



WESLEY CLOVER QUARTERLY UPDATE

**Innovations in
Customer Service –
Top Trends To Meet
Changing Consumer
Demands**



**The Forecast
Calls for Clouds
everywhere, and
it's a great thing ...**

**Referral Marketing –
A New 'Secret Weapon'?**



Wesley Clover

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Customer Service and Support Remain King

Welcome to the Quarterly Update, and more of the latest insights from the companies Wesley Clover is involved with.

Among a number of topics, this issue shines a light on innovations being brought to bear on a vital element for any company — how, when and where that company engages with and supports current and prospective customers. While this has always been paramount, the nature of information access, competition and consumer behaviour today have made it even more so. Several of the companies I am involved with provide leading SaaS technologies for this aspect of business, and we have taken the opportunity to position those companies in a broader industry context.

Along the way, you will also read about some other unique innovations from within the portfolio. For example, “crowdsourcing” performance and service data from customer devices. A means to gather “social media intelligence” from consumers. Technology to improve patient engagement and help improve healthcare outcomes as a result. A powerful and now-established application and data architecture for most businesses. We also share some insights into the inner workings of the Hollywood movie industry, and acknowledge the 150th anniversary of the founding of Canada.



A variety of information for you in this issue. As usual, the technology companies are driving hard, opening up new partnerships and global markets, winning and retaining new customers, and continuing to advance their own software and service offerings. The resort and philanthropic operations are also continuing to deliver industry-leading hospitality and service, and as you will see, winning strong accolades as a result.

As always, I trust you will enjoy the read, and I thank you for your continued interest in Wesley Clover International.

Kind Regards,
Terry Matthews, Chairman



Innovations in Customer Service

The nature of customer service is changing considerably, as traditional capabilities are not necessarily able to respond to the needs and expectations of today's new customers. To the point, data from a recent study by Forrester shows that 72% of businesses believe improving their customer (and in particular, “Millennial” customer) experience is their top priority.

Customer expectations and competitive offerings are on the rise, and significant new technological innovation is being focused on satisfying these new consumer needs. Most of this focus is on providing customers with more digital and curated experiences, and in parallel, decreasing the costs of providing services through more advanced automation.

In this issue of **Q**, we explore the top trends in meeting consumer expectations and demands in 2017.

A Multi-Platform Digital Experience Keeps Impatient Customers Engaged

Technology developments continue to change the world at an alarming rate, and are definitely influencing customer demands and expectations. Always-on connectivity and increasingly complex and interactive touchpoints with products and services show that digital is at the core of ... well, everything. So how can companies leverage this digital disruption to better engage their customers?

A good place to start is by ensuring all company touchpoints are on-point (pun intended). Websites are important. Akamai and Gomez.com found that almost half of web users are likely to abandon a site that doesn't load within 3 seconds, and **79% of those users** won't return to the site. Potential customers no longer use a single device to browse a website to learn about a company. Computers, tablets, smart phones, watches and more can now be used to access the digital presence of a brand. Fortifying the company website with a responsive design and ensuring products or services run smoothly on multiple devices has become essential.

In another **study**, 90% of consumers claimed to have made deal-breaking decisions when using a mobile device to search for customer service information. When consumers are frustrated or dissatisfied with their digital experience they are only one step (or click) away from aborting that engagement. The cost, therefore, of not delivering a polished experience is now incredibly high.

For a positive example, let's take **Uber**. In short order, this company has built a brand known for delivering an **outstanding digital experience** — one focused on ‘offering transparency and removing friction’ for customers. The entire company online presence is tailored to the mobile environment, and integrates across multiple digital channels. Customers seeking support submit a note in an easy-to-navigate feedback section within

Multiple touchpoints are redefining the way customers interact with companies and brands.

the application, and get a **tailored response** within a few hours.

This is just one high-profile example of customer service becoming more advanced, and like it or not, it is setting an experience and a behavioural standard against which other businesses are being compared. A seamless customer journey, and better yet, one that is tailored to the individual. As an increasing number of consumers experience it, and realize just how possible it now is, human nature tells us they simply will come to expect it. And that puts all other companies under pressure to measure up.

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Speaking of Outstanding Customer Service ...



The **CELTIC MANOR RESORT** had a number of significant industry awards to celebrate over the recent Quarter. As noted quickly in the last issue of Q, the five-star Resort was acknowledged once again as the **'Best Hotel in the UK'** by the Meetings and Incentive Travel awards committee. This marks the sixth time in the last seven years that the property has received this accolade, and reaffirms the position of the Celtic Manor as the leading destination for events in the UK.

As well as winning the best hotel award, the Celtic Manor also was a finalist in the Best UK Conference Venue category. These merits add to what was another outstanding year for the business, one in which it returned record revenues once again, acquired a neighbouring 148-bedroom hotel, and began construction of the 5000-delegate International Convention Centre Wales (ICC Wales).

These accomplishments were the result of committed, ongoing efforts by the entire resort team. In recognition of these efforts, the inaugural **Making A Difference** internal awards gala was held, honouring staff members who go the extra mile to give resort guests a memorable experience. The ceremony was hosted by television presenter Gethin Jones, and approximately 500 staff attended to enjoy the dining, dancing and presentations of sixteen awards with

prizes that included luxury stays at other top hotels in London, Bordeaux and Dubai.

Chief Executive Ian Edwards commented after the gala that, "I already knew we had a loyal and dedicated team here at The Celtic Manor, but I was still blown away when reading — and helping to judge — the nominations we received for these awards. The stories of service beyond the call of duty, and the many examples of consistent, hard individual and team work that are crucial to everything we deliver here at the Resort, were truly inspirational."

There was more national success for the Celtic Manor, when Resort Head Chef Simon Crockford was crowned **Wales Chef of the Year** after a three-course cook-off for discerning judges. Responsible for launching three new restaurants at the Resort in the last eighteen months, Simon triumphed over five other chefs in the final, and will represent Wales in the Global Chef European semi-final in October.

