



WESLEY CLOVER QUARTERLY UPDATE

The Cloud: How Could It Affect Your Company?

**Multi-Cloud
Management,
and Why It is the
Next Big Thing**

**Cloud Infrastructure
is the Only Way for
Tutela to Meet Demand**



Wesley Clover

Table of Contents

2	Message from the Chairman
3	Editorial: The Cloud and How It Could Affect Your Business
5	AirVM
6	L-SPARK
7	Echosec
7	Teldio
8	Celtic Manor Resort
9	Prontoforms
11	Tutela
12	Alacrity France
12	Martello Technologies
12	Cliniconex
13	Wesley Clover Parks
15	Alacrity India
18	Mitel
19	InitLive
20	Alacrity Global
22	HYAS Infosec
23	Benbria
23	CounterPath
24	Company Index

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.

“Cloud” Computing – Far More Clear Than the Name Might Imply

Isn't it interesting how many times what once was old is new again? That is certainly the case in the evolution of computing services. The advent of smartphone and mobile platforms such as tablet computers have been key to the introduction of a model of computing infrastructure and software delivery/consumption that was unthinkable not long ago. And who would have bet a business model of in effect 'renting' that software for monthly or annual subscription fees would take hold? None but the most visionary!

But to the credit of those prognosticators, that vision is now reality! Mainframe and large computing resources, along with centralized software utilities, do still provide value in certain industries and environments. However the predominant model for both business and individual application use is now via mobile devices, with supporting resources housed in third-party infrastructure. We see it around us and use it every day. Software accessed and managed 'in the cloud'. Application files and data, including personal and other sensitive information, that is manipulated and stored in massive server farms connected over ever-fatter network pipes 'somewhere' on the planet. And all, for the most part, done with outstanding scalability, security and reliability.

Such are the times in which we live. Such is the land of opportunity for innovative new businesses to be founded, funded



and grown into successful, investable companies. And that is the environment in which Wesley Clover and participants in our Alacrity global ecosystem are thriving. Dozens of bright young entrepreneurs, starting and building dozens of exciting new companies around the world. SaaS-oriented, hard-working, growth-focused companies leveraging the latest technologies, highly experienced mentors and advisors, and partners with customer and channel opportunities to accelerate success.

It is a pleasure to be associated with such young teams and we have another series of updates from a number of them in this issue of Q. You will read about a company pioneering multi-cloud services. One integrating their SaaS software with optical character recognition and other machine learning tools to create efficiencies for field service workers. Another enabling clients to track suspected cyber criminals and uncover unprecedented, incriminating details faster than ever. There are also updates from the hospitality and philanthropic initiatives Wesley Clover is involved in, and more.

Enjoy the read, as we trust you will, and as always, thank you for your continued interest. And let me close by wishing all of you a very Merry Christmas and a Happy, Prosperous New Year.

Kind Regards,
Terry Matthews, Chairman



Innovation in the world of computing is constant. Daily, new ideas drive the development of new apps, products and services. At the heart of it, the amazing advancements we all experience and benefit from are enabled by the continual evolution in the power of and the means of access to computing power.

The last decade has seen a particular acceleration in the pace of innovation thanks to a fundamental shift in the model for delivering this computing power — from a centralized to a massively distributed model. This shift has enabled the rise of new devices such as tablet computers and powerful smartphones, and together they have changed the way businesses of all types provide their products and services, and how we, their customers, consume those products and services. Companies such as Amazon and Netflix come immediately to mind, but there are now literally thousands of success stories tied to this innovation.

So How Did We Get Here?

Modern computing began in the 1960s with the introduction of mainframes

— large systems featuring impressive size and power (by contemporary standards), including the significant amounts of data they were able to store and process. These giants used a 'centralized' computing model, where all the equipment and the processing was performed at a given location such as a corporate head office or data center, a government building or other major facility.

The creation in the 1980s by IBM and Apple of personal computers (PCs) fractured this model and introduced us to the benefits of 'distributed' computing. Along with this shift came opportunities for companies like Banyon, Novell, Cisco and others to pioneer and commercialize LANs, WANs and ultimately the Internet as we know it. This client-server environment changed how and where information was processed, providing users a way to access, manipulate and store data using applications on their own PCs and hard drives instead of on a terminal connected to a 'big iron' mainframe.

However, everything old can be made new again. And case in point, since roughly the year 2000 onward, the computing

model has been shifting back toward one that is more centralized again. Overcoming access and security and reliability and speed and other issues, this evolved model has enabled Software-as-a-Service (SaaS) and mobile solutions to become the new standard for product/service delivery and consumption in so many companies today. Cloud computing, or 'the cloud' as it is known, has dramatically altered the computing landscape again, and in a relatively short timeframe. Like so many innovations, it offers tremendous advantages and also a number of challenges.

Should I or Shouldn't I?

The cloud computing model is flexible, which is good. Businesses can adopt a pure cloud or a hybrid cloud environment based on their own needs. Advocates welcome the fact that the ability to access and store vast amounts of application data via the Internet and remote servers eliminates the need for a lot of their own physical resources — computer rooms with power and cooling requirements, local server hardware, PC hard

drives, etc. It also frees up significant human capital in terms of IT staff and skills otherwise required under a centralized computing model. And importantly, it can provide an increased level of application ‘sophistication’ or capability for the same or less overall IT and computing budget, enabling further innovation and/or performance improvements for customers.

On the other hand, the traditional argument can still be made that keeping computer and data processing on-premises, or at least on the ‘edge,’ is better than putting it in the hands of third-party Internet Service Providers (ISPs) and other partners because it increases speed of access and output, and protects against things beyond company control going wrong — e.g., service disruptions, data breaches, connectivity issues. Depending on the situation, policy issues such as data sovereignty or intellectual property rights can also be decision influencers. For example, despite all the progress is it absolutely clear today who actually owns content stored in the cloud? What about content that is created within the cloud? What about legal and governmental arguments around where content is or must be physically located, who can access it, who can leverage it? These are not trivial matters when tied to issues of privacy or security, for example.

Given the benefits stated, there is no denying that small, medium and large businesses have come to embrace cloud computing over the past decade. But that said, no one size fits everyone. And it is also proven that nothing lasts forever. So with that in mind, it is worth taking a closer look at how many of these companies are making good use of the cloud today, and also look at how the cloud could affect future innovation as well.

[continued on page 10](#)



MULTI-CLOUD MANAGEMENT, AND WHY IT IS THE NEXT BIG THING



Ottawa-based **AirVM** delivers a complete cloud management platform that provides end-to-end business management for a large number of cloud service providers globally. The company is uniquely qualified to start off this issue of Q.

