

THE TECHNOLOGY HEADLINES

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COVER
STORY

TECH TRENDS TO WATCH IN 2017

HOW CRUCIAL
IS BUSINESS
CHANGE

CLOUD

A NEW ERA
OF BUSINESS
OPPORTUNITIES

A DATA
DRIVEN
ORGANIZATION

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TOP 20 LEADING
TECHNOLOGY
STARTUPS 2017

Every startup business comes with its own unique set of challenges. Some of the biggest of them is to find consistent sales opportunities and a loyal customer base. Startup companies have build processes and adhere to a business model, looking to showcase their best products in the market. Many would agree that the approach required to create a successful startup is more than just capital, it's comes down to an extremely competent group of professionals and new business ideas. A deeply rooted focus on new technologies always helps, but also important is the skills that make these technologies work. Another important factor contributing to a startup growth is the business ability to understand the market potential of products and a technology setup to continuously keep customers interested.

A startup story

DataDog as a cloud infrastructure based company has in many ways rewritten rules of managing a cloud company. One of the fastest growing companies in the New York City, DataDog is now well placed in the cloud market with a reputation of being innovative at all times. Founded in 2010, the company is currently valued at \$600 million dollars. It's not every day that a startup can give you as large a figure like this in only six years of inception. Then, what could have been reason behind the company's record-breaking success?

Breaking down the analysis, we monitored how DataDog has built a culture of innovation within the organization. The company's main strength lies in providing clients with the toolset through which they can control every aspect of their data-driven business. The company has led clients in their journey to create modern cloud environments. It has proven itself as a technology-focused company, responsible for some of the most innovative cloud technologies the US market has ever seen. Datadog was recently recognized as the 9th fastest growing company by Deloitte.

But in reality, out of hundreds of companies trying to make a mark in the startup market, only few have the firepower to sustain for a long term. Reports and even experts from across industries have come to the conclusion that around 90 percent of startup fail to convert themselves into a multi-million dollar business venture. Instead, lose out their resource strength and the brightest of ideas to bigger up and coming companies.

The Technology Headlines in this issue has attempted to revisit some of the most successful startup ideas, and has partnered with some of the fastest growing startups to uncover their secrets to continued success. Our aim is to help companies to look at the startup ecosystem in entirely different ways. In this edition, we are featuring top 20 tech startups that have stood up from the rest in terms of service delivery and business development. Taking cue from their technologies and business models to understand the nitty-gritty of the current startup ecosystem, our mission is to present a unified view of the business strategies that matter most to a startup.



TOP 20 LEADING TECHNOLOGY STARTUPS

COMPANY	MANAGEMENT	WHAT IT DOES
Amercanex Denver, Colorado amercanex.com	Steve Janjic CEO	Purveyor of Online Marketing, Finance and Cash Services for the Cannabis industry
Bayes Impact San Fransico, CA bayesimpact.org	Paul Duan Founder & CEO	Offers Data services for the government
Caramerge Chicago, IL caremerge.com	Asif Khan Founder & CEO	Offers IT services for the Healthcare sector
Cloud Co-op Austin, TX cloudcoop.io	David S. Franklin Founder & CEO	Trains War Veterans in Salesforce Consulting
Consulting Group International New York, NY consultinggroupinternational.com	Adnane Charchour President & CEO	Offers IT services for the Securities and Fintech industries
Enspire Partners Inc. Suwanee, GA enspirepartners.com	Tony Ford CEO	Offers ERP support services
FILD El Segundo, CA fildit.com	Nancy Soni Founder & CEO	Provides IT solutions for the recruitment industry
Fishtech Labs Kasnas City, MO fishtechlabs.com	Gary Fish Founder & CEO	Facilitates secure digital transformation
Grid4C Austin, TX grid4c.com	Noa Ruschin Rimini Founder & CEO	Offers IT solutions to the Energy Industry

TOP 20 LEADING TECHNOLOGY STARTUPS

COMPANY	MANAGEMENT	WHAT IT DOES
IronYun St. Petersburg, FL ironyun.com	Paul Sun President & CEO	Offers video surveillance and hosting services through Cloud and Big Data
Liquid Sky Software New York, NY liquidsky.tv	Scott Johnston Co-Founder	Hosts Games on Cloud
Perspectium Perspectium.com	David Loo CEO	Offers application integration solutions
SDN Central Sunnyvale, CA sdxcentral.com	Roy Chua Co-Founder	Offers Business Analysis Services
Sherpa Digital Media Redwood City, CA sherpaDigitalMedia.com	K.C. Watson CEO	Offers video automation services
Thuzio New York, NY thuzio.com	Jared Augustine CEO	Offers marketing services
Unii Software San Mateo, CA unifisoftware.com	Jim Carr Co-Founder	Offers data integration services
VeepWorks Dallas, TX veepworks.com	Aaron Madolora Founder & CEO	Offers IoT services
Veratics Indian Harbour Beach, FL veratics.com	Tony Galluscio President	Offers agile software development services
Xola xola.com	Scott Zimmerman CEO	Offers booking and marketing software
Zya zyamusic.com	Matt Serletic Co-Founder & CEO	Provides innovative technology for the music industry