Simon also joined fellow Celtic Manor chefs Michael Bates and Richard Davies on the Wales Culinary Team which cooked for Prime Minister Theresa May and 220 guests invited to celebrate St David's Day at 10 Downing Street.

It is all making us very hungry. Congratulations to the team ... celtic-manor.com

ONE WIN GETS ANOTHER

Toward the end of 2016, affiliate company **INITLIVE** won the bid to become the event management tool for all events being hosted by the Ottawa 2017 organizing committee to honour the 150th anniversary (the 'Sesquicentennial') of the founding of Canada.

A selection group that included the Workforce Program Manager, the Volunteer Manager and a number of other organizing committee executives vetted several software products and companies as part of their decision-making process.

"The planning of these landmark celebrations offered an opportunity for us to work with leading companies, such as InitLive, and to highlight the expertise and creativity of the high-tech community while delivering a year of memorable events that will have lasting impacts for area businesses," said Guy Laflamme, Executive Director, Ottawa 2017.

As part of the winning bid, InitLive committed to deliver a fully bilingual software system that included a number of new features

specific to the handling of large numbers of volunteers. These features were applicable to a range of customers the company targets, and were delivered on schedule. Now in use by the Ottawa 2017 team, the system has enabled the recruitment of more than 2,280 volunteers and the successful delivery of the first high-profile events, including:

- The New Year's Eve Kickoff Celebration, where 200 volunteers logged 529 volunteer hours.



- Red Bull Crashed Ice Season Championship, which saw 329 volunteers log 1,585 hours.
- The JUNO Week festivities and JUNO Music Awards Gala itself, where the 594 volunteers invested a total of 2,372 volunteer hours.

The success of the early-season events convinced the organizing team that they should introduce InitLive and their invaluable tool to the management team for the 2017 Grey Cup, the annual championship game and trophy of the Canadian Football League, and another key event on the local 2017 calendar. The result of that introduction was another successful bid by InitLive, and another major customer that will be embracing the company technology later this year.

Further proof of the value of satisfied-customer references. Keep up the good work. initlive.com



'The Parks' is Rolling Into a Busy Summer

Not-for-profit community hub Wesley Clover Parks ended another Quarter on a roll. Here are some highlights.

CAMP

- The 2017 season marks the 50th Anniversary of camping at The Parks!
- With Canada also celebrating its 150th birthday this year, the campground has been booked for all major holiday weekends since last fall. Spaces for the rest of the 2017 season are also filling up fast.



FARM

This Quarter saw partner Gees Bees Honey Company introduce a Community Supported Bee Pollination Project, offering the local community an opportunity to buy a seasonal share of a bee hive hosted at Wesley Clover Parks, and receive a year's supply of honey as well as the chance to meet their bees at harvest time. The offer sold out in less than three weeks!

GATHER

- During the Quarter, The Parks played host to the Juvenile Diabetes Research Foundation (JDRF) and their Telus Walk to Cure Diabetes kick-off event. The event was designed to provide families dealing with juvenile diabetes with information sessions and a number of entertaining activities to enjoy with their children, including a Bouncy Castle, face painting, and a preliminary walk around the facility.
- Orienteering Ottawa held weekly meetings at The Parks Campground during the Quarter, providing an educational program that introduced children aged 6-14 to the art of orienteering.

LEARN

Registration for the Ottawa Forest and Nature School Summer Camp opened on March 22nd and quickly closed, as the camp immediately filled up for the summer! A waitlist also reached capacity. Organizers are looking now at ways of expanding to meet this high level of demand.

PLAY

- The West Ottawa Soccer Club hosted its inaugural Wesley Clover Cup during the Quarter. More than 300 players from Ottawa, Montreal and Toronto participated in the tournament, which took advantage of four local soccer fields including the premiere Wesley Clover Parks FIFA artificial turf field.
- Four new grass sports fields have been built and seeded next to the FIFA field, and with the cooperation of the local weatherman, these will be ready for use in the upcoming Quarter. The fields are designed to host a variety of sports, including soccer, flag football, ultimate Frisbee and more.
- With local snow lasting until early April, Kanata Nordic Ski members put a wrap on an amazing cross-country ski season. Members enjoyed both their new trailhead facility located in the Campground as well as one at the events pad area in the main Wesley Clover Parks facility.

RIDE

- Registration for the 2017 Ian Millar School of Horsemanship Day Camp opened February 1st and sold out quickly! These summer day camps will run from July 4th until the week of August 21st.
- As noted previously, the Ottawa Equestrian Tournaments will be taking place over three weeks in June and July. Work is well underway to stage these national and international competitions, and more than 2,000 horses and 35,000 visitors are now expected over the 3 week period! 🍷



L-SPARK BUSINESS GROWTH CONTINUES

L-SPARK pushed into 2017 with 6 new companies in-house for the Winter 2017 Accelerator program. After a rigorous boot-camp, a selection committee that included significant Venture Capital and technology industry players (e.g., [BDC](#), [Celtic House Venture Partners](#), [Amazon](#), [Microsoft Canada](#) and others) chose the lucky cohort, including:

- [Advolv](#)
- [LeadFox](#)
- [Portia International](#)
- [ProcedureFlow](#)
- [Quickily](#)
- [VigilantCS](#)

Each company has since received specialized mentoring, met key potential partners and investors, and worked diligently to grow revenues month-over-month as they push into the final leg of the program next Quarter, and strive for the ultimate goal of successful Series A financing.

At graduation in June, this cohort will mark a total of 29 companies that have been able



to take advantage of the unique L-SPARK growth model! And the count will build from there, as applications for the next SCALE Program are already open.

The L-SPARK team also hit the road during the Quarter, hosting the SaaS Showcase event series in both San Francisco and New York City. A selection of L-SPARK portfolio companies travelled to and pitched at these key investment sessions. A total of 220 attendees joined in, from firms including Andreesen Horowitz, Bain Capital, Bessemer,

FF Ventures, Georgian VP, Round13, Sandhill Angels, Serval Ventures, Trinity Ventures and others.

