers across channels with timely updates and reminders for a superior experience and improved customer retention. It allows customers to use the preferred channel any time with no wait, allowing them to book more business while empowering customers.

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### ***The Formidable Leader***

**Gadi Shamia** is the **Co-Founder** and **Chief Executive Officer** of Replicant. He is a serial entrepreneur and a deep thinker who believes in the power of AI to make people better. Gadi has been delivering innovation to help customers have better service experiences for more than a decade. He helped grow and sell Echosign to Adobe for \$400M in 2011 then went on to lead Talkdesk which most recently raised \$230M at a \$10B valuation.

*“Our mission is to automate contact centers to help companies deliver exceptional customer service.”*



Hieu Nguyen, CEO

# EyeQ Tech – Bringing applications of advanced computer vision and recognition researches to solve real business problems

One of the most powerful and compelling types of AI is computer vision which you've almost surely experienced in any number of ways without even knowing. Here's a look at what it is, how it works, and why it's so awesome (and is only going to get better). Computer vision is the field of computer science that focuses on replicating parts of the complexity of the human vision system and enabling computers to identify and process objects in images and videos in the same way that humans do. Until recently, computer vision only worked in limited capacity. Thanks to advances in artificial intelligence and innovations in deep learning and neural networks, the field has been able to take great leaps

in recent years and has been able to surpass humans in some tasks related to detecting and labeling objects. One of the driving factors behind the growth of computer vision is the amount of data we generate today that is then used to train and make computer vision better.

**EyeQ** is one such tech start-up, which primarily develops advanced AI, Computer Vision and Deep Learning technologies to support digital transformation processes in multiple industries, including retail, advertising, banking, security, smart city and factory. Founded by Computer Science PhD duo, the company's mission is to *"inject intelligence into what doesn't have it."*

## Solving Real-World Problems with robust Computer Vision Services

**Action Recognition:** AR technology refers to the act of detecting and recognizing actions accurately in real-time, even when they are present at different speeds, under various environmental conditions or combined in sequences of multiple actions. AR technology has strong applicability in several real-world domains, ranging from video-surveillance, content-based videos or classification. Cameras with AR help detect and alert suspicious actions, chaos, dangerous activities in terms of security. If you are more interested in business, good news is AR could also give an

insight into customer behaviors for in-store analytics.

**Emotion Recognition:** The concept of advertising on screen is not uncommon in nowadays business world. However, no one could measure exactly the reaction of the audiences who watch those ads. With the capability to measure six basic emotions, detect genders and ages, ER technology help optimize the advertisement targeting effect. Companies can now save a lot of money yet maximize the approach to their potential customers. Ads on screen are not the only application for ER technology. Whatever ideas come in your mind relating to measuring emotions, ER technology would make it feasible. With Emotion Recognition technology of EyeQ solution, retailers receive

the real-time data of not only emotion but their demographic like gender & age, which can be used to improve service and raise the retention rate.

**Face Recognition:** With Face Recognition feature, Apple's iPhone X enables us to exterminate phone passwords. But FR technology can do much more than that. FR technology measures and matches the unique characteristics for the purposes of identification or authentication. The application of this technology varies among CRM (replace membership card), headcounts & heatmap (for retail store), substitute event tickets, HR (check attendance), security (black list detection), and pave a way for authentication in banking (eKYC). Banking systems is being equipped with eKYC for better risk management, detecting customer information, tracking transaction history and simplifying banking procedures.

#### **Object Detection:**

Object detection refers to computer and software systems' capabilities to locate

objects in a scene and to identify each object. In EyeQ Tech, object detection is applied in the case of fraud detection in inventory management, fire detection, smoke detection, abnormal activity recognition and water leaking detection. EyeQ's camera systems automatically send warnings whenever it detects risks such as strangers or suspicious objects in buildings, factories, stores, schools, etc. Smart AI camera systems simplify cities' infrastructure management by recognizing different kinds of transportation on the streets, verifying vehicle number plates, etc. and transferring them into data that is used in urban transportation planning. Unlike smoke detectors located on ceilings only detect high smoke, AI camera systems can detect small flames and activate sprinkler systems before the fire gets bigger.