CONSULTING GROUP INTERNATIONAL

THE INNOVATION PARTNER FOR FINTECH BUSINESS



ADNANE CHARCHOUR, CEO

The FinTech market has seen tremendous amount of changes in the past 25 years. Many years back, the industry originally adopted technology to automate its data gathering, processing and back-office operational tasks primarily using mainframe computers. With the advent of the PC and micro-computer technologies, the FinTech industry was quick to create a technology network that spread deep into their front-offices, and helped automate and increase sales productivity. The arrival of the internet completely changed the industry, smashing old barriers and democratizing the

way financial services companies interact with their clients and opening doors to faster access to financial markets. And now, with the arrival of Artificial Intelligence (AI) technology, a new area of big data analytics has opened up, allowing for unprecedented behavior analysis, pattern recognition and predictive modeling, setting the stage for the birth of robo-advisors and more!

Consulting Group International, a financial services company has shown an impeccable track record in leading organizations through their transformational phase. FinTech startups face a lot of challenges as they chart their path to success in the Financial Services industry. Consulting Group International provides them with the expertise, advice, counseling and guidance needed to navigate these challenges and establish them as a leader in the industry. "Our collective 25+ years of FinTech experience uniquely positions us to help our clients avoid the common pitfalls of growing a FinTech company and help maximize their business opportunity to its fullest," says Adnane Charchour, CEO, Consulting Group International.

Consulting Group International was started to harness the collective experiences accumulated by an executive team having over 25+ years in servicing clients with technology solutions in the FinTech space. The past quarter century has seen such a major and rapid shift in technology innovation that surpassed the prior century's industrial revolution by light years. Bringing more profound changes in people's lives, improving interactions and utilization of technology in day-to-day life are some of the bigger goals set by the company. Consulting Group International's executive team members have been active leaders in the forefront of this amazing technology paradigm shift which has focused Consulting Group International's effort to help companies navigate the complexities of adopting technology innovation in order to gain a strategic advantage in today's technology-centric economy. From, as basic as, web enabling their business, to seamlessly adopting mobile technology to gain more market share or to push all the way toward the new frontier of Artificial Intelligence (AI) based technologies, Consulting Group International has the expertise and the knowhow to make this a reality.

Consulting Group International offers three distinct services to its clients:

FinTech Software + Technology: This division focuses primary on providing cutting edge technology capabilities to financial services firms. It covers



speed of accessing and sharing information, and a solution that provides a competitive advantage. These benefits ultimately impact the bottom line by either reducing costs or increasing revenue. The development of digital information practices will continue to transform the financial services industry and ultimately change the way clients transact business with financial institutions. The biggest benefit that clients derive, from partnering with Consulting Group International, is their ability to tap into the skill sets of a unique list of talented technology and business resources that give them the confidence to run their technology projects, small and large, on time and on budget. With over 100+ projects

the full gamut of the technology lifecycle: from web and mobile enablement, to the latest in AI technology integration, to business processes and bringing the power of predictive analytics to business decision-making.

Business Strategy + Operations: A new service focused primarily on FinTech start-ups, this service helps entrepreneurs with all aspects of growing their company including business strategy, planning, market positioning and venture capital fund raising. Consider it as having a combination CEO & CFO in-a-box to help make business succeed at a fraction of the price.

Technology + Business Due Diligence: This is the most recent addition to the Consulting Group International's suite of services. Consulting Group International offers acquiring companies and venture capital companies in the FinTech space a comprehensive due diligence process to help them validate and assess their decision prior to making a final financial commitment. The company's services encompass an a-la-carte choice of technology, financial and/or operational due diligence.

Adapting Innovative Methods to Meet Customer Demand

As experts in FinTech, Consulting Group International is well positioned to assist financial institutions in reinventing themselves using technology to overcome challenges and gain a competitive advantage. With over 25+ years in servicing the securities industry, Consulting Group International's team has a unique perspective on what works and what does not work in the industry.

Consulting Group International clients recognize the firms as a trusted business partner that they can rely on to tackle complex technology challenges. The company fully supports its clients to bring an increase in productivity, a decrease in human error through automation, an improved

Consulting Group International fully supports its clients to bring an increase in productivity, a decrease in human error through automation, and an improved speed of accessing and sharing information

under the belt, adding up to over \$50M+ in budgeted spending; the company offers a unique perspective that allows clients to achieve more success. Adnane explains, "Our unique blend of technology veterans, combined with millennials and "Generation Z" talent provides for a potent combination of experience, creativity and energy that allow us to provide our clients with a unique perspective on how technology is used and adopted in this new digital age. That is what gives us the edge!" The company wants to continue to be a trusted partner, offering innovation services to take FinTech businesses to the next level. Adnane concludes, "What we have achieved in just one year since Consulting Group International's inception, took us more than four years to achieve in our previous FinTech start-up. So, if we continue this pace of growth, we believe the sky would be the only limit and that is what we would call progress!"