Q WESLEY CLOVER QUARTERLY UPDATE

Data Protection and Privacy: The Global Maturing of the Rules

Security as Hot as Ever: Microsoft Participates in HYAS Funding Round

Martello Closes Oversubscribed Private Placement, Completes Listing on TSX-V

Wesley Clover

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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.

Protecting Critical Customer Data in the Modern World

Welcome to another issue of **Q**. Much of this issue is focused on an essential aspect of the digital age we now live in — that being the respect for and the protection of the personal and in many cases private data that is used to drive our online engagement and ecommerce world. It is a world that brings immense access, choice and convenience on one hand, and significant opportunity for annoyance and abuse on the other.

Many now-large technology companies have pioneered, innovated and fought their way forward to incredible growth, profits and market dominance in this environment. Others have exploited easier, less regulated, even less ethical paths to some form of success. And still others have chosen entirely corrupt and criminal means to steal and profit from the data behind these economic and social engines. We bear witness to significant data hacks, breaches and exploits in the media almost weekly.

The reality is, the arms race between the good guys (the white hats) and the bad guys (the black hats) is not ending any time soon. Criminal activity aside, there are real needs for many of the original legislations that surround the collection, protection and use of personal data to evolve in line with the ever-increasing powers of the technologies now available.

And that is happening. Evidence, the GDPR from earlier this year. These new rules allow the rights of EU citizens to catch up with the capabilities available to the companies who collect their personal data through digital engagement of one form or another. The rules give citizens a new level of control over who has access to what information and for what purpose. These are far reaching rules, and they have teeth — both of which are necessary. The first, because the nature of the internet is such that global barriers to competition and market activity are almost non-existent today. And the second, because without pain there will be no gain. And these are just the most recent rule updates. They will not be the last, as you will read.

We encourage all our companies to go global as fast as they can. But in doing so, they must respect the rules of engagement in each of their chosen markets, and keep pace with them as they evolve. All our companies are adapting. Several are participating in the evolution of this privacy and security industry. Others are simply taking these changes in stride and continuing to build competitive, ethical, growing technology businesses, including several with significant announcements to share from the Quarter.

I hope you will enjoy reading about it all as much as I enjoy sharing it with you. Thank you for your continued interest in Wesley Clover and the businesses I am involved in around the globe.

Kind Regards,
Terry Matthews, Chairman

The General Data Protection Regulation (GDPR)

So just what is GDPR, exactly? Among many things, it is likely a topical new acronym if you are a business owner, work in IT or marketing, or handle customer or employee data at all. **The General Data Protection Regulation (GDPR) is a European legislation that came into effect on the 25th of May, 2018, and now governs how businesses are able to gather, process, store and share the personal data of any European citizen.**

The legislation is intended to bring data protection rules in Europe up-to-date with the strides in technology and the drastically different ways businesses leverage customer and other data today. It is designed to provide private individuals with more power and control over when, where and how their personal data is used by companies, and create a set of unified rules by which organizations (yours included if you operate globally) must comply. And there are real 'teeth' to this legislation. Failure to comply can result in fines equivalent to 4% of global revenue from the preceding fiscal year, or €20 million — whichever is greater!!

Does GDPR Affect My Business?

While it was crafted in Europe, this new legislation represents a significant shake-up to data protection laws that companies and employees around the world need to be aware of. GDPR not only has an immediate effect on companies registered within the EU, but also on any company which handles personal data collected in the EU. Importantly, the legislation applies when personal data is obtained from ANY individual who is located within an EU member state at the time of collection.

Even if your organization is a Software-as-a-Service (SaaS) business, all personal data collected within the EU must be protected in accordance with the GDPR. Regardless of whether or not your customer or contact 'opted in' to the collection of that data, and regardless of where your servers are located. There are actually additional stipulations if you are transmitting/storing the data outside the EU.

Given the severity of the fines, it is not wise to be noncompliant. And thinking that "We don't do business in Europe anyway, so why worry?" is being near-sighted. In addition to the mobility of contacts today, this legislation is setting precedents that are already being followed in other jurisdictions (more on that later in this issue of *Q*).

What Do I Need to Know Next?

The next impacts of GDPR relate to how you and your company will be classified under the new laws. Two key terms have been introduced — a data "Controller" and a data "Processor". Any individual or firm that decides how and to what end personal data is collected and processed is considered a data Controller. Any individual or firm that does not control how or why personal data is collected, but DOES work with personal data on behalf of another individual or organization is considered to be a data Processor. An example of the latter would be an organization that operates as part of a supply chain or is partnered with another organization which performs the tasks of a data Controller.

What Does This Mean?

Data Controllers are required to keep specific records of all personal data that is collected and processed, and ensure that, among other rights, customers are provided prompt and straightforward access to any of their stored data. These responsibilities remain 'upstream', so to speak, in that a Controller is not relieved of any obligations in cases where a separate data Processor is handling the data. Translation — third-party liability is a concern when partners are processing customer or personal data.

What Data Qualifies as "Personal"?

Under GDPR, "personal data" is defined as any piece of information associated with or that can be linked to an identifiable person. This can include but is not limited to:

- Name
- Email address
- IP address
- Username
- Location data
- Payment information
- Photo
- Video
- Medical data
- Other

Simply put, if a data record can be used to identify someone then all data associated with that record is considered personal data.

CYBERSECURITY FIRM HYAS RAISES $6.2M IN SERIES A INVESTMENT ROUND

*(L to R) COO/CFO, Jeff Spencer;
VP of Intelligence & Services, Sasha Angus;
CEO, Chris Davis.*

Portfolio company **HYAS**, a leading provider of attribution intelligence tools for cybersecurity professionals, announced during the Quarter that it raised $6.2 million in Series A funding, led by the Microsoft Venture Fund, M12. Participation in the round also included Startup Capital Ventures, 205 Capital, Wesley Clover and recognized cybersecurity professionals Tim Eades and Tom Noonan. The company plans to use the funds to build out current products and services and introduce new technology with unmatched visibility into cyber attacks that includes attribution across global networks.

HYAS Founder and Chief Executive Officer, Chris Davis, is an internationally-recognized figure in the information security industry. One of only three civilians to receive the Federal Bureau of Investigation (FBI) Director's Award of Excellence, Davis was also named one of the Microsoft Digital Crime Unit Global Heroes in 2011 for his leadership in taking down the extensive 'Mariposa' botnet that infected millions of computers globally.

As part of the funding announcement, Davis commented that "Every security professional today is facing relentless adversaries. At HYAS we are dedicated to putting these attackers on their back foot. Our industry leading Comox attribution intelligence platform lets enterprises see the unseeable — a form of X-ray vision for cybersecurity professionals, if you will. And the next generation of product we are releasing extends these capabilities significantly."