Many enterprise IT departments are now leveraging a combination of private in-house data centers and IT services in the public cloud to manage workloads. In fact, 2017 [research](#) showed some form of this multi-cloud architecture was in place in as many as 85% of the enterprises surveyed. The consistent rationale behind these deployments was the increased flexibility and agility provided in concert with cost optimization opportunities. The companies invested in their own private cloud infrastructure using Capex investments, but also used public cloud services (i.e., Opex expenditures) based on what made most sense for their business.

Customers have three main business and technology options when considering cloud computing:

- Infrastructure-as-a-Service (IaaS), including virtual computer servers and storage environments,
- Platform-as-a-Service (PaaS), typically to provide software teams with more extensive development environments, servers and databases,
- Software-as-a-Service (SaaS), to provide corporate and individual access to a broad range of general and specialized business applications including Microsoft Office 365, Salesforce and so many others.

Whether the need is for IaaS, PaaS or SaaS, industry-leading cloud vendors are actually making the decision a lot harder these days, as they are busy drawing their own competitive battle-lines. For example, the dominant private cloud vendor, VMware (the leader in virtualization, now owned by Dell), has partnered with the leader in public cloud, Amazon Web

Services or AWS (the dominant player in the IaaS cloud market with annual revenues projected to reach \$18B this year). However, AWS is being chased by the fastest growing vendor, Microsoft, who claim 90% growth and \$20B annual revenues from their cloud business (based mostly on a SaaS offering). The Microsoft public cloud service, Azure, is complemented with their own private

cloud technology as well, AzureStack. And in this land of giants, one cannot ignore Google Cloud, with claims of 75% sector growth and recently announced strategic partnerships with Cisco (on a private cloud hyper-converged infrastructure) and Salesforce — the largest SaaS application in the world.

The reality is most enterprises do not want to be locked in to one cloud vendor — they want to be able to choose the private and public cloud solution that best fits their needs. And while the cloud makes it easy to provision services, which is great, IT department heads do not want to see month-over-month costs spiralling upward as a result. They need an effective way to manage cloud usage and costs across their infrastructure.

Making the right choices requires a deep understanding of the technology, and if this knowledge is not already resident in-house, it can mean investing in trained and certified resources in a number of areas, including computing, storage, security, disaster recovery and others. Another option is turn to a trusted advisor — a Managed Service Provider (MSP) able to guide the enterprise down the right path to the best multi-cloud deployment decisions for them.

In addition to this expertise, the right MSP should be able to recommend a single multi-cloud platform that supports procurement and consumption of services across different private and public clouds, and ensures that costs are optimized at the same time.

This is the industry opportunity that AirVM addresses. The AirSembly multi-cloud management platform enables MSPs and enterprises to select the best combination of private and public cloud technologies and also manage the ongoing usage and costs associated with those investments. The result is a win-win, where the enterprise gets the cloud solution they need and can afford, and the MSP adds another satisfied customer to their cloud services business. **More details can be found online, at: airvm.com**

L-SPARK Announces Fall Cohort, Seven New SaaS Start-Ups

L-SPARK, the leading Canadian accelerator for Software as a Service (SaaS) companies, announced this Quarter the next cohort of seven start-ups to be welcomed to the intensive 9-month growth program. All are SaaS companies, delivering their solutions ‘in the cloud’.

From an overall funnel of more than 250 candidates, twelve companies were selected to participate in a Pitchfest in Ottawa to compete for a place in the Accelerator. The selection committee consisted of leading corporate and venture capital firms, including Shopify, OMERS Ventures, FF Venture Capital and others. After a full day of pitches, seven successful companies were chosen, and have now moved into the L-SPARK office space to start progressing toward a 10x acceleration in monthly recurring revenue.

The L-SPARK program is based around one-on-one mentorship with software veterans, intensive SaaS workshops, interaction with already-successful SaaS entrepreneurs, and strong networks with lead customers and channel partners to give cohort members a better-than-average chance at increased growth and success.

“Ottawa has always been known as a hub for outstanding tech talent and SaaS startups,” said Narbe Alexandrian, Senior Associate at OMERS Ventures. “It was a pleasure to attend the L-SPARK Fall Cohort event and meet with the next generation of SaaS startups within the region. Time will tell which of these startups has the chance to become the next Shopify, but I’m optimistic that Ottawa and L-SPARK will lead the way!”

Since launching the first cohort in January 2015, L-SPARK has now Accelerated 29 start-ups. This latest group raises the total portfolio of companies to 36, based in Ottawa, Toronto, Montreal and Atlantic Canada. With more than 10,000 SaaS investors, corporate partners and start-ups in the network, the



L-SPARK community is a desirable one for new Canadian SaaS companies to join.

The seven new members of the family, and what they focus on, are:

- **Cybeats:** An “immune system” for enterprise IoT devices, enabling these devices to detect sophisticated threats instantly and gather data to help security professionals neutralize the threats. The software provides CSOs and IT professionals with a full diagnosis and treatment plan for the threat, saving time and money, and dramatically reducing exposures.
- **EnergyX:** An online energy audit and marketplace platform designed to disrupt and replace traditional energy auditing systems and processes.
- **Eyesover:** An AI platform that discovers keywords being used in online discussions and enables users to incorporate those words into their own social media and web content to attract greater interest more rapidly.

- **Heyday:** An AI-powered customer experience ‘chatbot’ that leverages Natural Language Processing (NLP) to adapt its personality, tone and manner in real-time based on customer preferences and personal data. The technology can be integrated with popular CRM and e-commerce platforms.
- **iamsick:** A healthcare engagement platform with an integrated web and mobile application and a powerful backend that improves the abilities for patients to find healthcare services, book appointments online, see wait-times and get prescriptions filled.
- **PropertySpark:** An easy-to-use platform that helps Realtors advertise and publish content on social media. The platform has already generated a community of more than 300,000 people who have used it to engage with real estate professionals through social media.
- **Transparent Kitchen:** A platform for converting online customer curiosity into active restaurant diners by connecting them to the restaurant and their suppliers’ products through a digital menu and helping increase revenues as a result.

We look forward to the acceleration journey for these firms, and will provide updates in future. l-spark.com

SAY HELLO TO L-SPARK'S
NEWEST COHORT

energyX
Energy management for all.