#### **AI Powered Retail Monitoring System:**

Measure the number of people passing by and customers entering your store, optimize staff allocation as well as marketing strategies and watch your profits skyrocket. EyeQ retail provides high accuracy level due to its Face Recognition technology based on Machine Learning platform and provides many different data sets to drive your results. Increase customer engagement levels, optimize their path to purchase and raise your profits substantially with EyeQ's Heatmap. With the Action Recognition technologies, Heatmap solution allows you to follow the customers' journey inside the store and discover the areas that they are more attracted to. By using smart cameras to directly analyze customers' emotions and reactions, EyeQ provides you with real-time customer engagement tracking.

**"EyeQ applies Computer Vision to detect risks which could cause great damages like fire, people entering unauthorized entry or undesirable behaviors in organizations."**

# Empowering security teams to automatically identify and respond to incidents that matter across your attack surface: **Hunters**

**H**unters is a group of cyber and technology experts with a mission to revolutionize security operations by combining data engineering, security expertise and layers of automation to expedite decision making, helping security teams become attack-ready. Hunters infuses how attackers think and act into a platform that helps security operations see and stop attacks at their root. To effectively detect, investigate and respond to today's complex threats; organizations need access and long-term retention of all security data, without compromise. While SIEM suffers from unworkable cost models, lengthy data onboarding processes, and limited data capacity that undermine SOC effectiveness, Hunters provides unlimited, seamless data ingestion at a predictable cost. Hunters SOC Platform deploys built-in data engineering capabilities to an embedded Snowflake Data Lake, applying ETL and schema mapping - making the data ready and available to be used for threat detection and response.

A visual, easy-to-use interface for threat hunters to search for IOCs, TTPs and any entity within the organization. Helps unveil all related entities to any domain. Threat hunting involves actively looking for traces of cyber attacks (past and present) in an IT environment. Cyber threat hunters are security professionals who proactively and iteratively detect and act on advanced attack traces before any alerts are generated by security

controls. Hunters' Detection Engine covers the approximately 80% of threat signals that are common to most organizations, leaving threat hunters to focus on the 20% that are unique to their organization. Write custom detection rules with no need for SQL, and map them to relevant MITRE ATT&CK Tactics, Techniques and Procedures (TTPs). Eliminate the pain of context switching by detecting signals across the entire security environment in one interface. Easily investigate them using the platform's intuitive search capabilities - no manual rule-writing required.

Threat triage has never been easier, with Hunters' risk scoring and investigation mechanism powered by machine learning. Hunters' graph-based correlation engine allows lower-fidelity threat signals to be used to contextualize an attack, which may be missed by looking at alerts individually. Once a potential incident is detected from a group of correlated signals and alerts, the Hunters platform automatically packages them into a human-readable attack story. Stories provide analysts with a clear understanding of the attack and its impact, accelerating the response workflow.

## Mitigate threats

Hunters SOC Platform offloads the critical burden of data engineering and manual analyst workflows, enabling teams to automatically identify and respond to threats with ease and scale. Enable security

teams to leverage all data sources across domains (cloud, endpoint, network, identity, email, etc.) without compromise. Unlimited data is seamlessly ingested and mapped into a unified schema, ready for the detection and investigation workflow. Remove the burden of ongoing rules creation and maintenance with an always up-to-date detection engine that surfaces and enriches disparate signals across data sources. Stop chasing false positives and remove exhaustive, repetitive work to focus the analyst efforts on triage and response. Unique graph-based correlation automatically links relevant data, simplifying triage and accelerating time to understand the attack.

- Focus on a list of prioritized incidents based on their risk score
- See the entire attack story with its details, including root cause, timeline, affected users, endpoints and related entities and more
- Cut attackers' dwell time with clear context and remediation steps

## Untapped potential in security operations

Security operations teams are continually searching for more technically advanced and cost-efficient ways to defend the enterprise. Today, a key topic in this discussion is automation. But

while automation in security has been around for years, it is still a vastly underutilized opportunity. In security operations, the conversation around automation is heavily centered on security orchestration, automation and response, or SOAR. But automation still has limited application across the full SOC workflow. It's true that response automation is well adopted and effective, but it's also the last phase of the security operations workflow. Focusing automation exclusively on SOAR means ignoring several key phases - data ingestion and management, detection, and investigation and triage - which all have to happen before response automation can begin. Clearly, automation has untapped potential in security operations.