"HYAS is going beyond threat detection and providing the attribution tools required to actually identify and prosecute cybercriminals," said Matthew Goldstein, partner at M12. "Their approach is unique, as are the results generated, and customers are responding. We expect widespread adoption of Comox and subsequent products which will help take bad actors off the internet, and lead to a decrease in cybercrime globally."

It is a big challenge for security professionals today to understand the source of an attack, to detect the malicious activity as soon as it has started, and to take decisive action in response. It takes a good understanding of the compromise being faced. Sensitive infrastructures like health, energy, national defence and others are at particular risk, but with personal data stored across many databases, protecting that data as well as proprietary company information is a new responsibility for almost every company.

Unfortunately, many cybersecurity tools to date have been weak on providing true defenses. Software dashboards with glowing red lights and some network data don't provide enough protection. Organizations need deeper intelligence, explaining not just what is happening on the network, but what the data means. This only comes from knowing the attackers. Where are they located? What tools, tactics and procedures are they using? What history do they have? Looking behind the network data to understand the narrative of the attack helps the organization know who is coming at them, why, and how. And also know how best to respond.

HYAS dives deep into the world of cyber attackers, providing intelligence tools that help security professionals detect and defend their data. Used by Fortune 100 companies, governments, law enforcement and intelligence agencies, Comox gives clients access to billions of exclusive threat indicators. Searching and cross-referencing a broad array of proprietary data, the platform provides critical new visibility for analysts, threat researchers and investigators, increasing the accuracy of their findings as well as their ability to respond to threats rapidly.

*For more information visit **hyas.com*** ⊙

DATA PRIVACY INSIGHTS FROM ALACRITY GLOBAL

The State of Data Privacy Today

The state of data privacy is evolving globally, with the major regulatory policy revamp called the General Data Privacy Regulation (GDPR) now implemented in Europe. This is the strongest data privacy protection law to date, and is seen by many as the Gold Standard in terms of the individual privacy rights it provides. The way in which EU consumer and citizen data is collected, analyzed, stored and transmitted is now far more strictly governed, regardless of the physical location from which the business using that data operates.

While GDPR is the most recent update, data privacy laws are not new. There are currently more than 100 countries that have their own version of these rules, but it is safe to say that not all have been created equally, and they all pale in comparison to the rights now put forward by the GDPR. Further, most privacy protection laws tend to fail in their oversight and enforcement aspects, due in most cases to a lack of strong institutional systems or resources, or limited political will to implement them.

GDPR on the other hand is off to a strong start, already targeting some large, recognizable firms with non-compliance fines (e.g., Google, Facebook). It has also caused many businesses to adopt its elevated privacy standards globally to avoid the complexities of maintaining independent regional policies in international markets. This trend will continue as the policies and regulations evolve toward a more harmonized standard for much of the globe.

Strict Regulations Have Benefits

For most businesses, enhanced data privacy protection will not represent increasing burdens and compliance challenges. Positive results will include better customer relationships and a more robust and competitive digital environment. In particular, there should be greater opportunities for smaller companies.

For example, companies will have to make their data collection practices more lean and targeted, which will improve the quality of data collected. Gone will be many of the current, inefficient collection functions that act more like a vacuum and gather in any and all customer information without focusing on the elements of direct value. Strong data privacy policies such as the GDPR force companies to have data 'use-cases' that are transparent and defensible to regulators and

Positive results will include better customer relationships and a more robust and competitive digital environment. In particular, there should be greater opportunities for smaller companies.

customers themselves, and these force companies to be premeditated and intentional in their data collection activities, capturing only what is necessary for their business purposes.

An extended benefit could be felt in the area of Artificial Intelligence (AI) applications, as it has been proven that such apps do not perform well when leveraging unfiltered or unstructured data (e.g., the first ChatBots, some early-Microsoft AI apps).

Another opportunity is the potential for what is being called a **Universal Digital Profile (UDP)**, where a single, standardized, portable (read: transferable) set of personal data would be created for and controlled by each individual, and then used across all digital engagements regardless of platform. Each user would be able to dictate which online service gets access to what information and for what purpose, without the fear of platform-specific rules, conditions, or other hurdles.

New market opportunities could include personal data clouds and personal identity aggregators or data monetization platforms. The competitive advantage some organizations have enjoyed from amassing large data sets and keeping them in locked profile systems would effectively be removed. Companies such as Google and Facebook are examples, where their scale, resources, market and technology leadership have translated into competitive advantages. Enabling key but controlled consumer and other data to be attained more easily by the broader market would present greater

competitive opportunities and greater customer choice in terms of products and services.

A collaborative initiative called the **Data Transfer Project (DTP)** is now underway, using open source code to build a common framework to connect any two online service providers and enable a direct, user-initiated, exchange of personal data. Such a system would be akin to mobile phone number portability. Similar to how that telecom advancement came about, industry leaders (in this case, Google, Amazon and Facebook) have been cited as working on the project. A standardized DTP system stands to promote greater competition and support the development of a more robust digital economy overall.

Rebuilding Consumer Trust

Importantly, more strict privacy regulations offer the chance to re-establish the trust lost with much of the public through recent incidents of faulty or misguided data

capture and usage practices. According to an *InformationAge* report, 74% of the senior business decision-makers surveyed across multiple industry sectors and countries believe organizations that properly apply data protection will attract new customers. Breaches of personal data are a serious concern and the public is demanding greater accountability and protection. Companies able to position themselves as competent in these areas will have a stronger value position. User experience, customer engagement and customer relations are all important to growth, but so too is the protection of client data. A corporate reputation for strong protection stands to support greater customer growth.

Closing Remarks

Data privacy is still evolving and the GDPR is a standard that future policy will be built from. Time will teach what works, what does not, and what is still to be addressed. As with all new policies, there will be adoption and acceptance pains. However, the sooner a strong, effective global standard can be achieved, the sooner the focus can shift to the market opportunities and innovations that result. Arguably, the most valuable commodity in this digital age is data. As such, it needs to be safeguarded and used responsibly. **alacrityglobal.com** ⭕

PRONTOFORMS DEVELOPS TIGHTER INTEGRATION WITH LEADING BUSINESS PLATFORMS

Portfolio firm **ProntoForms**, the leader in smart mobile forms for enterprise applications, continued to develop deep product integration and business relationships with global partners during the Quarter. Work was completed on integration with Salesforce App Exchange, Predix ServiceMax by GE, Geotab Marketplace and Box Relay.

Industry analyst firms recently identified smart mobile forms as a must-have capability for field service organizations, offering efficiencies and competitive differentiation. ProntoForms is considered the leading mobile forms provider, and representatives from the new partner companies were happy to underscore that point.