EYESOVER

TRANSPARENT KITCHEN

heyday

CYBEATS

PROPERTYSPARK

iamsick.ca

ECHOSEC BUSY WITH EXPANSION DURING THE QUARTER

B.C.-based **Echosec**, makers of innovative social media monitoring and search software, saw progress on several fronts since the last issue of Q. The security industry continues to be a solid source of new and recurring customer activity, but recent business development efforts into the marketing and retail industries are starting to gain traction as well.

TELDIO TAKING NETWORK DESIGN APP D3M INTO NEW MARKETS

Ottawa-based **Teldio** is a leading two-way radio applications developer and the creator of D3M, an advanced network design, quotation and management tool. The last Quarter saw the company begin to expand the applicability of D3M into several new markets.

Work is progressing to evolve the feature/functionality and software interface for compelling user experiences in Unified Communications, Utility Tower Management and Video Surveillance Network Management applications.

A customer pilot with a major Unified Communications vendor is already underway. The use case has D3M integration enabling the automatic generation of communications network diagrams with a blend of custom and standardized elements, based on data captured in the D3M Configure-Price-Quote (CPQ) utility. Target users include internal sales resources, sales engineers and professional service staff at both the customer and the reseller levels, all of whom

The team exhibited at the industry-leading 2017 ASIS International Security Exposition in Dallas, Texas, and returned with a significant roster of qualified leads. Those leads now sit at various stages in the sales funnel, but several are on track to close before the end of the calendar year.

Company CEO Karl Swannie also continued with his speaking engagements during the Quarter. Participating in the 2017 Incite Brand Marketing Summit in New York City provided another opportunity to evangelize the new level of customer personalization that can be achieved when companies use

location-based social media intelligence to drive their customer outreach campaigns.

The company also completed a restructuring of the sales team during the period. With the U.K./European office up and running, the next step was to increase the business development reach into the U.S. Accordingly, two new offices were opened recently – one in Washington DC and the other in Boston MD. *We look forward to the updates from these expanded teams, and will share them with you in future issues of Q. echosec.net*



today use nonstandard processes and tools for these purposes.

An existing user of D3M has also become the lead customer on an opportunity to bring similar benefits to the field of Communications (and other Utility) Tower Management. Manual processes and disparate tools are the current state-of-the-art in the management of the infrastructure records, location data, reference images and more, across broadly deployed public and private towers. The first deployment has already been completed, and results suggest the industry opportunity is large.

Similarly, the capabilities of D3M offer video surveillance systems integrators a unique new tool for the design, quoting and post-sale maintenance of camera and security equipment networks. This application is still in its formative stages, but the requirements are complementary to existing D3M applications and the opportunities are definitely worth investigating.

We will keep a watch on how these new business expansion initiatives play out for the company. teldio.com





ICC Wales on the Rise at the Celtic Manor Resort

The finished facility will offer a total of 26,000 square metres of floor space for meetings, conferences, exhibitions and events — space equivalent in size to nearly four international rugby pitches.



UK event professionals get a chance to dine amid the construction and see the progress at ICC Wales.

Lunch in a building site was the surprise highlight this Quarter as events industry professionals were shown the latest developments at the International Convention Centre (ICC) Wales being constructed at the Celtic Manor.

Invited representatives from leading UK events associations — key potential clients for the new venue — were given the opportunity to see just how much has already been accomplished in the six months since construction began. Guests could not have asked for a closer look at the building progress, as a sumptuous three-course lunch was served in a marquee tent right in the heart of the construction site, with diggers, cranes and other heavy equipment carrying on with their work in the background.

The impressive venue will accommodate up to 5,000 delegates once complete, and is scheduled to open in the summer of 2019. About 100 tonnes of British Steel is currently being deployed at the site every week, and the framework of the first meeting rooms can now be seen rising into the air following weeks

of excavation work and the laying of concrete foundations. The finished facility will offer a total of 26,000 square metres of floor space for meetings, conferences, exhibitions and events — space equivalent in size to nearly four international rugby pitches.

There has been significant progress off-site as well, with the recruitment of the first staff members for ICC Wales. And the new team has already managed to secure the first two events for the venue — the H&C Catering Exposition which will kick everything off in July 2019, and the Alzheimer's Research UK Conference which is now booked for March 2020.

ICC Wales will house a 4,000 square metre, pillar-free main hall, a 1,500-seat auditorium, 12 flexible meeting rooms, a double-height glass atrium and a 2,500 square metre outdoor plaza.

We will share continued updates on the progress of the new facility in Q.
celtic-manor.com

PRONTOFORMS ENHANCES PARTNERSHIPS AND INTRODUCES NEW DEVELOPER TOOLS

The latest Quarter saw **ProntoForms**, the leader in automated mobile workflows, strengthen relationships with two key partners — **Box** and **ServiceMax**. These agreements were the result of the ProntoForms team demonstrating clear, incremental value to users of these two partners' mobile ecosystems and applications.

This value was on display at BoxWorks17, a popular mobile industry event hosted by Box. The keynote presentation for the show highlighted how a large utility company is combining sophisticated ProntoForms mobile forms with optical character recognition and other machine learning tools in the Box application to build intelligent, automated workflows for safety inspections. The demonstration was indicative of the potential for AI- and IoT-based solutions to improve to field service tasks across industries.

ProntoForms and ServiceMax, a leading field service solution provider, also demonstrated seamless integration between their respective platforms at the ServiceMax 'Maximize' event in Berlin. ProntoForms extends the capabilities of the ServiceMax app with a number of unique features in demand by ServiceMax customers.

Closer partner relationships and integrated solutions are part of the continued push by ProntoForms into the enterprise marketplace. Further support for this effort came with the release this Quarter of a new set of developer tools with an enterprise focus. Larger customers wanting to integrate ProntoForms into their environment look for the product to provide significant IT integration capabilities and customization options, and these new tools are the first in a series of enhancements designed to deliver more of those capabilities.

Further information can be found at
prontoforms.com



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The Cloud and How It Could Affect Your Company (continued from page 4)

How Much Cloud Do I Need?

Many companies have completely embraced the cloud, using on-demand services like Amazon Web Services (AWS), Microsoft Azure or Google Cloud as tools to create, maintain and process daily tasks and run their full operations. Whether they leverage Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), Software-as-a-Service (SaaS) or Unified Communications-as-a-Service (UCaaS) IT models, these businesses are comfortable with the decision to 'outsource' one or more of the primary pillars of their infrastructure to these third-parties. Final architectures can make use of public and/or private clouds, using third-party services entirely or combining them with proprietary data centers, networks and other resources.