L-SPARK was also featured recently in a TechCrunch online article about leading Canadian technology entrepreneurs and visionaries! TechCrunch is one of the most influential publications in the industry, and the article recognizes Ottawa as a leading tech hub for the country. It is an interesting piece, and can be read in full [here](#).

Well done, L-Spark. Keep it going ...
[l-spark.com](#) 🍷



TaraSpan Helps SaaS Businesses Overcome Key Growth Challenges

While SaaS companies are born to conquer global markets, international expansion is still risky and demands expertise. Compared to a traditional software business, the unique benefits of a SaaS model can also be the source of challenges. For example, with SaaS, barriers to entry in a global marketplace are definitely reduced, making global customer acquisition possible earlier in the company lifecycle. However, unless the business is prepared properly to onboard and support such customers, the costs, time zones, resources and other demands involved can be problematic, or worse.

Wesley Clover affiliate company **TaraSpan** helps SaaS companies unlock their potential more rapidly by providing a contract global workforce to augment the company team and deliver their customers a world-class product experience. TaraSpan offers inside sales, advanced professional services and front-line customer onboarding and support services to SaaS companies who are ready to expand into the APAC and EMEA markets. This 'Follow The Sun' or 24*7 support acts as an extension of the company itself, following existing customer processes and merging seamlessly with existing teams.

TaraSpan provides these services to many leading SaaS companies. For example, one Canadian company has leveraged a partnership with TaraSpan to expand its global

customer footprint into Australia, New Zealand, Israel, the UK, Thailand and Europe. By sharing key responsibilities with TaraSpan, the company was able to realize lower expansion costs relative to doing everything internally, attack new international markets sooner, mitigate risks and allow existing resources to maintain their core focus.

This is a repeatable model.
Full information is available online.
[taraspan.com](#) 🍷



T A R A S P A N



Innovations in Customer Service

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The digital environment of today provides the opportunity for companies to collect more insights on consumer behaviour than ever before. In 2013, the total amount of digital data stored globally reached 4.4 Zettabytes — or about 4.4 Trillion Gigabytes for those new to the term. By 2020, research firm IDC predicts that 5.5 Billion people will own mobile phones, and the resulting amount of global digital data in storage will explode to 44 Zettabytes — another 10-fold increase!

So what is in all this data? Of note, increasingly sophisticated collection methods mean insights become available on consumer behaviour before, during and after an interaction with a company. Merely collecting that data is not enough, however. The key lies in how the company reacts to and uses it in meaningful ways, translating this intelligence into actionable, personalized and targeted customer experiences.

In the past, most data was collected using cookies tied to web browsing sessions. Now, individuals sign on to accounts with a variety of devices that are connected with one another and regularly exchange information. So the data trail doesn't end when a

user closes their laptop, but instead continues to accumulate as they use their phones and watches on the go. This leap in data collection has enabled a new form of marketing — personalization marketing.

A Custom(er) Curated Experience

Personalization marketing uses acquired, relevant prospect and customer data to shape and deliver tailored messages and experiences. From simple, personalized messages such as greeting users by their name when they engage digitally, to targeted ad displays and product recommendations, to **increased effectiveness** in data gathering going forward, the use cases for the resulting data are powerful.

And statistics prove it. Those simple, personalized messages alone can have a positive impact on customer engagement. Marketing services firm **Experian** found that personalized marketing emails enjoy 29% higher open rates and 41% higher click-through rates than generic alternatives. Other tactics such as segmenting customers by business size and tailoring messages accordingly improve advertising effectiveness.

Sifting through and analyzing all prospects and customers on a recurring basis in order to create and maintain individual profiles is not feasible for most companies. But where there is need, there is opportunity, and thankfully a number of new players have emerged to help outsource and automate these ever-more important tasks. Companies such as **Pretio Interactive** and **Demand Base** now provide the technology to effectively develop and act on these customer profiles.

Encouraging customers to provide feedback is another valuable way to build data about their wants and needs. Conducting regular customer surveys, and having your whole team participate in the analysis of the results (including your engineering and development teams) will instill a deeper understanding of these vital, real-world customers throughout your firm. Embracing tools and processes that encourage such customer feedback automatically, and providing incentives or rewards to those who do participate, can be very valuable. Applications such

as **Benbria Loop** and **Quibble** are examples that help retail, hospitality and restaurant sector businesses gather customer feedback via multiple touchpoints.

Cut Costs and Improve Customer Service with Automation

Automation of customer service activities is becoming more common in small as well as large organizations, as the shared challenges to success are resources and costs. Emerging technologies such as Artificial Intelligence (AI) are reaching a state of maturity that makes them viable options for addressing these challenges, whether they be Intelligent Assistants (IA) that aid and enhance existing support teams, or more extensive tools that take on many of the functions directly.

For online businesses, automation from companies such as **Shopify** assist in the creation and maintenance of digital

storefronts, and in managing payment processes. For franchise and multi-location businesses, The **Better Software Company** has created SaaS software that improves the integration and effectiveness of functions including email marketing, lead generation, opportunity management as well as back-end invoicing, inventory management and more. **Sprout Social** and **Hootsuite** are good examples of tools for managing and sharing digital content on social media channels.

The hospitality industry is another area where technology is automating and improving processes considerably. Customer Relationship Management (CRM) tools track and enable reaction to guest habits. Messaging apps optimize communication with guests, before, during and after their stay. And while **25% of hotels still use a pen-and-paper process** to manage their properties, most are now embracing software dedicated to guest management.

Chatbots are now fairly common tools in online customer support processes, with some offering AI components that interact with customers directly, over messaging apps. The continued advances in this technology have resulted in a **90% level of accuracy** in terms of understanding human requests. These tools can now recognize when a customer is confused or becoming frustrated, and provide a seamless hand-off of that engagement to a human customer support representative.