Salesforce App Exchange is the largest enterprise cloud marketplace. "We welcome ProntoForms onto the AppExchange, as they provide customers with an easy and rapid way to deploy smart mobile apps to handle a range of business processes," said Mike Wolff, SVP, ISV Sales, Salesforce.

Jonathan Skelding, Vice President Global Alliances, ServiceMax from GE Digital, commented that "ProntoForms adds capabilities that expand the richness of ServiceMax and help drive better outcomes for customers." ServiceMax is the leading application development platform for the industrial internet.

Joey Marlow, Executive Vice President of U.S. Operations at Geotab, the leading platform for telematics and fleet management, added that "ProntoForms adds value to the Geotab ecosystem by offering customers an easy-to-deploy enhancement for performing tasks in the field and integrating collected data in the Geotab platform."

And as noted, ProntoForms is now the mobile forms partner for Box Relay, a workflow tool that automates digital business processes. "The integration of ProntoForms mobile application workflows with Box Relay gives our clients the ability to build business processes that connect field workers and their corporate counterparts," said Casey Corman, Senior Product Marketing Manager with Box.

All said, encouraging commentary on some focused development work during the Quarter. *We look forward to the business successes that are expected to follow. To learn more about ProntoForms, visit prontoforms.com.* ⭕

ICC Wales Continues to Achieve Milestones

The **Celtic Manor Resort** continued to operate near capacity over the latest Quarter, and guests witnessed some milestones in the construction of the new International Convention Centre Wales (ICC Wales) located there. The exterior of the facility is nearly complete, looming large over the M4 motorway, and there are now less than 12 months to go until the venue opens in July 2019.

In anticipation, the team announced one of the biggest event contracts to date with the news that the UK Space Conference 2019 will be staged at the Centre. With more than 1,200 delegates and around 180 speakers expected, the UK Space Conference is considered the most influential event for the national space community, bringing together government, industry and academia. The biennial conference has been held previously in Glasgow, Liverpool, Manchester and Warwick with speakers at the last event in 2017 including British astronaut Tim Peake.

Welcoming the announcement, ICC Wales Chief Executive Ian Edwards said: "This is a large vote of confidence in the development of ICC Wales and we are delighted to be chosen as the host venue for such a prestigious event. It is a terrific achievement for the team, and is exactly the type of event we envisaged hosting when we initiated bold plans to build ICC Wales. We look forward to securing more conferences of this scale, and bringing the considerable benefits to the local economy."

Before the UK Space Conference was secured, the venue surpassed the milestone of £1 million in contracted revenue. Events that have already been confirmed come from across the Association, Corporate and Exhibition sectors and include the Association of Corporate Treasurers Annual Conference and the Alzheimer's Research UK Conference. The £1m figure reflects facility and meeting room revenue only. All told, the events currently contracted **are expected to generate nearly £10m in economic activity for South Wales.**

With almost all the steelwork erected and, as stated, the exterior almost complete, the busiest period of construction at the site is now beginning, with interior contractors moving in and up to 250 workers descending on the site. When completed next year, the £83.7m, 5000-delegate joint venture between the Celtic Manor and the Welsh Government will feature a 4,000-square meter pillar-free main hall, which will make it the largest pillar-free ballroom in Europe. A 1,500-seat auditorium, 12 flexible meeting rooms, a double-height glass atrium and a 2,500-square meter outdoor plaza will also be featured. **celtic-manor.com** ◉

TUTELA WINS BUSINESS ON BOTH SIDES OF THE POND

Portfolio company **Tutela**, the crowdsourced mobile data leader, announced new partnerships with two mobile network operators during the Quarter. The company extended their relationship with Telefonica in Europe, and signed an agreement with Freedom Mobile in Canada. Both operators have successfully trialed the comprehensive data set and real world insights the Tutela technology provides, and have now entered into agreements to use the software to improve their mobile network performance.

"For smart businesses, new data privacy legislation such as GDPR represents a significant sales opportunity, not a business threat", commented Tom Luke, Vice President of Sales at Tutela. "New privacy laws have not cooled the industry demand for data and insights. They have simply made customers more careful when choosing suppliers. This has proven to be a major sales advantage for companies like ours, who always put the

Every day, Tutela collects more than 10 billion network quality measurements from more than 3,000 mobile applications installed on 250 million handsets around the world.

work in to stay ahead of basic compliance requirements."

Last Quarter Tutela launched a GDPR compliance campaign, working closely with application partners who provide the medium for data collection, and providing step-by-step instructions and compliance guidelines to ensure they all conformed with the new regulations — not just in the European Union, but globally as well.

Hunter Macdonald, Tutela CEO, commented, "We welcome new regulations that ensure

data is collected in the right way, and that our industry can continue to evolve, and provide the business intelligence imperative to improving the customer experience. Knowing how data is collected is critical to understanding what it is telling you, and how these insights can create an actionable impact for customers. Tutela is spearheading a new phase of data capture and usage, based on complete transparency, disclosure and privacy for everyone involved."

Tutela currently collects more than 10 billion network quality measurements from more than 3,000 mobile applications installed on 250 million handsets globally, every day. With such a mass of data being collected from device users, Tutela needed to put data privacy at the forefront of their product strategy. As a leader in mobile data insights, it is critical that they maintain full transparency about what, how and why the data is collected and used. That is and will remain the case. **tutela.com** ◓

THINKRF INTEGRATES DEEP SIGNAL ANALYSIS WITH INDUSTRY LEADER KEYSIGHT

ThinkRF leads the industry in software-defined spectrum analysis tools that monitor, detect and analyze complex signals in the rapidly evolving wireless landscape. Developers, engineers and program managers leverage this 'full picture' analysis for research, deployment and monitoring applications.

Significant this Quarter, ThinkRF released the ThinkRF E300 Enabler for Keysight 89600 VSA. This is the first time a third-party product has been integrated with industry-leading Keysight software. Users of that

software in aerospace, defense, government and regulatory environments can now use the low-cost, flexible ThinkRF R5500 Real-Time Spectrum Analyzer for complementary, comprehensive signal analysis.

"The Keysight integration fills a significant market gap," said Dr. Jasvinder Obhi, VP Product Management and Marketing at ThinkRF. "Our software-defined radio technology adds complete flexibility and coverage to the Keysight 89600 VSA without compromising performance."

The result is an easy-to-use platform that supports more than 75 modulation types, enables greater insight into captured signals, and allows users to make consistent measurements across portable, remote and distributed environments.

"ThinkRF offers the best price-performance available," continued Dr. Obhi. "Combined with the 89600 VSA software, users can reach deeper into signals in time, frequency and modulation domains, view multiple signals at once, and isolate unexpected interactions with powerful vector analysis."