The Benefits

The first benefit of having all internal and external work processes operate through the cloud is the cost savings realized by in effect 'renting' versus buying and maintaining the IT hardware and software required. Almost limitless scalability and power/speed are also key benefits, as cloud providers can configure and apply more or less computing, storage or other technology resource to each account on demand, as requirements and contracted levels of service dictate. This also translates into flexibility for customers. With third parties managing the IT infrastructure, internal budgets and resources can be applied to other corporate priorities.

To achieve these levels of customer trust, cloud service providers must ensure the performance and reliability of their services meet the highest standards. This includes security for data and access, constant but transparent upgrades in the hardware, the latest updates in software, and redundancy across it all to maintain user access and data integrity at all times.

Real-Time Communications Contributing to the Change

Good examples of cloud computing changing corporate operations are applications such as Skype, Slack, LinkedIn and many others. The use of video conferencing and instant messaging in internal and external business communications continues to increase. This is cloud technology for the most part, and the amount of data being captured, processed and stored requires flexible on-demand resources and massive scalability. An increasing appetite for immediate contact and collaboration will continue to put pressure on email and the telephone as primary corporate communications tools, and increase the popularity of cloud-based alternatives.

On-Premises Computing Considerations

Of course, many businesses are still quite comfortable operating on proprietary servers, computing resources and private networks. Some have no choice, in fact, as the option to outsource data storage, security and other IT functions is not acceptable for government organizations, security firms, companies with strict regulatory compliance and reporting requirements and others.

However, even if this is not the case, there are still motives for many organizations to using on-premises, client-server architectures to power their businesses. Legacy investments, established resource teams, fears over a loss of autonomy, reliability or privacy, strict sentiments around data security, all these and more can swing the budget and strategic decision pendulum over to the purchase, maintenance and support of in-house hardware and software. There is rarely one simple answer.

[continued on page 16](#)

TUTELA WINS CONTRACT WITH TELEFONICA MEXICO TO IMPROVE NETWORK PERFORMANCE AND COMPETITIVE ADVANTAGE

Portfolio company **Tutela**, the leading mobile network crowd-sourced data company, secured a major contract with Telefonica Mexico during the Quarter to enable Telefonica to analyze the user experience of their own mobile network, as well as those of its competitors, to identify opportunities for improvement and troubleshoot future performance issues as they arise. As reported by [Forbes](#), [Yahoo](#) and [The Mobile Network](#), Telefonica will use the cloud-based Tutela software platform as an on-demand service that includes access to crowd-sourced industry data and reference points from more than 200 million wireless network users around the globe.

Omar Calvo, Network Engineering Director at Telefonica, said; "We selected Tutela as a new source of mobile network experience data that will help us better serve our customers. Tutela stood out as a company with a uniquely large and useful data set, one significantly larger than that of their industry peers. They also have the tools necessary to help us to gain maximum business value and business insights from this data."

Cloud Technology Provides Availability Anywhere, Any Time

For data driven companies such as Tutela, leveraging cloud resources is much more attractive than deploying in-house server farms for customers, and that reality has been fundamental to the rapid growth of the company. The global network of mobile

phones Tutela already monitors for quality-of-service status generates more than 10 billion data points every day. As it relates to the Telefonica partnership, that total includes more than 100 million daily data points in Mexico.

At current rates, 500 Gigabytes of new data is being collected, processed and stored daily. Cloud computing and storage technology is the only viable way for Tutela to provide and scale the necessary IT infrastructure quickly and easily, anywhere in the world, to meet this demand. However, as Tutela CEO Hunter Macdonald points out, the advantages of the cloud are often felt most directly by Tutela customers.

"Everyone wants to use data to make smarter, faster business decisions. Our cloud-based solutions make that possible, and easy. We can activate a new customer within a few minutes. We don't need them to install, integrate or maintain anything, and that's very important to them. We gather our extensive data in the cloud, process it in the cloud, and then deliver actionable insights to the customer over a cloud-hosted platform. The customer's subscription provides them with access to all of it seconds later. It's painless and it allows their businesses to move at a faster pace as a result."

It all sounds very compelling. We look forward to continued updates. [tutela.com](#)



Tutela already monitors more than 100 Million mobile network data points per day in Mexico.

TUTELA

ALACRITÉ FRANCE CONTINUES TO GAIN MOMENTUM

Alacrité France is growing. As noted in the previous issue of *Q*, the start-up Incubator welcomed the first entrepreneurs to the first teams in July. In the Quarter since, 14 technology entrepreneurs have joined and are now active across five partner-led projects.

In parallel, management attracted two new investors to the Board of Directors. We welcome regional business development organization **Region Hauts-de-France** and 'start-up enabler' **EuraTechnologies** to the team. These most recent members bring the number of investors in Alacrité France to eight – four private participants and four public institutions. All are committed to a combined investment of €10.5M over a period of five years, with plans for at least 20 projects to be used in the formation of 15 technology start-ups.

Three new business mentors also joined Alacrité France during the Quarter, and have already been paired with their start-up teams to provide guidance and assistance. Activities for those teams included a 4-week 'Boot Camp' at Wesley Clover and portfolio company offices in Canada to refine business ideas and plans, deepen relationships with partner companies and accelerate product developments.

*We will share another progress update in the next issue of **Q**. alacrite.fr*



NETWORK PERFORMANCE IS CRITICAL TO CLOUD SERVICE, AND SAAS FROM MARTELLO MAKES MANAGEMENT SIMPLE

Many enterprises today see the cloud as a platform for digital transformation. But investments in cloud computing and digital

transformation can only be considered a success if the technologies for improving business communications and collaboration operate reliably. Network performance management software from **Martello Technologies** helps ensure these businesses can move forward confidently with their digital transformation initiatives.

Cloud-hosted unified communications (UC) systems can offer cost efficiencies and operational improvements, but these networks can also be increasingly complex to manage. Martello gives IT departments and service providers the path to better performance, with its MarWatch (also called **Mitel Performance Analytics**) SaaS that monitors and manages cloud-hosted unified communications networks around the clock. It reduces user downtime and disruption — essential for the peace-of-mind of internal and external IT teams.

During the latest Quarter, Martello introduced a new offering to prevent network performance problems before they occur. Martello **UCScore** is a web-based network site qualification tool designed specifically for unified communications networks. The new tool is used by technicians to test a network and predict its performance characteristics before the deployment goes live. Initial interest has been strong, as most service providers see such automated tests as vital to the successful onboarding of new customers and the expansion of existing customer networks. UCScore can also be integrated easily with other popular service provider tools such as Salesforce.