The list of options today to automate and help improve slower business practices grows by the day. When deployed well, they are tools that provide a more streamlined customer experience, optimize internal resources and costs, and lead to a competitive business advantage. They are reshaping the nature of customer service and support everywhere.

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TUTELA NOW THE LARGEST MOBILE STATISTICS CROWDSOURCER

Tutela, an Alacrity Canada affiliate company, has developed unique software that collects data and generates reports on the quality of service being experienced and the usage patterns and trends occurring on mobile devices and networks. Reflecting the end-user perspective is a key differentiator for this software, providing valuable insights for customer service delivery.

Tutela launched this mobile data crowdsourcing engine in late 2016, marketing it as a new monetization option for mobile application and game developers. Traditionally, app developers have relied on advertizing, in-app purchases or paid downloads to generate revenue. When partnering with Tutela, these developers add a plug-in to their app software that runs anonymously, in the background, and collects network quality data without ever impacting the user experience. The app partner then receives a share of the profit generated when Tutela sells the collected data and associated reports to the network service providers.

The business model is working, with the plug-in being added to more than 800 mobile applications in the first Quarter

of 2017. To date, Tutela software has been embedded in more than 1,300 mobile applications that have been downloaded to more than 200 million smartphones. On average, performance statistics are collected from 15 million of these phones each day. Following a record-breaking quarter, the company is now the definitive source for such customer-centric network performance data.

In October 2016, Tutela closed a seed financing round with Wesley Clover International, **Vancouver Founder Fund** and **Yaletown Venture Partners**. This funding provided the company with the capital needed to launch the platform, and so far, growth expectations for 2017 are already being exceeded. Tutela is now actively marketing the largest set of crowdsourced mobile usage and quality data globally.

“Our statistical data is a game changer for a number of verticals,” said Hunter Macdonald, Tutela CEO. “Initially we are focused on impacting the telecom market. Telcos around the world spend \$7 billion each year collecting this type of field information by having personnel drive service vehicles

with network equipment up and down city streets. The same insights can now be crowdsourced from mobile phones, which in effect become accurate network ‘probes’. 2017 for us is about leveraging our unmatched data set and extensive telecom industry experience to change the way mobile operators think about network testing and analysis. We are off to a strong start.”

That said, company ambitions don’t end with the telecoms market. The bigger vision is to become the de facto marketplace for location-based reports built from crowdsourced mobile data. Several more anonymous data points can both be captured and will prove valuable in other market sectors. Future targets may include mobile device manufacturers, other equipment vendors, and business markets such as the financial services arena. All hold the potential for improved customer services and new monetization streams for application developers. But one step at a time ...

Look for ongoing developments at tutela.com.



TELDIO CLOSES RECORD FOURTH QUARTER

This Quarter saw **Teldio**, a leading mobile radio applications developer and creator of D3M, an advanced network design, quotation and management tool, close its biggest application sale and best Quarter to date.

Participation at the Motorola Solutions Channel Partner Expo, International Wireless Communications Expo (IWCE) and other manufacturer-specific events over the period enabled Teldio to expand business with new and existing partners. The addition of a new Email Gateway application to the product, as well as the launch of a more specialized D3M Pro offering, with quotation tool capability and custom branding functionality, also helped drive sales to record levels.

“We are pleased with our latest results,” said Carl Carruthers, Teldio CEO. “The fourth Quarter provided our highest revenue to date, and we continue to see a robust demand for our technology across the two-way radio industry. I am confident this will translate into increasing market adoption and continued revenue growth as we move now into our next fiscal year.”

The company plans to continue leveraging key partnerships with industry heavy-weights including Motorola Solutions, Hytera, Kenwood, Icom and others to expand its market reach further and consolidate its top position in the mobile radio application and network design markets.

We look for more outstanding results to follow ... teldio.com



Teldio exhibits at Motorola Solutions Las Vegas.



PRONTOFORMS MOBILE TECHNOLOGY CONTINUES TO BREAK NEW GROUND

Mobile workflow solutions from **ProntoForms** proved again this Quarter that positive customer returns are not limited to providing field personnel with rapid, anywhere access to data. Graniterock, a premiere construction materials producer located in California, has adopted ProntoForms to automate and support the company commitment to safety. The mobile workflow application has enabled staff to move the safety compliance program away from paper forms stored in a filing cabinet to a more easily managed and maintained cloud-based system.

“There’s no question that the compliance aspect was the driving force behind our implementation,” said Rodney Jenny, Executive VP, Construction Division Manager with Graniterock. “At the same time,” he added, “the margins in our business are thin and competition is tough. You always have to drive for improvements and figure out how to be better, faster, cheaper, so the efficiency aspects of the ProntoForms software are very welcome too.”

Once a Graniterock operator completes a safety inspection form, the workflow software uploads the data as a PDF to a secure FTP server for record purposes, and in parallel, submits the raw data to an analytics engine, making it easily accessible for audit purposes. This automation has enabled the management team to address the need for a company-wide, data-driven safety compliance and preventative maintenance program.

A video about the Graniterock deployment and much more information can be found online at: www.prontoforms.com/resources/success-stories/Graniterock





Echosec Offers Customers ‘Social Media Intelligence’

Social media monitoring and searching software from **Echosec** is enabling customers to monitor consumer broadcasts in ways that go beyond keywords and hashtags. The breadth of social media feeds that the tool is able to access simultaneously, combined with unique geo-tech location capabilities, means Echosec customers are able to ‘see’ what is happening on these channels, by location and in real time.

Combining this data into a unique interface allows businesses to react to the sentiments — good or bad — that their customers are sharing about them online. They can leverage positive comments for competitive gain, and minimize the damage from negative feelings by taking corrective action faster.

They can even take things a step further and exploit any mistakes made by competitors and lure away their dissatisfied consumers.

This Quarter, Echosec was putting these benefits to the test with more media, finance, retail and hospitality clients. International news leaders BBC, The Guardian and the Globe & Mail used the software to discover and break leading stories, gathering and disseminating the information with a speed and efficiency not available before.