The integration represents another milestone in the ThinkRF strategy to cultivate an ecosystem of leading application partners. On the heels of the collaboration announced last Quarter with Viavi, the company continues to identify and build valuable alliances for ongoing growth. *We look for that strategy and growth to continue.* **thinkrf.com** ◓

Martello Closes $7.5M Oversubscribed Private Placement, Begins Trading on TSX-V Exchange

Martello develops software to help service providers and enterprises manage the performance of real-time services on cloud networks. During the Quarter, the company continued making the kind of moves that are unique for a small-cap tech firm in Canada. On the heels of acquiring SD-WAN player Elfiq Networks Martello announced its intent to pursue a TSX Venture Exchange (TSX-V) listing. The strategy was accelerated with the addition of new CFO Erin Crowe, and the closure of an oversubscribed $7.5 million private placement. The company secured the TSX-V listing and began trading this month.

Spearheading the successful go-public strategy, Ms. Crowe is a finance leader with more than 20 years' experience. Prior to Martello, Erin held CFO and COO roles that included Executive VP and CFO of the Ottawa Senators Sports and Entertainment Group, the corporation behind the local Ottawa Senators NHL hockey team.

The oversubscribed private placement was a strong vote of confidence in the company by investors. Jesse Gamble, spokesperson for Donville Kent, commented that, "Martello has a solid leadership team, an established track record and a long runway for growth, all of which makes it an attractive investment opportunity for us. We are pleased to back the company as they continue to execute their growth strategy".

In terms of business development, the Martello customer base continued to grow as well, with more than 7,000 networks in more than 150 countries now using the software. And the company was also recognized this summer on the Branham 300 Canadian ICT Lead list, alongside such industry heavyweights as Mitel Networks and Shopify.

Look for more positive developments from Martello in the next issue of Q. **martellotech.com**

INITLIVE DOUBLES THE NUMBER OF EVENTS SUPPORTED

The Quarter was also a busy one for **InitLive**, makers of SaaS for event and volunteer management. The company helped clients run 94 events over the period, which was twice the number of events supported by the team in any previous Quarter. It is perhaps not a surprise however, as the company continues to grow its client base and the summer months (in the Northern Hemisphere in this case) are typically the most active for festival and sporting events.

It is noteworthy, however, that the types of events also expanded, in line with the company strategy. Organizers of film, balloon, heritage, music and even beer festivals subscribed and took advantage of the software. A large number of meeting conferences took place, along with several university events. Other activities included a range of fundraising runs and charity events, as well as warrior dashes, soccer games, triathlons, pride parades, reunions and convocations. Clients were based in Canada, the US and the UK, and even though it was not summer there, in Australia as well.

The shift by the company to focus more on enterprise-type customers helped accelerate the number of events. Features added to the software specifically to meet enterprise needs, such as time-saving bulk scheduling and copy features, are now enabling successful engagements. And an improved registration process in the software is decreasing volunteer onboarding time, speeding client deployment, reducing costs and improving time to revenue for the company.

All told, it continues to be an exciting and growth-oriented time for the team, and the plans call for that to continue as the next phase of enterprise features are being prepared for release. *We will share another update on those developments in the next issue of Q.* **initlive.com**

The General Data Protection Regulation

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We Handle a Lot of Customer Data — What are the Implications for Us?

If this is true of your organization, you need to develop a comprehensive data management policy that documents specifically how all that data will be handled, especially when dealing with partners or supply chains. Some large organizations will need to appoint a Data Protection Officer to provide oversight and accountability for the necessary processes.

This will be particularly important if your organization conducts data processing operations as described in **Articles 9 and 10** of the GDPR. These activities now require regular and systematic monitoring of all data subjects (end users). And any time a security breach having potential privacy implications is detected, it is now mandatory that relevant regulatory authorities and all individuals affected be notified within 72 hours.

What is the Objective of All this New Oversight?

Fundamentally the GDPR is designed to increase the data privacy rights of EU citizens. It provides significant new protections against organizations using any personal data in unwanted ways. One of the individual benefits is the requirement for companies to now state clearly the terms and conditions under which they intend to use all personal data. No longer will the company be able to consider a hurried 'click' on a 75-page Terms and Conditions web document as an indication of customer consent to all the fine print it includes. Companies are now allowed just a single page to express their data usage intent clearly.

Other key Rights provided for under the GDPR include:
- **The Right to be Informed** – individuals are entitled to full disclosure regarding how each company will use their personal data.
- **The Right of Access** – individuals are entitled to unfettered access to any personal data that is being captured and processed, as well as any supplementary information.
- **The Right to Rectification** – individuals are entitled to have personal data updated whenever inaccurate or incomplete.
- **The Right to Erasure** – also known as the "right to be forgotten", individuals can request that all personal data be deleted from all company databases when there is no reason for its continued processing.
- **The Right to Restrict Processing** – individuals may block or suppress the processing of their data as desired.
- **The Right to Data Portability** – individuals may obtain any personal data that has been captured and reuse it for their own purposes across different service providers (e.g., they can change banks and ask the current institution to simply transfer all existing personal data over to the new one).
- **The Right to Object** – individuals are able to contest any automated processing of data that is inconsistent with their personal and legitimate interests (e.g., performing public service tasks).

What Should I do Next?

Information security is a business necessity. GDPR and future legislation will demand tighter controls and policies to remain compliant. Some will require disciplined education or increased awareness of the risks for staff across an organization. It is incumbent on each company to ensure they remain current with the evolving rules of play in each of their markets.

Some immediate steps for companies to take include rethinking exactly what data they really need to collect from customers, and presenting to those customers in simple terms what they intend to do with that data. Companies also need to start keeping records, separate and apart from any standard Terms and Conditions, that prove each current and new user gave consent to the use of their data.

Gaining a more complete understanding of the individual Rights listed above will point to other next steps. And there is now a wealth of information available on the Internet. Most companies should be well down this education and deployment path by now, but if not, do not wait any longer. As noted earlier, the penalties for non-compliance are NOT trivial …

This article was contributed by Simon Fraser, Managing Director at HutSix Security – a Wesley Clover UK portfolio company.

HUT SIX TRAINS CLIENTS IN THE ART OF GDPR COMPLIANCE

20 years of technological advancement has come about since the enactment of previous data protection legislation in the UK (Data Protection Act in 1998). An unfortunate side-effect is the fact that personal data has never been more vulnerable. A new data breach is reported almost daily now. The General Data Protection Regulation is one example of a response, and it impacts any organization collecting personal data from any individual located within the EU. It wields fines that dwarf anything the Information Commissioner's Office previously had at their disposal.

The legislation provides extensive guidelines for how businesses need to change their management practices related to customer data capture, processing and use. Key to the new requirements is the need for staff education on information security, as well as awareness of the latest changes to the data protection laws.