Security operations is notorious for its high analyst turnover. One contributor to this challenge is the repetitive, mundane and manual investigation work that requires constant switching across numerous tools, as well as weeding through a high degree of false positives. This routine not only exhausts analysts leading to burn out, but it also impedes upskilling by reducing the time available to spend on

more challenging investigations. Interestingly, in recent boardroom discussions Hunters encountered that investigation was the phase of security operations least associated with automation (response being the predominant phase).

*“Break the paradigm of more data creating more noise, forcing increased staffing and budget. Easily ingest and retain all your data, without compromise, at a predictable cost.”*

When data is fully ingested, normalized, and retained for accessibility, detection is now able to be effectively automated, and at considerable scale.

This automation then empowers automated investigations, with features like full search on retained data, correlated graphs, automated enrichment, and attack stories that link and present the who, what, and where of an attack on an easy-to-

Uri May  
CEO & Co-founder

consume timeline. These outcomes of automated investigation enable security analysts to digest, inspect, and quickly triage risk-prioritized attacks, instead of the limited and prolonged manual investigations still required by SIEMs. When a system is architected for today's IT environment, applying automation empowers further efficiency in the SOC workflow. Hunters SOC Platform focuses on that dynamic, designed to manage the scale and variety of data, using automation to align and streamline the security operations workflow. Hunters tackles data, detection, investigation and response in a single integrated, low-maintenance platform that fully exploits the advantages of a cloud-based SaaS solution.

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# ImmuniWeb®: An Award-Winning AI Platform Simplifying Application Security Testing, Protection, and Compliance

The cyberattack surface in modern enterprise environments is massive, and it's continuing to grow rapidly. This means that analyzing and improving an organization's cybersecurity posture needs more than mere human intervention. AI and machine learning are now becoming essential to information security, as these technologies are capable of swiftly analyzing millions of data sets and tracking down a wide variety of cyber threats — from malware menaces to shady behavior that might result in a phishing attack. These technologies continually learn and improve, drawing data from past experiences and present to pinpoint new varieties of attacks that can occur today or tomorrow.

ImmuniWeb® AI Platform helps enterprise customers from over 50 countries to test, secure and protect their applications, cloud and infrastructure, reduce supply chain attacks, prevent data breaches and maintain compliance requirements. The Platform leverages award-winning AI and Machine Learning technology for acceleration and intelligent automation of Attack Surface Management and Dark Web Monitoring. The data is later leveraged for a threat-aware and risk-based Application Penetration Testing for web, mobile, and API security testing. It is the only company that offers a contractual zero false-positives SLA with a money-back guarantee. Its AI technology is a recipient of

numerous awards and recognitions, including Gartner Cool Vendor, IDC Innovator, and the winner of "SC Award Europe" in the "Best Usage of Machine Learning and AI" category. ImmuniWeb® Community Edition runs over 100,000 daily tests, being one of the largest application security communities.

## The award-winning ImmuniWeb® AI Platform

### **ImmuniWeb® Discovery:**

ImmuniWeb® Discovery leverages OSINT and their award-winning AI technology to illuminate attack surface and Dark Web exposure of a company. The non-intrusive and production-safe discovery is a perfect fit both for continuous self-assessment and vendor risk scoring to prevent supply chain attacks. The platform provides award-winning IT asset discovery and inventory, third-party risk management, continuous monitoring and security testing to help your organization meet emerging regulatory and compliance requirements in a simple and cost-effective manner.

### **ImmuniWeb® Neuron:**

ImmuniWeb® Neuron unleashes the power of Machine Learning and AI to take traditional web vulnerability scanning to the next level. While detecting more vulnerabilities compared to automated web scanners, every web vulnerability scan by Neuron is equipped with a contractual zero false positives SLA. You can add

targets at any time; the minimum number of new targets available for purchase is ten. If a web application or API remains identical and simply changes its FQDN, you can normally change it at no additional cost by contacting support. The price depends only on the number of targets you have, please see the pricing table above. The minimum number of targets available for purchase is ten. For any number of targets, you will always have a full set of the above-mentioned features including access to the security analysts and contractual zero false positives SLA.

### **ImmuniWeb® On-Demand:**

ImmuniWeb® On-Demand leverages the Machine Learning technology to accelerate and enhance web penetration testing. Every pentest is easily customizable and provided with a zero false positives SLA. Unlimited patch verifications and 24/7 access to their security analysts are included into every project. At the first step of project creation, you can easily configure special requirements for penetration testing or reporting. For example, you can select authenticated (White Box) testing with 2FA/SSO, exclude testing for some specific vulnerabilities (e.g. self-XSS) or areas of the web application, request to spend more time on cloud pivoting or container escaping if your web application is hosted in a cloud environment. All pentesting reports by default contain PCI DSS and GDPR provisions.