A growing number of finance companies are using the tool to find and analyze world events that have the potential for economic, health, environmental, insurance or other impacts. Innovators in the retail and hospitality business sectors are now gathering social media information at their own locations as well as those of their competitors. They are using this information to guide their

marketing efforts, target the right audience, optimize the customer experience and grow their market share.

These are real-world examples of the power of the Echosec software. And the company is now working to integrate the technology into the first of what is likely to be a number of complimentary software products from other Wesley Clover companies. More on those developments as they become market-ready.

Stay tuned to Q, or check out Echosec online, for more information ... echosec.net

CLINICONEX PROVIDES PRODUCTIVITY GAINS THAT YIELD BETTER PATIENT CARE

Clinical outreach software from **Cliniconex** improves patient engagement. Easily customized to the preferred workflow of each clinic, it streamlines communication and reporting processes for pre- and post-visit patient outreach, improving preventative care and individualized health literacy. Key functionality that supports these outcomes includes:

- Automated Booking Notifications
- Patient Recall Automation
- Post-Visit Surveys
- Preventative Care Outreach
- Registry Outreach

- Walk-in Wait Time Notifications
- Cancellation Alerts
- Broadcast Notifications
- Health Education Outreach
- Waitlist Management Services

Over the latest Quarter, solid company growth continued in Canada, per the business plan. A celebration was held as the



number of physicians using the solution crossed over the 2400 mark — an increase of 27% from the previous Quarter. That enabled the team to put concentrated effort on developing the US market.

Participation in the Healthcare Information and Management Systems Society (HIMSS) 2017 event in Orlando, Florida provided a venue to launch the software and gain initial mindshare within that market. The show netted dozens of important new contacts, and discussions are underway now with many who have the potential to become key partners.

Look for further updates from the company in the next issue of Q. cliniconex.com

SOLACE REACHING FOR THE CLOUDS

Solace has established itself as the leading provider of technology that gets data flowing between applications, big data systems and IoT devices using open APIs and protocols. Over recent Quarters the company has also been making a big push into the cloud.

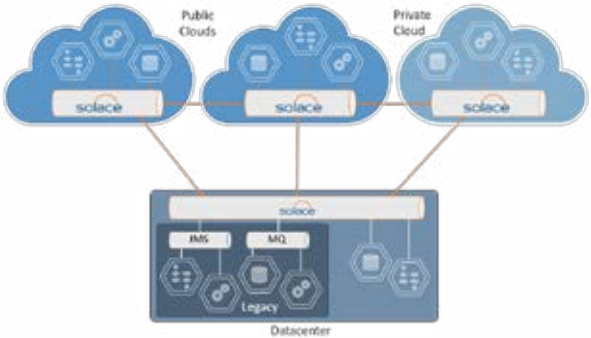
Enterprises of all types are migrating their applications and information to the cloud in order to realize greater infrastructure scalability, app team productivity and overall cost efficiencies. These benefits rely on being able to share data between legacy applications deployed on-premise and new apps deployed in the cloud. Such application connectivity can become complex and difficult to achieve without a holistic strategy to work from. Solace can be fundamental to that strategy.

including those from AWS, Azure and Google are supported. Leading private Infrastructure-as-a-Service technologies such as VMware and **OpenStack**, and Platform-as-a-Service offerings such as **Pivotal Cloud Foundry** and **OpenShift**, are also supported, allowing applications to leverage the same messaging services and APIs regardless of the cloud. Solace technology enables uniform multi-cloud messaging services without any code changes. Uniquely beneficial!

Solace began showcasing this powerful value proposition during the latest Quarter, as part of the global **Cloud-Native Roadshow** being hosted in 25 cities around the world by Pivotal and Google Cloud.

Solace also recently announced that the VMR is now available as a **Docker image**, which means it can run in Docker environments with other apps to exploit the benefits of ‘containers’ and open data movement technology. Given the portable nature, containers can run virtually anywhere, reducing the risk of running into dependency mismatches when deployed in multi-cloud environments.

This robust support for data movement across hybrid clouds and the Internet of Things was recognized recently by respected Silicon Valley-based entrepreneurial society TiE, when the group presented Solace with a 2017 **TiE50 Award** as one of the most innovative start-ups in the world. The industry spectrum is broad, and the definition of a ‘start-up’ can range from pre-revenue to much larger than Solace if the target addressable market is of sufficient size. *Clearly Solace passed the test ... solace.com*



Innovations in Customer Service (continued from Page 9)

While customer support tools such as Chatbots, social media customer care, support tickets, in-app self-service and others are becoming popular, telephones will not soon be replaced as a means of connecting with a company. Accenture found that, in 2016, 73% of consumers still would pick a human over a digital service when seeking advice or looking to resolve an issue.

Reporting support cases via tickets and emails is now common, but there is actually a growing demand for live interaction with human agents as well.

Consumers Still Want the Option to Choose a Human Over a Digital Service

Real-time web or phone chat provides a low-friction way to interact with agents, and adds valuable human touch to the service equation.

Such chats can also start and close support cases more quickly, improving customer service overall. Talkative Web-Calling offers a customizable widget that is easily integrated into a website or mobile app, and allows customers to connect with a customer service representative from within their web browser or application. No telephone required.

Other companies have gone an added step and introduced real-time video chats for situations where written text is not sufficient for the customer engagement. Acknowledging the need for human interaction when it comes to making financial decisions, Mumbai-based IndusInd Bank launched video branch, a service that provides video conferencing between branch clients and managers. Amazon too introduced a human touch with its Mayday tech support service, connecting Kindle Fire HDX tablet users with service teams via webcams.

Such live engagements have proven to have a positive influence on product loyalty and customer retention. There is no doubt that human contact remains a fundamental aspect of superior customer service. Being listened to, valued and respected as a customer



are what continue to drive a ‘feel good’ relationship that cannot be fully automated.