The Quarter also saw Martello recognized as the leading Ottawa company in the 2017 Profit Magazine **PROFIT 500** ranking of the 500 best Canadian growth companies, securing 48th position. Growth will remain top of mind for the Martello management team, and we look forward to the next update. martellotech.com



CLINICONEX SEES CONTINUED GROWTH DURING THE QUARTER

Existing and new reseller partnerships combined to provide **Cliniconex**, makers of innovative, cloud-based patient engagement software for medical and other clinics, with a 15% increase in platform deployments during the latest Quarter. The company now lists more than 3,250 health care providers as ongoing subscribers to the service.

Part of the continued growth in sales can be attributed to the positive results existing clients are demonstrating through the use of the platform. As an example, some clinics are enjoying as much as a 50% reduction in appointment 'no-shows', increasing their revenues, reducing rescheduling challenges and optimizing more of the clinic operations.

Cliniconex software integrates with popular Electronic Medical Records (EMR) management platforms, and has the flexibility to adapt to client workflow requirements. These characteristics make new customer deployments efficient, enabling clinic operators to see returns on their investment rapidly, and keeping Cliniconex customer onboarding costs low – critical for meeting the increasing demand the company continues to work toward.

Continuing to enhance the software, the company also launched during the Quarter several new services for Walk-In Clinics. These included Walk-In Wait Time Display, Patient Queue Display and Patient Return Messaging, a service that allows patients to leave the clinic temporarily, until they receive a text message advising that their appointment is now minutes away. Further innovation from Cliniconex that continues to improve patient experiences ... cliniconex.com



Wesley Clover Parks Sets a Number of Records During the Quarter

Community hub Wesley Clover Parks enjoyed another strong Quarter of community engagement, but did not stop to dwell on the success. Plans and execution quickly transitioned to the next events and activities, as you will read here.

CAMP

- At the beginning of October, the Campground wrapped up an outstanding 2017 season and 50th year of operation. New records were set for guest stays, and as a not-for-profit facility, all proceeds are being routed back into the operations budget to ensure the community continues to enjoy the most positive 'camping in the city' experience.
- And with the camp sites closed for the season, work transitioned quickly to the preparations for the second annual **Magic of Lights** Christmas light experience, celebrating the joy of the upcoming holidays. With more than 100,000 guests enjoying the inaugural event last year, generating more than \$47,000 in proceeds for the event charity of choice, the **Ottawa Senators Foundation**, the drive-through feature this season is designed to be bigger and brighter, and provide even greater returns for the community and this very worthy partner.

FARM

- The Parks grounds produced the largest crop of hay to date in 2017, with the

harvest filling the hay barn to 80% of capacity. That is great news for the more than 50 horses and ponies that reside permanently at The Parks, as they will have plenty to munch on this winter.

- Partners Gees Bees Honey Company hosted the first customer Bee Day at the Parks, inviting hive shareholders who participated in the 2017 Community Supported Pollination Project to "meet the bees" during honey harvest time, and learn about the care, handling and harvesting tasks required to ensure a healthy, sustainable community of these all-important ecosystem members. ➤



GATHER

- Polo at the Parks returned again to benefit Wounded Warriors Canada and the Wabano Centre for Aboriginal Health. VIP tickets sold out early, and all guests enjoyed the opportunity to watch competitive polo and see Team Toronto emerge victorious at the end of the day.
- The inaugural RBC Race for the Kids took place during the Quarter. More than 1,800 community members participated in the 2K, 5K and 10K all-terrain walks/runs, raising just shy of \$295,000 in support of youth mental health programs at the local Ottawa Children's Hospital, CHEO. The tremendous success of the event already has it on the schedule to return to the Parks in 2018. Stay tuned for further announcements.

LEARN

The Forest and Nature School continued to be fully booked as it moved into the Fall Programming schedule. Featuring Full Day Forest School, Half Day Preschool and Parent & Child Nature Mornings, it is clear that all of

these environmental exposure and teaching sessions are meeting with a strong demand in the local community.

PLAY

While weather delayed the opening of the four new sports fields at the Parks, the fields did manage to host a successful albeit abbreviated season of play for the West Ottawa Soccer Club and the Ottawa Sports and Social Club, including some important end-of-season playoffs and tournaments. With winter snows already upon us, all stakeholders look forward to a full and exciting season of use beginning next spring.

RIDE

Wesley Clover Parks hosted its first Ottawa Horse Trials event during the Quarter. Not unlike a 'triathlon' for horses, the competition combines the riding disciplines of dressage, show jumping and cross country jumping into a total-points event. With 125 entrants, the Trials proved to be a popular success for both the competitors and the organizers. As a result of this success, the Parks will again host the event in the fall of 2018. 🍎

More than 1,800 community members participated in the 2K, 5K and 10K all-terrain walks/runs, raising just shy of \$295,000 in support of youth mental health programs at the local Ottawa Children's Hospital, CHEO.



wesleycloverparks.com



GROUNDBREAKING OF NEW FACILITY A VIP EVENT FOR ALACRITY INDIA

The **Alacrity India** team had an eventful Quarter, raising the profile of the initiative at a key gathering that attracted a number of VIPs and significant local media coverage. While the team was formed earlier in the year, much of the initial work was focused toward this 'coming out' event. The following are just a few of the resulting highlights:

- The ground-breaking ceremony was held to launch the construction by fund General Partner and lead investor Giri Kasmalkar of a new building in Pune that will house the headquarters of the start-Incubator/Accelerator. The event attracted Indian and Canadian VIPs including the Honourable Navdeep Bains, the Canadian Minister of Innovation, Science, and Economic Development.
- Inc42, the "authoritative voice of the growing business + technology industry in India", was one of the media outlets to cover the event. Others included VC Circle and Indian CEO.