Ilia Kolochenco, Founder  
Chief Architect & CEO

*"At ImmuniWeb, we always carefully listen to all our customers to continuously make our award-winning platform better to stay ahead of the rapidly evolving cyber threats. This unique synergy helps us maintain the customer retention rate above 90%."*

## About | Ilia Kolochenco

**Ilia Kolochenco** is the **Founder, Chief Architect, and Chief Executive Officer** of ImmuniWeb. He started his career as a penetration tester and has 15 years of experience in security auditing and digital forensics. After serving in Swiss artillery troops in 2007, Ilia founded his first pentesting and cybersecurity firm High-Tech Bridge. In 2014, Frost & Sullivan named the company a leading service provider in the European pentesting market. Later Ilia invented and built the first concept of ImmuniWeb Platform that combined the strengths of human intelligence with Machine Learning. In 2017, he was named a *"Thought Leader"* by the prestigious SC Media Reboot Leadership Awards.

Mr. Kolochenco holds a Bachelor's degree in Computer Science and Mathematics from Webster University, a Master of Legal Studies from Washington University in St. Louis and a Master of Science in Criminal Justice (Cybercrime Investigation) from Boston University. Currently, he is a PhD Candidate (Computer Science) at the Capitol Technology University and an LLM (Master of Laws) Candidate at the University of Edinburgh Law School. He is a member of Europol Data Protection Experts Network (EDEN), a Member of GIAC Advisory Board and SANS CISO Network, a Committee Member at Boston University MET CIC (Cybercrime Investigation & Cybersecurity) Center and CIPP exam item writer at the IAPP. He authored over 50 articles on application security and cybercrime investigation for leading cybersecurity magazines.

### **ImmuniWeb® Continuous:**

ImmuniWeb® Continuous monitors your web applications and APIs for new code or modifications. Every change is rapidly tested, verified and dispatched to your team with a zero

false-positives SLA. Unlimited 24/7 access to their security analysts for customizable and threat-aware pentesting is included into every project. The company rapidly detects new code, functionalities or features in your web applications

and APIs and then tests the changes for security vulnerabilities, compliance or privacy issues in real time. Once a security issue is identified and confirmed, you will be immediately alerted by email, SMS or phone call in case of emergency.

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# 20 Business Excellence Awards 2022

Success is every entrepreneur's dream. There is no single one-for-all spell for success, but experience has shown that the entrepreneur should work both on the intellectual and organizational levels of the business. In fact, the two go together. Successful business leaders are those who overcome both objective and subjective challenges.

Company	Management	Description
eStruxture Data Centers <a href="http://www.estruxture.com">www.estruxture.com</a>	Maria Bolovis SVP of Operations	eStruxture is the largest Canadian data center, colocation, and connectivity services provider. Its solutions are designed to give you more: more locations, more capacity, more connections that enable you to run modern, demanding enterprise applications, and offer your business the control to rapidly scale in response to unpredictable changes in business processes.
Hardge Global Manufacturing <a href="http://www.hardgeglobalusa.com">www.hardgeglobalusa.com</a>	Lawrence J. Hardge CTO	Hardge Global Manufacturing just don't invent products, it invents products that will make life easier for your life. The company's new and improved Knockout 360 Fire Extinguisher helps users stop small fires with no toxic chemicals, odors, or messy cleanups.
Searce Inc <a href="http://www.searce.com">www.searce.com</a>	Hardik Parekh CEO	Searce means 'a fine sieve' ~ 'to refine, to analyze, to improve'. Searcians are passionate improvers, solvers & futurists. Driven by its engineering excellence mindset, the company cares most about delivering intelligent, impactful & futuristic business outcomes.
Hidden Brains <a href="http://www.hiddenbrains.com">www.hiddenbrains.com</a>	Vishal Chhawchharia Founder, MD & CEO	Hidden Brains InfoTech Pvt Ltd is an Award-Winning Enterprise Software Development & IT Consulting Company with a focus on digital transformation.
Targazyme <a href="http://www.targazyme.com">www.targazyme.com</a>	Lynnet Koh Founder & CEO	TargaZyme is a clinical-stage biotechnology company based in San Diego, CA, and focused on the research and development of disruptive, patented and novel, off-the-shelf T-Cell products.
OryxAlign <a href="http://www.oryxalign.com">www.oryxalign.com</a>	Carl Henriksen Founder & CEO	OryxAlign is a thriving and vibrant managed services provider, with a forward-thinking culture, always looking to embrace new technologies which add operational efficient and economic value to its clients.