Invest in Both Digital and Traditional Customer Service Strategies

So what’s the best way for brands to build their consumer facing strategies in 2017 and beyond? Creating a polished digital experience is a must. Finding ways to automate processes and collect user data to be used in a meaningful way for personalized customer outreach is also crucial.

One aspect of traditional customer service still remains important, however. Accenture found that **77% of US consumers** still prefer dealing with human beings for

advice, and of customers that left companies, 83% said that live or in-person customer service would have had a positive influence on that decision.

To capture and retain the attention of millennial consumers, companies need to adopt an optimum mix of the automated and human strategies outlined in this article. A polished digital experience, with seamless touchpoint integration, custom curated content, easy-to-use support and feedback channels that leverage automated tools and maintain some form of human interaction is the new best-practice model companies should be embracing. alacritycanada.com

REFERRAL MARKETING – A SECRET WEAPON?

Brandon Gains is the VP of Marketing at **Referral SaaSquatch**, a Wesley Clover affiliate company from the Alacrity Canada initiative. Brandon leads growth initiatives at the company by incorporating a targeted mix of digital marketing campaigns, including ‘referral’ marketing. He shares his knowledge and experience by contributing articles to relevant online publications such as SocialMediaToday, CustomerThink and Business2Community. The following is an excerpt from one of his recent contributions, with a link to the full article at the end.

“Referral marketing is the science of converting a customer’s social capital into a brand’s economic capital.”

— Harvard Business Review

Referral marketing strategies are a comprehensive set of processes that encourage consumer advocacy with incentives, in order to drive revenue growth. They’re also the only marketing channel that allows your brand to leverage word-of-mouth advocacy in a measurable way.

As a marketing channel, referral strategies sustain and promote meaningful customer experiences that are the backbone of Marketing 2.0. This emphasis on happy customers is smart marketing: According to Wharton, referral customers have a 16 percent higher lifetime value than non-referred customers.

Plus, they like your brand, so they will talk. Sharing is part of our character as social creatures. A study from Texas Tech University found that 83 percent of users are likely to share the word about a product or service after a good experience. Yet only 29 percent actually do. Somehow, as many as 54% of users who want to say something good in that “happy moment” are either not encouraged to do so, or not given the opportunity. This is a tremendous opportunity lost for the product or service provider.

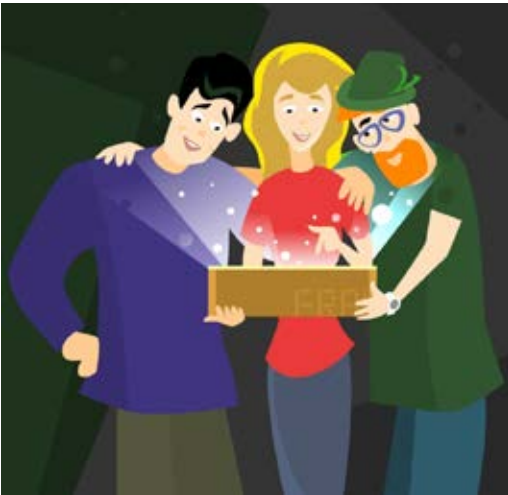
Effective referral marketing programs consistently engage customer segments around these “happy moments” and create advocacy opportunities at scale. This pushes new referral sales at the same time as it solidifies customer loyalty. Want further proof?

A recent Heinz report showed that companies with formalized referral programs experienced 86% more revenue growth over the last two years than similar companies without such programs. These businesses showed how sustainable and effective refer-a-friend and other programs are at driving brand awareness and creating new sales opportunities.

The best part is, crafting a referral program is not complex. The three key components to an effective referral program are structure, design and promotion. We will now talk about each of these processes, and provide examples of best-practices from leading consumer brands that are succeeding with referral marketing programs.

Read Brandon’s full article [here](#).

[Learn all about the company at referralsaasquatch.com](http://referralsaasquatch.com)



Somehow, as many as 54% of users who want to say something good in that “happy moment” are either not encouraged to do so, or not given the opportunity. This is a tremendous opportunity lost for the product or service provider.

INDUSTRY ANALYST INSIGHTS FROM ALACRITY GLOBAL



During the past Quarter, Wesley Clover initiated an ICT Industry Analyst outreach and engagement program. Part of the engagement included meetings to gather the latest industry insights at [Enterprise Connect 2017](#), a major industry event held this year in Orlando, Florida. The following are highlights.

Assuming 75% of the work force in 2025 will be made up of Millennials and iGen (the generation after Millennials; born after 1996), trends toward smaller teams and remote working will be well entrenched.

Wesley Clover companies **Mitel**, **Martello Technologies** and **CounterPath** exhibited at the event, each with new analytics collaboration tools and/or cloud-based offerings to promote. The show provided a backdrop for considerable analyst prognostication. While much of the buzz centered on emerging innovations such as Artificial Intelligence (AI), 'Bots', the Internet of Things (IoT) and Augmented Reality/Virtual Reality (AR/VR), there was near-term excitement as well.

Current trends suggest the Wesley Clover companies are anticipating the market rather than trailing it. For example, Mitel found further validation of its efforts to lead the industry toward cloud-oriented communications solutions. Cloud was confirmed at the event as "inevitable" for the delivery of enterprise communications. There is much market migration ahead, and the need for 'hybrid' solutions along the way, but it is a matter of time before cloud technology dominates. The announcement by Amazon of [Connect](#), a cloud-based contact center solution, is further evidence of this point.

Cloud-based or not, offering a stand-alone communication tool is no longer enough. Businesses want and need actionable data, and they are placing increasing value on the integration and analytics functions offered

by a communications solution. To this end, CounterPath demonstrated a new feature that interacts with Salesforce customer relationship management (CRM) software to present actionable data from call logs into the Salesforce dashboard for next-step customer engagement.