Portfolio company **Hut Six** is an information security company specializing in cloud-based information security awareness training of this type. The company produces interactive tutorials and real world lessons that inform students of best practices for processing personal data in compliance with GDPR. They measure staff-knowledge baselines and improvements, and provide insight into areas of vulnerability across client organizations.

Key to the new requirements is the need for staff education on information security, as well as awareness of the latest changes to the data protection laws.

Hut Six training programs address the following areas where the GDPR specifically impacts security awareness:

- "(b) [The Data Protection Officer must] monitor compliance with this Regulation, with other Union or Member State data protection provisions and with the policies of the controller or processor in relation to the protection of personal data, including the assignment of responsibilities, awareness-raising and training of staff involved in processing operations, and the related audits."

— Article 39 GDPR
Tasks of the Data Protection Officer

- "(h) [Organizations must provide] the appropriate data protection training to personnel having regular or permanent access to personal data."

— Article 47 GDPR
Binding Corporate Rules

With human error as the leading cause of data breaches, security awareness has always been at the core of a good information security strategy. GDPR has made security awareness training a much more significant compliance issue, with organizations now obliged to keep their affected staff aware of the current legislation and best practices when handling personal data. Hut Six has created a valuable set of content and services that help with this obligation. ***For more information, visit hutsix.io.*** ◉

Introduction to the GDPR	How Will GDPR Affect My Organization?	How Does GDPR Affect Me?
Introduction to Data Protection Law	Re-establish Definitions	Right to be Informed
Impact and Severity of Fines	Accountability	Right of Access
Definitions of Key Terms	Adequate Data Protection Controls	Right to Rectification
Personal Data	Lawful Basis for Processing	Right to Erasure
Controller vs. Processor	Consent	Right to Restrict Processing
Examples and Scenarios	Legitimate Interests	Right to Data Portability
3rd Party Liability	Data Minimization	Right to Object
	Pseudonymization	Incident Response and Reporting a Data Breach
	Data Storage	Transferring Data Outside the EU
		Exemptions and Derogations

SOLINK VISION MATURES ALONG WITH CLIENT USE CASES

The **Solink SaaS** platform marries surveillance video with retail and other transaction data to provide unmatched insight for managing a range of business issues. The company continues to make significant inroads into the retail, restaurant and financial industries, with revenues increasing Quarterly and even monthly for more than two years now. This impressive performance has attracted investment and enabled an aggressive growth path.

Part of managing that growth, the team reviewed key client use cases over the latest Quarter. They realized their platform had grown beyond the initial vision of a security-specific solution, and evolved into a multi-tasking hub for loss prevention, operations and security strategies

"We reviewed what Solink has become for our clients", said Mike Matta, Solink CEO, "and realized we help make their businesses 'smarter'. By connecting existing systems

through our platform, those systems become integrated parts of a 'smart' video/data solution. We then assess the most important data elements from across those systems and produce key insights from what would otherwise just be terabytes of stored video daily — requiring manual searching to extract anything useful."

Clients are now using Solink for everything from finding and eliminating cash register scams to auditing employee dress code and facility cleanliness compliance. With a visual dashboard showing every customer sale every day, retail owners can spot any unusual transactions quickly, and get full context from associated video footage automatically, without having to search for it.

Because the platform is SaaS-based and takes advantage of existing business cameras and point of sale systems, deployment is fast and non-disruptive, saving time, training and costs. And the mobile application enables business managers to audit multiple locations in real time, remotely, leading to further savings.

Solink systems already record and process more than 600 hours of video and data every

Solink systems currently record and process more than 600 hours of customer data every minute.

minute for customers, and that number keeps climbing. Customers are able to make decisions many times faster than would be possible using traditional data-only intelligence tools. And with new features such as more advanced motion alerts and next-level organic search capabilities coming soon, the product continues to evolve and increase its value as the hub of a smart business.

Matta summarized it this way: "Solink offers a hub that maximizes the value of existing business systems and enables the organization to take further advantage of the resulting data to power better decision making." **solink.com** ◉

L-SPARK Keeps on Accelerating the Canadian Start-up Ecosystem

L-SPARK, the leading SaaS Accelerator in Canada, was hard at work as always during the last Quarter, launching initiatives to continue building and benefitting the Canadian startup ecosystem. For example, the team began soliciting and reviewing applications for the next Accelerator cohort, and in doing so, broadened the criteria for acceptance to include start-up companies that consider themselves to be in the cybersecurity, Internet of Things (IoT) and "deep tech" fields.

To help spread the word, L-SPARK took the story on the road again, in the form of another 'SaaS Roadshow' which included hosting 'office hours' in Toronto and Montreal

as well as the usual Ottawa engagement. L-SPARK also launched a new co-working initiative to make a portion of their office space available to start-ups under a different model. Called L-SPARK SPACE, the zone is designed as a type of "staging area" for SaaS companies who are not yet ready for the full Accelerator program, but who would benefit from being around other start-ups, as well as the mentors and more mature cohort companies that occupy the full facility. All in an

effort to extend the benefits of the ecosystem further.

L-SPARK also began a series on their blog called 'Voice of the North' to feature interviews with speakers confirmed for the third annual SAAS NORTH Conference, coming up this November (more on that in the next issue of *Q*). The series includes conversations with Lightspeed CEO, Dax Dasilva, Jamie Neuwirth from Stripe, Steve Neville with Trend Micro, Satish Kanwar at Shopify and several others. These clips can be found on the L-SPARK website: **l-spark.com** ◉

ALACRITY MÉXICO BEGINS BUILDING GLOBAL BUSINESSES

Chairman Terry Matthews attended the launch of the latest Alacrity technology incubator/accelerator during the Quarter, as the **Alacrity México** team began official public operations in Mexico City.

Alacrity is a global start-up partnership and ecosystem created and supported by Wesley Clover. Terry used the event to underscore for the audience the unique benefits of the Alacrity model. He pointed to the 100-plus companies he has either founded or funded over his career to date, and the experiences, relationships and best-practices taken from that legacy. All as proof the model works very well, and perhaps even more so in the SaaS-driven, globally competitive world entrepreneurs find themselves in today.

Rapid innovation and digital access to markets and customers around the world have changed the landscape for software companies, and the proven mentorship and other resources of the Alacrity ecosystem provide valuable keys to success for new business pioneers.

Start-ups entering the Alacrity México program will join more than 70 new and established companies that are now operating out of Alacrity offices in Ottawa and Vancouver Canada, Wales in the U.K., Lille France, Pune India and Istanbul Turkey. Areas of technology focus for the companies include Big Data, the Internet of Things (IoT), applications for Client Management, Business Communications, Cloud Business, Business Mobility and more.