Tatvic Analytics  
[www.tatvic.com](http://www.tatvic.com)

Ravi Pathak  
Co-founder & CEO

Tatvic Analytics is a leading Digital Analytics consulting company with core competencies in Website & Mobile App Analytics and Conversion Rate Optimization.

LookingGlass  
[www.lookingglasscyber.com](http://www.lookingglasscyber.com)

Bryan S. Ware  
CEO

LookingGlass develops cybersecurity solutions that empower organizations to meet their missions with tailored, actionable threat intelligence and threat mitigation capabilities that move at machine speed.

BullseyeEngagement  
[www.bullseyeengagement.com](http://www.bullseyeengagement.com)

Adeel Zaidi  
Founder & CEO

Treating people as a company's most important asset is not just the right thing to do; it's also key to business success. BullseyeEngagement fuels a dynamic employee experience with user-friendly talent development, employee engagement, and continuous performance management solutions.

TigerConnect  
[www.tigerconnect.com](http://www.tigerconnect.com)

Brad Brooks  
CEO

TigerConnect is healthcare's most widely adopted communication platform – uniquely modernizing care collaboration among doctors, nurses, care teams, and patients.

Kensho  
[www.kensho.com](http://www.kensho.com)

Bhavesh Dayalji  
CEO

Kensho deploys scalable machine intelligence and analytics systems across the most critical government and commercial institutions in the world to solve some of the hardest analytical problems of recent times.

OpenLegacy  
[www.openlegacy.com](http://www.openlegacy.com)

Romi Stein  
Co-founder & CEO

OpenLegacy helps organizations quickly develop a composable enterprise by extending their core (legacy) systems to the web, mobile and cloud in days or weeks versus months.

Good Good  
[www.goodgoodbrand.com](http://www.goodgoodbrand.com)

Lóá Fatou Einarsdóttir  
COO

GOOD GOOD was founded in 2015 when Gardar Stefansson, Agnar Lemacks, and Johann Kristjansson searched for solutions to diminish sugar consumption in everyday food. Hence the name of the company – GOOD GOOD

Tive Inc  
[www.tive.com](http://www.tive.com)

Krenar Komoni  
CEO & Founder

Tive in-transit visibility solutions help shipping and logistics professionals manage their shipments and eliminate preventable delays and damage.

Claroty  
[www.claroty.com](http://www.claroty.com)

Yaniv Vardi  
CEO

Claroty empowers industrial, healthcare, and commercial organizations to secure all cyber-physical systems in their environments: the Extended Internet of Things.

Phrasee  
[www.phrasee.co](http://www.phrasee.co)

Parry Malm  
CEO

Phrasee helps visionary enterprises enhance and personalize their customer experiences by optimizing the language they use across the full customer journey and spectrum of digital brand channels.

Replicant  
[www.replicant.com](http://www.replicant.com)

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EyeQ Tech  
[www.eyeq.tech](http://www.eyeq.tech)

Hieu Nguyen  
CEO

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Hunters  
[www.hunters.ai](http://www.hunters.ai)

Uri May  
CEO & Co-founder

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ImmuniWeb  
[www.immuniweb.com](http://www.immuniweb.com)

Ilia Kolochenco, Founder  
Chief Architect & CEO

The ImmuniWeb® AI Platform helps enterprise customers from over 50 countries to test, secure and protect their applications, cloud and infrastructure, reduce supply chain attacks, prevent data breaches and maintain compliance requirements. 

# Making sense of how people move

At Arity, we're turning mobility and driver data into meaningful behavioral insights, leveraging telematics to make transportation smarter, safer, and more useful for everyone.



Insurance



Sharing Economy



Marketing



Mobile Apps



## THE ARITY PLATFORM

**The power of our sensor-agnostic mobile and vehicle telematics platform**

Our platform transforms raw data from sensors like smartphones and OBD-II devices into meaningful behavioral insights that help you better predict risk and enable better experiences for customers.

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