Talkative, a Wesley Clover affiliate based in the U.K., offers a similar solution based on website communication analytics. Enhancing call data through analytics offers a competitive advantage for sales and customer service teams. Integration of CRMs and Call Center tools is another observable trend, meaning CounterPath and Talkative are on the right track. And with the 'Bots on steroids' now being enabled by technologies such as [Watson](#) from IBM and others, AI enhancements are only just beginning.

Team Collaboration was another popular topic at the conference. Interestingly, it is also a point where product offerings and market realities may be diverging. Several companies at the show were offering collaboration tools using cameras, VR devices and high tech white boards, with combined costs starting around \$2,000 per room. While data suggests only 50% of work rooms have such enhanced features today, the question is becoming whether these hardware investments will ever find more demand?

Assuming 75% of the work force in 2025 will be made up of Millennials and [iGen](#) (the generation after Millennials; born after 1996), trends toward smaller teams and remote working will be well entrenched. These workers already demand mobile, uncomplicated

work tools, modelled increasingly on what they use in non-work communications (e.g., collaboration 'chats', social media event planning, university team-working tools, etc.). Companies focused on central, hardware-based collaboration solutions may be chasing declining profits before succumbing to shifting market dynamics and cloud disruption.

Going forward, the UC space is expected to see more mergers, acquisitions and partnerships as companies look for ways to continue competing in a transforming market. The way and the word of the future is expected to be "Bots, Bots and more Bots". While still a work in progress, AR/VR will become mainstream. With respect to IoT, progress is definitely underway, but the real revolution will kick in when next generation, 5G network technologies emerge. And that is not expected to take long.

On a separate note, [The Institute of Industry Analyst Relations](#) (IIAR) has initiated the first Canadian Chapter, in Ottawa and in collaboration with Analyst Joshua Seerattan from Wesley Clover. The IIAR is a not-for-profit global organization established in the UK 10 years ago to raise awareness of analyst relations and of the value of industry analysts. The Canadian Chapter will work on building the AR community in Ottawa and beyond, and connecting it with national and international networks to promote best practices among AR professionals, enhance communication between analyst firms and vendors, and offer opportunities for AR practitioners to network with industry peers. Follow the [IIAR](#) on Twitter for details on upcoming AR networking events and for information on how to get involved.

Wesley Clover International and our Alacrity global ecosystem wish Canada a Happy 150th Birthday!

Canadians have been bringing innovation and progress to the world for 150 years and counting. Just a few of the accomplishments over those years include:

- AM Radio
- Atomic Clock
- Basketball
- Canadarm
- Canola
- Computerized Braille
- Electric Wheelchair
- Electron Microscope
- Ice Hockey
- Imax Movies
- Instant Replay
- Insulin
- Lacrosse
- Pabulum
- Pacemaker
- Pager
- Peanut Butter
- Prosthetic Hand
- Robertson Screw
- Smartphone
- Snowmobile
- Sonar
- Telephone
- Walkie-Talkie
- 56K Modem

Oh Canada ...



BRIA X CONTINUES GAINING MOMENTUM FOR COUNTERPATH

During the past Quarter, Vancouver-based **CounterPath** (NASDAQ: CPAH) (TSX:PATH) continued driving growth and developing strategic alliances. The company also received several industry accolades for thought leadership and for the SaaS-based Bria X product:

- Bria X received a 2017 **Unified Communications Product of the Year Award from Technology Marketing Corporation** (TMC). "It gives me great pleasure to honor CounterPath as a 2017 recipient of TMC's Unified Communications Product of the Year

Award for their innovative product, Bria X," said Rich Tehrani, CEO, TMC. "Our judges were very impressed with the ingenuity and excellence displayed by CounterPath in their work on Bria X." Momentum around Bria X continues to build as more companies are moving to Unified Communications-as-a-Service. CounterPath is building on their strength as a leading universal SIP soft-client provider and increasing their lead on industry competitors with the Bria X SaaS offering.

"Our judges were very impressed with the ingenuity and excellence displayed by CounterPath in their work on Bria X."

— Rich Tehrani, CEO, TMC

- The company was also featured in **VOIPReview.org**, building on the thought-leadership achieved to date and highlighting how User Experience is and should be one of the key driving decisions in finding the right Unified Communications solution.

"These past months have allowed us to establish the forward momentum of Bria X," said Todd Carothers, EVP of Sales and Marketing at CounterPath. "Our recent string of positive media coverage coupled with third-party recognition, adds further credibility to our platform for those in both the SMB and Enterprise UC market."

For more information, visit counterpath.com



COUNTERPATH

EXPOSURE TO TOP MITEL CHANNEL PARTNERS ENABLES MARTELLO TO GROW CUSTOMER BASE

This Quarter saw **Martello** generate increasing demand from top channel partners for Mitel Performance Analytics (MPA), the network performance management SaaS system the company provides for the Mitel family of hosted communications offerings. A base of several thousand Mitel customers are now embracing Mitel Performance Analytics Plus.

Among these customers is Chicago Public Schools, a high-profile Mitel account. Katie Zalewski, Telecommunications Manager at the school board, commented, "Large educational organizations like Chicago Public Schools are looking at the benefits of MPA Plus with the intent to move forward this year. After we investigated the product more closely, we believe it will give us more robust reporting capabilities as well as added analytics for the entire network."

In support of this growing customer and partner interest, MPA will be front and center at the largest annual Mitel event in the Americas for channel partners and the user group community. Education sessions and demonstrations will provide Martello an unprecedented opportunity to showcase the product for these all-important audiences.

Management also continues to nurture a strong corporate culture as a means of attracting and retaining top industry talent.

To that end, Martello recently sponsored a challenge at the largest hackathon in Ottawa to date, **CUHacking**, to see potential additions to the software development team tackle the kind of challenges the current organization faces daily.