During the launch, Alacrity México partner and CEO Mario Vázquez Santamarina also referred to the methodology used by the Alacrity funds, highlighting the fact that "companies can focus their efforts on projects identified as priorities by global clients associated with the ecosystem, providing a shorter ramp to first deployments and revenues. That success can then be leveraged into the reseller channels and markets also associated with the programs."

Over the next four years, Alacrity México will invest up to 10 million pesos per start-up venture, building toward a portfolio of up to twelve companies. All will take advantage of the Alacrity structure, managerial discipline and investment resources to create a better-than-average chance of success for participants and partners. ***The first steps down that path have now been taken …*** **alacritymexico.com** ⊙

CULTUREVATE SECURES ANOTHER LARGE CUSTOMER WIN

CulturVate, a portfolio company in the Wesley Clover Innovation Centre in the UK, was selected by the UK National Health Service (NHS) during the Quarter to help boost internal communications. The NHS will introduce the CulturVate cloud-based Teamphoria platform to their workforce as a mechanism to build, measure and grow the internal corporate culture. The software will be distributed initially into each Hospital and Surgery Clinic in Wales.

Teamphoria increases internal communication between different organizational departments and management levels through a desktop or mobile application. It is particularly useful in organizations with multiple locations. The NHS selected the tool as a means of more quickly and efficiently connecting and engaging their workforce on a professional level. This will enable the NHS to be more proactive around staffing requirements, involving staff in those plans and activities directly. The follow-on objective is to help improve employee retention and reduce sick rates and industrial actions.

The NHS is one of the largest employers in the UK, making this new relationship a key one for CulturVate. The two parties are also exploring opportunities to test a sister-product from CulturVate, called the Innovation Engine, which enables industry professionals to innovate more easily and effectively, helping their company grow from within. ***We look forward to this being the start of a long and mutually beneficial partnership, and to many more CulturVate customer wins as well.*** **culturvate.co.uk** ⊙

AirVM Enables Data Storage Options for SaaS Environments

AirVM has created an innovative multi-cloud monetization platform called HYALTO that enables service providers and enterprises to deploy and manage cloud services in any of the leading environments from AWS, Microsoft, VMWare and others. With increasingly strict requirements emerging for the capture and storage of personal data, and with the ongoing arms race against data hackers, sound storage technologies and practices are ever more paramount for enterprises and service providers. The following are some thoughts on this from the team at AirVM.

The Good and the Occasionally Worrisome

SaaS applications present compelling business cases. Using shared infrastructure from any of the established market leaders to provide multi-tenant and multi-location solutions can dramatically reduce deployment and support costs compared to traditional on-premises technologies. However, some clients, or internal team members/employees in the case of an enterprise, may still not share the enthusiasm for shared operational services housed outside the organization. When proposing a cloud deployment, it is critical that all concerns around data storage (in particular, all fears associated with having data hosted in external, multi-platform environments) are taken into consideration.

Data Isolation

For example, enterprises may have concerns about using a SaaS offering if they feel data associated with their application will be stored along with data from other companies — especially if there is the possibility one or more of those companies could be competitors. These concerns are addressed by well-proven cloud system architectures that ensure a logical separation of all data, using separate databases for each company regardless of the fact they are all managed from the same servers. Inherent in this approach are different credentials for access to each of those datasets. This design also protects against further harm should one company suffer a data breach. The compromise would be restricted to the one set of company data only, and could never spread across to affect other datasets.

Any well-designed SaaS offering should always offer this form of logical isolation of customer data. If demanded, however, a more extensive design could provide physical isolation of company data through a dedicated database service. In this case, if a shared server is ever breached, isolated servers are unaffected.

Geographically Relevant Storage

For a variety of reasons, concerns can also arise over exactly where in the cloud specific data is housed. GDPR is the latest reason to understand and manage this part of an IT infrastructure closely. Even if they

have not had a reason for them in the past, most companies now need clear policies about where geographically their data (in particular, customer data) is housed. A well-designed SaaS offering must be able to allocate database resources based on specific geographies in order to ensure customers are compliant with new regulations. As a result, applications can be expected to have many database instances distributed around the globe.

Data Proximity

Concerns can arise around ease and speed of access to data that is not stored on premises. For years, content delivery networks have been used to help ensure services respond crisply regardless of how or from where they are accessed. Application servers are now deployed in the same fashion, ensuring fast and reliable access. The reality is, data servers need to behave similarly. Best-practice suggests data always be housed as close as

possible to users. Cloud deployments should be flexible enough to ensure data required in daily, real-time operation is stored in this way, dynamically. While fail-over or disaster recovery strategies may be architected differently, the proven strategies of data replication or dedicated database resources solve these challenges well.

Data Security

In addition to these strategies, the subject of securing data at rest must also be addressed. Policies such as encryption or hashing of sensitive data types (including private customer information) are a minimum requirement. However, some cases may demand more security, such as encryption of entire file systems. While no defenses are fool-proof, there are established tactics, technologies and designs that reduce the risks considerably, even in shared, remote infrastructure environments such as SaaS and the Cloud.

Summary

In the end, some customers may still determine a cloud approach to serving up applications and storing data does not match their needs, and they will remain committed to on-premises IT infrastructure and database technologies. The fact is, well-designed SaaS applications should be able to accommodate data storage in the cloud, in different geographies and in private on-premises deployments. If such deployments seem like old-school thinking, the customer concerns they address are legitimate. Perhaps more importantly, they can represent important selling propositions that create product/service differentiation and customer leverage. In this light, the concerns are not problems but rather opportunities. **airvm.com** ⭘

COUNTERPATH ANNOUNCES DOUBLE-DIGIT SALES GROWTH

CounterPath (NASDAQ: CPAH) (TSX: PATH), provider of leading Unified Communications (UC) solutions for enterprises and service providers, released fourth quarter and fiscal 2018 financial results during the Quarter, showcasing double-digit growth in revenue and record growth in recurring revenue. Subscription, support and maintenance revenues grew to $4.3 million, representing 35% of total sales for fiscal 2018 and 43% of total sales in the fourth quarter.

The company focus for FY2019 is to continue driving recurring revenue through enhanced offerings for service providers and the continued migration of existing customers with perpetual software licenses over to subscription-based services.

CounterPath made several significant

customer and partner announcements during the Quarter. One agreement with a Tier 1 North American service provider will offer a solution built on the Bria UC app for end-user devices and Stretto™ Platform for provisioning, messaging, user analytics and synchronization. The contract has a minimum value of $1.8 Million over a three-year period.

A longstanding contact center customer signed a new deal for hosted Stretto Platform Services for provisioning, voice quality monitoring, and remote support of its large deployment of Bria softphones. CounterPath also strengthened its partnership with Oracle Communications by developing a joint UC cloud solution with the company. The solution interoperates seamlessly between communications systems, devices and legacy infrastructure to enhance enterprise communication capabilities. It fills a gap in the UC user experience by introducing an "Always Connected" state regardless of location, device or network.