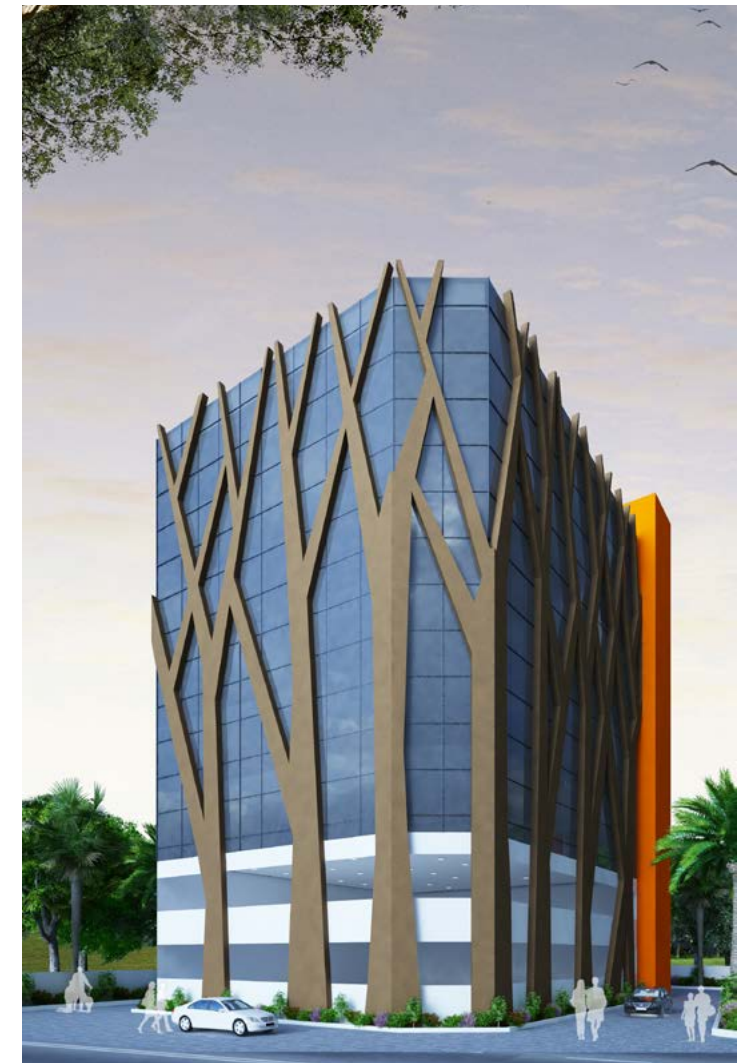
As a sample of the positive coverage from Inc42:

"The Alacrity India Fund will have a corpus of USD\$10M and will help in growing sustainable, investable technology companies in India using B2B SaaS business models. A joint initiative of Wesley Clover International and Ideas to Impacts, Alacrity India will also leverage product and technology opportunities from within the Alacrity Global Ecosystem.

By setting up the fund in Pune, Alacrity India will become the first institutional venture capital fund to be headquartered in this rapidly emerging startup hub. Gireendra (Giri) Kasmalkar, CEO of Ideas to Impacts, will serve as a General Partner of Alacrity India, and the fund will be based out of a new 13,000 square foot headquarters and Incubator/Accelerator office space, which was inaugurated on November 16.

Besides Wesley Clover and Ideas to Impacts, the Alacrity India startup fund will also enlist Indian angel groups, industrialists and corporates as investors. It will provide Seed funding for idea-stage and accelerator-stage startups, with investments reaching up to \$750,000. It will also import proven Alacrity Global B2B SaaS incubation and acceleration programmes to India and offer technology licensing relationship opportunities to accelerate time-to-revenue and reduce technology risks."

Not a bad start, we would say. Let's see what the team can share with us next Quarter ... alacrityindia.com 🍎



Giri Kasmalkar, Alacrity India General Partner, and Navdeep Bains, Canadian Minister of ISED, attend groundbreaking ceremonies for new Alacrity India headquarters in Pune, India.





MITEL DELIVERS MORE SOLID RESULTS

This past Quarter was a very busy one for **Mitel®** (Nasdaq:MITL) (TSX:MNW), a leader in enterprise communications software and systems, and cloud technology played a major role. Customers transitioning to the cloud helped push cloud solution bookings up more than 30% to a new record while revenues grew 24% on an as-reported basis. With the completion of the ShoreTel acquisition, the company significantly accelerated its cloud strategy, moving firmly into the #2 position in the UCaaS (Unified Communications as a Service) market on a worldwide basis.

Rich McBee, Chief Executive Officer, commented, “With the ShoreTel integration process well under way, we believe the combined company is ideally positioned to leverage our global scale and strength, and market leading positions in Europe and North America, to take customers to the cloud any way they want – leveraging on-site investments, a hybrid solution, or straight to the cloud.”

Additional highlights from the Mitel Quarter included:

- Recurring cloud seats surpassed the 1,000,000 level.
- The company displaced the incumbent to win a major contract in France with Airbus valued in excess of 7 million Euros.
- A large US-based company selected Mitel for a roll-out of UCaaS services to 6,000 users.
- In August, Mitel was named a Visionary in the 2017 Gartner Magic Quadrant for UCaaS, and in October the company ranked highest in the Gartner Critical Capabilities list for the hybrid UC use case.

Further details on these and other developments can be found on the Mitel website. Q will share another update from the company next Quarter. mitel.com



INITLIVE HELPS KEY CUSTOMER PROVIDE VITAL COMMUNITY RELIEF



Keller Williams is a North American real estate giant, and a customer of **InitLive**, a Wesley Clover company that produces innovative SaaS for managing event volunteers and staff. During the past Quarter, Keller Williams decided to transform its annual “Mega Camp” real estate training event in Austin, Texas into a weekend-long “**Mega Relief**” disaster recovery effort in response to the devastation brought to the area by Hurricane Harvey earlier in the year. However, what started out as a straightforward 300-volunteer event grew into a very significant community undertaking with more than 3900 volunteers working diligently for an entire week — all managed through the InitLive system.

The event brought together, and in some cases continues to bring together, people from across Texas to provide individual and community services on a volunteer basis for the greater good of affected cities within driving distance of Austin. From fundraising events to volunteers on the ground, Keller Williams’ associates, businesses and individuals came together to help rebuild and make a difference.

Victoria McGlone, Director for Global Sales at InitLive, commented that “Although it was arranged hastily, hundreds of people began showing up to help at this event. We quickly realized that we had important technology that could really add value in all that effort, bringing efficiency and effectiveness to the amazing outpouring of support for the hundreds of people affected by the storm”.

InitLive software keeps managers informed about which and how many staff and volunteers are active on an event site, according to what profiles, and it enables real-time messaging among all. In this case, each time a volunteer signed up to assist with the relief efforts, their profile data was added into the InitLive database and they were then scheduled, instructed and messaged using the smartphone app.

InitLive received cross-Canada coverage of the effort through CTV news. The team plans to use this positive awareness to equip other volunteer coordinators and their staff as they too work to provide disaster relief.