Still with corporate culture, the company implemented an **Employee-Directed Gift program** not long ago. The program routes corporate donations to the causes that matter most to employees, namely those in which they themselves are actively involved. This approach to giving has been



The Martello team at CUHacking 2017

embraced by the Martello team and also put CEO Bruce Linton (who devised the plan) in line later this summer to receive a Weology Leadership award from **CATA** (Canadian Advanced Technology Alliance), the largest hi-tech association in Canada.

Look for another update from Martello in the next issue of Q. martellotech.com



MARTELLO TECHNOLOGIES

MITEL REPORTS ANOTHER QUARTER OF SOLID RESULTS

Mitel® (Nasdaq:MITL) (TSX:MNW), a leader in enterprise communications, announced solid revenue and earnings-per-share results for the latest Quarter. Commenting on company performance for the period, Chief Executive Officer Richard McBee said, "We are pleased with our results in the quarter, as they demonstrated solid operational execution. In Enterprise, we drove steady market-share gains. We were especially pleased with our performance in the larger European markets, where our financial strength helped us expand on our leadership position in the region."

Mr. McBee also commented, "Recurring cloud sales grew in-line with our expectations, as orders continued to be strong and we continued to ramp our installation capacity."

"We were especially pleased with our performance in the larger European markets, where our financial strength helped us expand on our leadership position in the region."

— Richard McBee, Chief Executive Officer

Steve Spooner, Chief Financial Officer, added, "During the quarter, Mitel took several major steps to fundamentally strengthen our capital structure and operating model. We paid down \$364 million in debt, secured attractive new credit facilities at significantly lower interest rates, initiated a stock buyback program, and initiated cost reduction actions to position the company to achieve its long-term financial targets."

Specific highlights from the Quarter included:

- Recurring cloud seats grew by 45,000, and now total 588,000.
- A large service provider is transitioning 10,000 employees of a large European-based auto manufacturer from a

premises-based to a Mitel cloud-based Unified Communications solution.

- A US-based furniture retailer with more than 65 locations and a large on-line presence selected Mitel MiCloud Enterprise and MiCloud Contact Center to interconnect all locations, centralize answering and manage advanced contact center needs that include multi-media services. The entire system is hosted by Mitel.

- HealthEast, which manages four hospitals and 13 clinics in St Paul, Minnesota, selected Mitel MiVoice Business and MiContact Center to replace equipment from incumbent Avaya.

Details on these and other developments can be found on the Mitel website. **Q will share further updates from the company each Quarter. mitel.com**



BROOKSTREET PICTURES IS BOLSTERING THE LIBRARY

The first few months of 2017 were busy and productive for **Brookstreet Pictures**. The company has two films set for release in the second half of the year, and is committed to launching at least one new production before year-end.

Post-production is on schedule on a new action-thriller starring Bruce Willis and Hayden Christensen that is set for release this summer. Lionsgate Premiere is handling the Day-and-Date distribution, putting the film in limited theaters and making it available on-demand.

On a parallel project, crews recently completed three days of reshoots on location (in Indiana and Los Angeles), and sent the director back into the editing room with the final few pieces needed to finish that film.

Plans call for it to begin chasing critical and commercial success with a premiere at either the TIFF (Toronto International Film Festival) in September or Sundance Film Festival in January, 2018.

In anticipation of a late summer or fall shoot in Wales, the company has shopped another project to foreign sales companies to gauge interest. Multiple parties have responded, and a top-five sales entity has done so enthusiastically. They have offered a Minimum Guarantee on their international sales estimates, which will provide a solid budget-base for the film. Next steps are underway now on casting.

The team also continues to review and process multiple submissions from agencies, managers and producers to bolster the

library further, and is pursuing partnerships to bring on-brand films into the company as well. For example, over the latest Quarter, the team attended Sundance, South by Southwest, the Indian Film Festival LA and Cannes, meeting with producers, executives and directors in addition to seeing dozens of films themselves in order to track directors and scout emerging talent.

The company continues to evolve and it is encouraging to see the developments that are coming together for the near- and mid-term. **Q will bring you further updates as they unfold. brookstreetpictures.com**

PRINCIPAL COMPANY INDEX

* Featured in this issue of Q

AirVM - airvm.com

Alacrity Canada - alacritycanada.com

Alacrité France - alacrite.fr

Alacrity Global* - alacrityglobal.com

Alacrity India - alacrityindia.com

Alacrity UK - alacrityfoundation.co.uk

Benbria - benbria.com

Brookstreet Hotel - brookstreethotel.com

Brookstreet Pictures* - brookstreetpictures.com

CareerJSM - careerjrm.com

Celtic Manor Resort* - celtic-manor.com

Cliniconex* - cliniconex.com

CounterPath* - counterpath.com

CreatorDen - creatorden.com

Echosec* - echosec.net

Encepta - encepta.net

Encore Networks - encorenetworks.com

Enjovia - enjovia.com

FileFacets - filefacets.com

HYAS Infosec - hyas.com

InitLive* - initlive.com

Iven - iven.io

KRP Properties - krpproperties.com

Learnium - learnium.net

L-SPARK* - l-spark.com

Marshes Golf Club - marshesgolfclub.com

Martello Technologies* - martellotech.com

Mitel* - mitel.com

Mydoma Studio - mydomastudio.com

Persona - personajobs.com

Pisano - pisano.co

Pretio Interactive - pretio.in

ProntoForms* - prontoforms.com

Referral SaaSquatch* - referralsaasquatch.com

Solace* - solace.com

Solink - solinkcorp.com

StartSub - startsub.com

Talkative - talkative.uk

TaraSpan* - taraspan.com

Teldio* - teldio.com

The Better Software Company - thebettersoftwarecompany.com

ThinkRF - thinkrf.com

Tutela* - tutela.com

Twentify - twentify.com

WCS Europe - wcs-europe.com

Wesley Clover Parks* - wesleycloverparks.com

Wesley Clover Solutions - wesleycloversolutions.com

Q is a Quarterly publication of Wesley Clover, highlighting some of the latest accomplishments from the wide range of businesses in our portfolio. Visit wesleyclover.com for more information.

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