CounterPath also had several important product releases over the period: Stretto Collaboration, a cloud-based service which integrates voice, video, messaging, presence and team collaboration services seamlessly; Stretto Platform™ 2.0 featuring support for premises-based push notifications, cloud-ready installations and usability enhancements; Bria for Saleforce® update to support Lightning and integrate any communications platform with business process and customer management services.

CounterPath continues to evolve its leading cloud-based product portfolio, its global partner distribution network and its satisfied, subscription-services customer base. The company is confident they have the team, the technology and the strategies to keep these trends going. **counterpath.com** ⭘

GDPR is the Beginning, Not the End

In case any marketers and business decision-makers were thinking the work to become compliant with the GDPR earlier this year was now complete, and they could put their efforts back into lead generation programs — not so fast. The reality is these new rules are a symptom of the maturing of the digital, global marketplace. One where security, privacy, more open competition and stronger codes of ethics are now catching up with the advantages some companies have been able to exploit based on technology, scale, market leadership and geography/ territory independence. And that maturing process is not finished.

For example, later this year we can expect Europe to take another step forward with the introduction of a tougher set of ePrivacy Regulations — special new laws that expand on the scope of previous legislation and augment the new baselines the GDPR established around the processing of personal data and the protection of privacy. North American and other non-European companies have had to determine where they stand with respect to the GDPR overall, and they will have to repeat those exercises in terms of the pending ePrivacy Regulations.

But don't be tempted to think this is just a European trend. Over strong objections by many tech companies that rely on surreptitious data collection for their livelihood, a landmark new data privacy bill passed successfully through the California state legislature and received final sign-off by Governor Jerry Brown earlier this summer. The California Consumer Privacy Act of 2018 is now set to become law at the end of 2019.

This Privacy Act will enforce a number of new conditions designed to protect consumers against having their personal data collected and sold without their knowledge or consent, including:

- Businesses must disclose what information they collect, for what business purpose, and which, if any, third-parties they share that data with.
- Businesses must comply with official consumer requests to delete that data.
- Consumers can forbid the sale of their data, and businesses can never retaliate for this by changing the price or level of service provided to those consumers. However, businesses will be allowed to offer "financial incentives" for consumers to consent to such data collection and sale practices.
- California authorities will be empowered to fine companies for violations.

Influential companies and trade organizations aligned to fight this Act, including Facebook and Google in particular, as it counters many of their current business practices. Internet providers such as AT&T and Verizon, which have made money by sharing their customer data with third-parties for years, were also opposed.

The fact the law appears to have made many of the 'right' people angry may actually have been part of its appeal, and contributed to its successful passing. And while only a single-state law at this time, California is certainly a populous state and one that is home to many market-leading technology companies. That makes it a highly influential state on both the political and the business stage, and it may be stepping in where the current U.S. Federal administration could appear to be looking the other way (e.g., the repeal of the net-neutrality laws).

At a minimum, the Act may serve as a deterrent to the types of behaviours enabled in a regulatory vacuum, and may lead to other states following suit. Notwithstanding the considerable opposition, companies now have until the end of 2019 to become compliant, and that is another step forward we all need to appreciate. ⊙

BENBRIA BUILDING BETTER CEM FOR NEW CEOS

The Quarter saw the team at **Benbria** continue their focus on the Customer Experience Management (CEM) market – a market which industry analysts state is experiencing a 23% CAGR and is expected to represent $17B in opportunity by 2022. One proof point is the trend within the C-Suite of many companies to appoint a new executive with the title of Customer Experience Officer (a new twist on the CEO acronym?). This individual assumes the not-so-trivial responsibility of creating and deploying effective customer experience strategies to differentiate the brand in ever more competitive global landscapes.

Benbria exhibited during the Quarter at the Hospitality Information and Technology Conference (HITEC) in Houston, where they showcased a virtual hotel experience running on the unified Loop® platform. The exhibit included an omni-channel hotel experience where hotel staff could engage with guests using the digital channels of their choosing, including SMS text, web chat, in-app messaging, kiosks, Facebook Messenger, Twitter Direct Messages and even Amazon Alexa devices. This was a first and a significant showcase for the company in terms of creating exposure within this market, and an immediate result was recognition at the event by **Hospitality Upgrade**, a leading industry publication and web resource, as a 2018 Technology Innovator to watch.

Benbria also became the first messaging platform among its competitors to achieve

GDPR compliance, in support of the ongoing focus of the company to expand within the European market. GDPR can be a barrier-to-entry for some North American firms and start-ups hoping to penetrate this market, and Benbria feels their focus on this compliance has created an advantage, at least for the short term.

The Quarter also saw Benbria increase the communications channels supported by the Loop platform, adding WhatsApp, Apple Business Chat and WeChat to the list. The development team also focused on features to enable superior voice-of-customer and omni-channel engagement, two key strategic requirements of mature customer experience programs.

In total, the CEM market can be said to include more than 11 traditional industry verticals, including hospitality and travel, retail, transportation, even automotive — all with businesses looking for enhanced customer experience tools. And each of these verticals represents material opportunities for Benbria and the Loop platform. In fact the company has secured customers across these industries. However, to continue the current growth trajectory, the company is keeping a focus right now on the hotel, restaurant and retail sectors within the North American and European markets. This will ensure a solid product road map with ongoing improvements in client-value, and will create a base for further expansion.

Q will provide updates as this strategy continues to unfold. **benbria.com** O


ECHOSEC ADVANCES BUSINESS ON MULTIPLE FRONTS DURING QUARTER

Echosec continued forging new business relationships for its location-based online intelligence platform during the Quarter. Among the data providers added to the software are Pinterest, Tumblr, 4Chan, **OK.ru**, Medium and Webhose. This increasingly diversified network of information sources is solidifying Echosec as a tool for comprehensive location-based online intelligence as well as social media insight.

Several new software features are enhancing that market position. For example, users can now sort the feeds retrieved by the platform according to reach and influence. This enables them to discover the people and topics that are getting the most traction across those feeds. In the age of influencer marketing, this is a feature in demand by independent brands and service agencies.

The Enterprise user dashboard tracks all information searches and identifies which
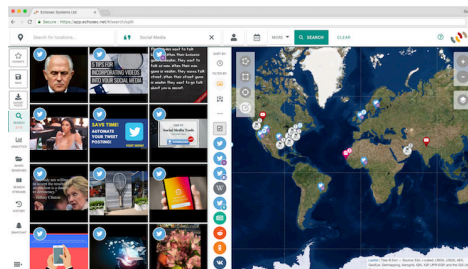
are trending upward or down. This visualization is key for business intelligence and financial analysts who need a real-time perspective on their assets and investments. The company recently secured an agreement for more than 100 such Enterprise licenses with a private organization in the U.S., making it the largest deployment do date.