A noble cause for an innovative product and a dedicated team ... initlive.com



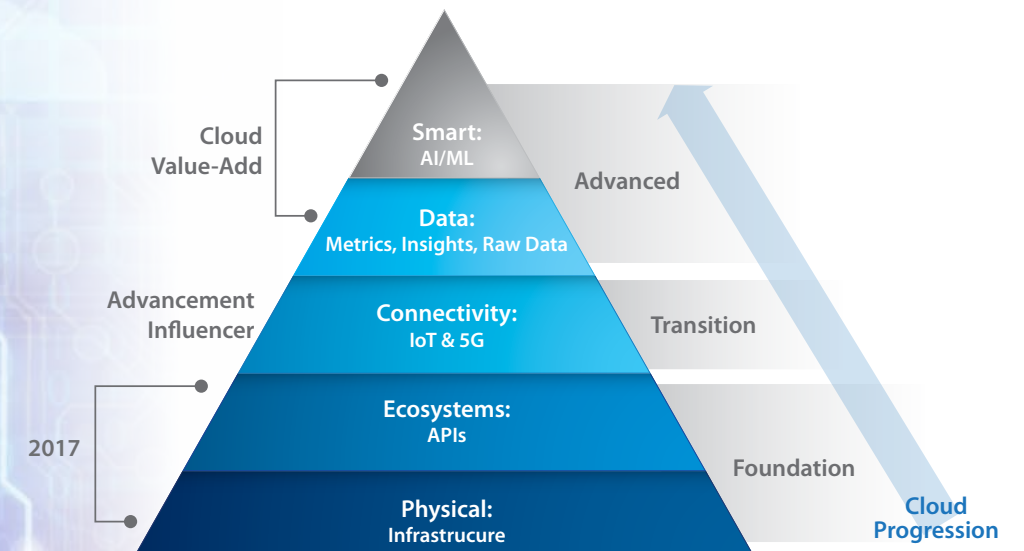
Volunteers sort through donations



In the aftermath of Hurricane Harvey owners were forced to throw away many belongings and household items that had been under water.

... what started out as a straightforward 300-volunteer event grew into a very significant community undertaking with more than 3900 volunteers working diligently for an entire week — all managed through the InitLive system.

Alacrity Global and the Cloud Landscape Today



Cloud technology has had a very successful year. Just a few highlights include the outstanding financial performance of Amazon Web Services (AWS), the expansion of Alibaba Cloud into South East Asia, and further consolidation of the Unified Communication (UC) industry through the Cisco and Mitel acquisitions of BroadSoft and ShoreTel respectively.

Cloud growth predictions from events such as the Mitel **Enterprise Connect** conference earlier this year are most likely to be revised upward for 2018. It will be interesting to see, for example, how hybrid solutions performed in comparison to pure cloud offerings, as many of the traditional UC companies have focused on the hybrid approach despite the projected market size and growth potential of pure cloud offerings.

It will also be interesting to see how current cloud solutions evolve, as there have been some significant new partnerships and alliances formed recently, by Google, Cisco and Salesforce, to name a few. And these steps are part of an industry 'war of giants' that has broken out as major players such as Microsoft, Google, Amazon and Alibaba move to protect their leading market shares against new and significant challenges from companies such as Oracle, SAP, IBM, Salesforce and VMware.

According to some industry analysts, "the cloud is now everywhere", and the market will only continue to grow in terms of providers and users as enterprises accelerate their digital transformation strategies. The market will require multiple cloud service providers in order to offer customer flexibility and assurances of reliability. This point was underscored earlier this year when market leader Amazon AWS experienced technical issues that created negative situations for countless enterprises worldwide.

In addition to more players, market niches and niche suppliers are expected to develop as the cloud continues to segment and evolve. One Industry Analyst group already suggests the Cloud Services Market is (or should be) segmented into four areas:

- 1) Platform Infrastructure
- 2) Enterprise Applications
- 3) Integration and Management
- 4) Industry Specific Platforms

The graphic (at the top of page 21) represents the way in which a number of analysts now expect the market to evolve. Industry Specific Platform offerings are considered niche opportunities rather than core market components, so they do not appear here. The following provides a bit more detail about each layer in the graphic.

Physical Infrastructure

Despite the progress noted, the cloud industry is still in its formative or foundational stage of development. A characteristic of this stage is the current popularity of Infrastructure as a Service (IaaS) offerings — where customers are 'renting' infrastructure as opposed to jumping in to more extensive commitments. But many enterprises are undergoing technical refresh cycles in response to the emergence of cloud technologies, and as also pointed out earlier in this issue of *Q*, they are evaluating both pure and hybrid cloud solutions as part of formalizing their longer-term digitization strategies. These exercises will undoubtedly effect where and how fast the market evolves from here. But suppliers focused exclusively on the bottom layer of the progression pyramid will need strategies to compete further up the value chain or they will risk a 'utility effect' wherein they will lose market share to competitors offering more multifaceted cloud offerings.

Ecosystems and API's

The Ecosystem layer of the pyramid is also important to the longer-term strategies of cloud providers. It is where/when key mechanisms for integrating more of the components of the cloud environment will be formalized. New players who offer pure cloud solutions are already integrating those

solutions with their own or partner technologies that live in other layers of the pyramid — data, IoT or intelligence technologies. This is already creating competitive challenges for cloud players who are more single-solution in nature, and will be a catalyst for continued technology partnerships, alliances and likely, consolidation. Some of the collaboration announcements we have already seen this year involving Google, Amazon, Cisco and others are also likely to influence the industry direction, producing greater value for customers on one hand, while creating additional competitive walls and reducing customer choice on the other.

Connectivity

The Connectivity phase of cloud growth will be a pathway to greater opportunities. Ubiquitous IoT and other advanced applications will be dependent on robust, proven cloud infrastructure for support. For example, the vision foretold of IoT everywhere cannot become a reality over the networks of today. Autonomous vehicles will never become mainstream until all the underlying requirements surrounding real-time data connectivity, speed, hand-off and other hurdles are addressed reliably and securely. The promise of most Smart City applications cannot be realized without similar advancements. Providers of such advanced cloud

applications need new mobile and broadband network connectivity technologies such as 5G and others to enable their entry in this phase of the industry development. Work is well underway, but we are not there yet.

Data Management and Added Intelligence

The upper two layers of the pyramid are where more added-value applications will be created. Embedded analytics, automated intelligence, machine learning are some of the buzz words related to this area of opportunity. Industry-specific or horizontal in nature, these services will be able to exploit vast amounts of data, apply advanced algorithms and tremendous computing resources, and provide value to customers that would never be attainable without a SaaS delivery model.