In August, Echosec launched 'The "Real News" Project', with the title positioned intentionally as an alternative to the term so prominent in the media today. The campaign is designed to get the software into the hands of prominent journalists and freelance reporters, assist them with intelligence gathering and news verification, and thereby prove the value of the software as a powerful

journalistic tool. News stories from these users will then amplify the reach of the brand into what is a new market for the company.

Echosec also signed two new reseller agreements during the Quarter. Both are of the 'international' variety — the first with Japanese group Next IT and the second with Radiosphere in Germany. Adding these developments to the product and business accelerators noted above, the company is seeing its Monthly Recurring Revenue (MRR, a key SaaS corporate performance indicator) continuing to grow, and move well into the range that positions a firm for significant external investment. *We will monitor developments on that front closely.*
echosec.net O

Wesley Clover Parks Fires on All Cylinders During the Quarter

Community hub Wesley Clover Parks was as busy as ever over the Quarter, hosting a range of programs and events. Here are several highlights:

CAMP

- The Wesley Clover Parks Campground introduced an online reservation system this season, enabling customers to select their camp site and complete the booking process online. Demand for 'camping in the city' remains very strong, and the new system processed more reservations during the Quarter than the campground had over the full 2017 season.

- The Campground also played host to a unique group of guests this Quarter, as the Kanata Seniors Home "Senior's Games" program paid a visit. Members of the program gathered around a campfire to sing songs, roast marshmallows and drink hot chocolate. At least that's what they said they were drinking …

FARM

- The Community Supported Pollination Project returned to The Parks again this year, in partnership with Gees Bees Honey Company. The Project allows people to buy a seasonal share in an active beehive, meet their bees at harvest time, and receive a year's supply of the resulting honey. Shares sold out in record time.

- The Parks filled flowerbeds with pollinator-friendly flowers for the honeybees and butterflies in the area. This can make a real difference in the fight against declining bee numbers, and can provide a habitat and food for the entire life-cycle of a butterfly.

- The summer hay harvest was also a big success. The quality of the hay continues to improve each year, and the team collected more than ever during the first harvest. One more harvest will take place before the cold weather hits, and the combined hay will sustain the many horses on site throughout the winter.

GATHER

- Wesley Clover Parks hosted the inaugural Canadian Capital Classic Car Show during the Quarter. The new event welcomed more than 600 exhibitors and their vehicles, as well as more than 3,000 eager attendees. The weather, the program, the community response all exceeded expectations and confirmed the feeling that there is demand for such alternative programs at the Parks. We are committed to growing this 'horses-of-a-different-sort' event moving forward.

- The Parks was also the host site for Kanata RibFest this summer. Featuring five guest "ribbers" from Canada and the United States, the festival offered ribs and other fare to meet all tastes, including slow cooked, BBQ, chicken, pulled pork and much more. No one left unsatisfied.

PLAY

- The West Ottawa Soccer Club and Ottawa Sports and Social Club took full advantage of the FIFA turf field and four grass fields at the Parks during the Quarter, hosting a very full season of soccer, flag football and other sports practices and games.

- The West Ottawa Soccer Club was also excited to establish the new West Ottawa Soccer Club Ontario League1 Women's Team at the site. This team is now a member of the only pro-am senior league in the province, boasting a very high level of play for athletes and spectators alike. The league serves as a key stepping-stone between youth amateur ranks and professional clubs. The primary focus is on the development of future Canadian stars in the sport, and the semi-professional opportunity is an important one for top female players throughout eastern Ontario.

RIDE

- The Ian Millar School of Horsemanship continued to be oversubscribed during the season, and the in-house WCP Equestrian riding team was similarly busy with shows and competitions, enjoying solid success throughout.

- The 2018 Ottawa Equestrian Tournaments (OET) were a tremendous success once again, with more than 1,500 horses and thousands of visitors attending over the course of the three-week event. Now in its fourth year, organizers were able offer the richest purses to date, and attract international competitors from the United States, Ireland, the Netherlands, New Zealand and other countries.

- Live video streams of two top competitions during the OET have now been viewed by equestrian enthusiasts worldwide more than 146,000 times, and have generated nearly 1,030,000 online impressions for Wesley Clover Parks and the event. Full results, photos and videos can be found through the Parks website: **wesleycloverparks.com** 🔴

PRETIO INTERACTIVE ACHIEVES 80% YOY GROWTH

Pretio Interactive, a technology-enabled performance marketing company located in Victoria BC, celebrated its fifth anniversary a recently, and experienced solid growth over the fiscal year. Results included 80% revenue growth and a significant improvement in overall profitability. On a calendar year basis, revenue increased by more than 315% over the previous period, with profitability up by more than 200%.

The portfolio company is exploiting the increasing focus by global firms on proven digital advertising results in an increasingly complex online world. Spurred by a diversified global partner footprint, Pretio is becoming an established player in mobile, video and display advertising for brands seeking proven, cost-effective customer acquisition. Pretio works both directly with clients and through agency/network platforms to provide brand-safe audiences, fraud protection and transparent pricing for large-scale customer acquisition campaigns.

In addition to a veteran team of media buyers and account managers, Pretio has a dedicated technology team that has created software tools to optimize digital ad operations to reduce cost, and drive ad dollar performance to increase profitability.

With more than 95% of clients and partners now outside Canada (and nearly half outside North America), the Pretio team has proven that Canadian companies providing tangible results and personal attention can be successful in the highly competitive global performance marketing sector. The latest-year results bear this out, and provide for continued optimism. *Q will keep watching … *pretio.in** 🔴

PRINCIPAL COMPANY INDEX

* Featured in this issue of *Q*

AirVM* - airvm.com

Alacrity Canada - alacritycanada.com

Alacrité France - alacrite.fr

Alacrity Global* - alacrityglobal.com

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Alacrity Mexico* - alacritymexico.com

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Celtic Manor Resort* - celtic-manor.com

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Mitel - mitel.com

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Pisano - pisano.co

Pretio Interactive* - pretio.in

ProntoForms* - prontoforms.com

SaaSquatch - saasquatch.com

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Solace - solace.com

Solink* - solinkcorp.com

StartSub - startsub.com

Talkative - talkative.uk

TaraSpan - taraspan.com

Teldio - teldio.com

ThinkRF* - thinkrf.com

Tutela* - tutela.com

Twentify - twentify.com

Volunteer Space - volunteerspace.co.uk

WCS Europe - wcs-europe.com

Wesley Clover Parks* - wesleycloverparks.com

Wesley Clover Solutions - wesleycloversolutions.com

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