Closing Thoughts

Assuming some version of this pyramid/model will play out as predicted, the cloud industry is ripe with opportunity (as well as some risks of course) moving forward. And the Wesley Clover Alacrity initiative is designed to seize on such opportunities globally. Cloud providers will find benefit in partnerships with SaaS application companies — companies like those found in the Alacrity portfolios. Some cloud players may want to engage with SaaS-focused

Incubators or Accelerators such as L-Spark to influence product developments or gain access to new technologies earlier in the product lifecycle, not unlike how the Google Android and Apple iOS teams both engaged with app developers during the mobile operating systems wars of several years back. The future of the cloud will be in the value-added services produced, in much the same way as smartphone applications ecosystems became enablers if not the drivers of the operating system/device sales.

The cloud market is already a 'land of the giants' (i.e., Microsoft, Amazon, Google, IBM, etc.), with their deep pockets and global reach. But SaaS as a technology and a marketplace would not exist without the innovations from these companies. They continue to build the infrastructure (the networks, computer farms, data warehouses, etc.) that creates the opportunities for so many additional players, big and small. Partnerships, acquisitions, independent growth are all possible, in niche and mainstream areas. And the Alacrity global ecosystem is designed and committed to take advantage of these opportunities. 



HYAS TEAMS WITH FORTUNE 500 CLIENT TO ID PROLIFIC ATTACKERS



Comox, a powerful cybersecurity platform designed by portfolio company **HYAS**, provides unprecedented intelligence about the tools and techniques used by cyber-criminals to conduct their attacks. This Quarter, the Comox platform was used to identify attackers who had been using a range of techniques in continued attempts to penetrate the IT infrastructure of a large HYAS client.

The proprietary Comox analytics produced data sets that enabled HYAS and the client to uncover new “indicators of compromise” (IOC’s) that included previously unrecognized web domains, email addresses, telephone numbers and resource registration names. These newly identified data points allowed the team to track the suspected cyber-criminals, uncovering physical bases of operation (which happened to be in Africa in this case), social media profiles, and even pictures of the individuals. And all this discovery, which could have taken months of work previously, was accomplished in a matter of hours thanks to Comox.

This is the most recent example of the significant success HYAS is achieving with law enforcement, corporate clients and other information security firms, by providing unrivaled intelligence and attribution capabilities to combat the ever-increasing cyber threats companies face today.

HYAS to Launch “Saltspring” in early 2018

Building on this success, HYAS is in the final stages of developing an extension to the Comox platform, called “Saltspring”. Leveraging more proprietary HYAS technology, Saltspring helps identify IT breaches and compromises within any company or organization, in real-time. Importantly, this capability will extend to the monitoring of resources beyond a client’s own network, to include those of supply chain partners, for example. This will provide clients with much earlier warnings of potential threats that may be headed their way, and will be another leap forward in cyber-security defenses.

The tactic of finding and compromising “weaker link” companies in a corporate supply chain, and then moving up-market to attack the larger partners or customers of that supplier, is becoming increasingly common among hackers. High-profile cases of this type of breach, such as those involving Target and more recently, Equifax, highlight the risks many companies face as an extension of attacks on their third-party suppliers.

Expected to be available during the first Quarter of 2018, Saltspring will bring powerful new defenses against these attacks.

Q will be watching for further updates ... hyas.com

WORK CONTINUES AT BENBRIA TO SCALE THE BUSINESS

The team at **Benbria**® continued their efforts on both geographic and market expansion during the latest Quarter. The focus remains within the highly-competitive omni-channel customer engagement software space, specifically on customer messaging and feedback experiences for bricks and mortar businesses in the hospitality, restaurant and retail sectors.

The latest advancements include the successful introduction of a base version of the enterprise-grade Loop Messenger™ product, addressing the needs of small- to medium-sized businesses in North America and Europe. This new SaaS tool is in active trials in three major US markets now and full availability is planned for early 2018, beginning in North America. The expanded base of customers the solution targets will not only provide incremental revenue opportunities but will also extend the Benbria brand,

particularly in Europe where small- to medium-sized retail and restaurant properties combined with independent hoteliers make up a full 80% of the market.

The Quarter also saw the company secure major new partnerships for the resale of the full Loop® product in markets outside North America. These new reseller and agent relationships will provide market coverage in the UK, France, the United Arab Emirates and India, and will complement partnerships also being formalized with three global companies to enable Loop business development with international hospitality, retail, restaurant and travel operators.

From a product/platform perspective, technical resources are focused on several key enhancement areas, including increased licensing flexibility and ease-of-deployment features. The Loop Team Inbox is being strengthened into an omni-channel

messaging and measurement platform. And early in 2018, Loop will be able to manage real-time communications across a variety of customer engagement channels, including web, mobile, messaging, social network and kiosk engagements. These developments will enhance the product scalability and market fit, and will enable further month-over-month revenue growth in both the SMB and Enterprise markets.

We look forward to progress updates in future issues of Q. Benbria.com



COUNTERPATH COMPLETES ANOTHER BUSY AND SUCCESSFUL QUARTER

Bria unified communications software from **CounterPath** enables individuals and collaborative enterprise teams to make voice and video calls for instant meetings, send real-time messages, and see contact status while at work, at home or on the go. The company saw increased sales of this software during the latest Quarter, including a large deployment of its SDK (Software Development Kit) that will enable advanced voice and video communications within a billion-dollar healthcare IT company as it markets to hospitals around the globe.

Keys to success in this account included proven CounterPath software reliability, call server support and ease of integration. This is a common theme in prospective client engagements. Combine the strong reputation with the power of the Bria Mobile and the SDK, and the result is growing interest from new customers across the healthcare, finance and other industries.

All these customers are looking to incorporate reliable and secure multimedia communications into their fixed and mobile software applications. This is a burgeoning requirement resulting in a booming industry. According to **GrandView Research**, the Mobile VoIP market will reach \$145.76 US billion by 2024, enabled by better device support and broadband coverage. CounterPath

software targets a key aspect of this increasing Mobile VoIP demand — always-on access to voice services across any call server and any network, globally. And within this broader demand, user behaviour is also shifting, from a device-centric approach to a persona-based approach, where custom communications are an integral part of an individual workflow. CounterPath technology is also designed to facilitate this behaviour by providing enriched, customized communications that help increase efficiency and productivity as a result.

We look forward to continued market success during the next Quarter. counterpath.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 Turkey - alacrityturkey.com

Alacrity UK - alacrityfoundation.co.uk

Benbria* - benbria.com

Brookstreet Hotel - brookstreethotel.com

Brookstreet Pictures - brookstreetpictures.com

CareerJSM - careerjism.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

Hut Six - hutsix.io

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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