

Q2 2024



# WESLEY CLOVER QUARTERLY UPDATE

**New Canadian Identity  
Regulations Guided by  
UK Insights, powered  
by Validient**

**Powering Expansion:  
Industry leaders are  
migrating to Pisano's  
VoC Platform**



Wesley Clover

# Enabling Innovation, Technology and Growth



Wesley Clover



EDGE SIGNAL



MARTELLO



VizioSense



Ai SPARK







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## Message from the Chairman



As we navigate through the second quarter of 2024, I'm pleased to share the strides we are seeing among our diverse portfolio of companies across the globe. Our focus is on innovation, strategic partnerships, and a customer-first approach, which continues to drive success in an ever-evolving tech and business landscape.

**KRP Properties**, home to the largest tech and business park in Canada, continues to set benchmarks in sustainability and innovation with smart building technologies and sustainability practices. The commitment to environmental responsibility proves that commercial success and ecological stewardship can coexist, setting a standard for the industry. I hope you enjoy reading about how KRP provides differentiation.

**Validient** will play a pivotal role in shaping new Canadian identity regulations by leveraging insights gained from the UK. The technology leadership in cybersecurity and identity management is critical in today's digital economy, ensuring that we are equipped to meet the challenges of tomorrow.

**Celestra Health Systems** has made significant progress in developing a cost-effective neurological digital biomarker. The pioneering development in the healthcare sector exemplifies our dedication to impactful technological solutions that improve lives and advance global health standards.

Award-winning Alacrity Mexico start-up, **Webdox** offers an enterprise Contract Lifecycle Management platform, serving over 550 clients in 13 Latin American countries.

Specializing in end-to-end solutions powered by AI, **WCS South America**, continues to cultivate strong partnerships positioned to deliver value to our partners and clients in the region.

Looking ahead, we remain committed to fostering a culture of excellence and collaboration across the Wesley Clover ecosystem. By harnessing the power of technology and embracing the spirit of entrepreneurship, we are poised to deliver great value to our partners, customers, and communities.

Thank you for your continued interest and stay well.

Kind Regards,  
**Terry Matthews**  
Chairman



# SMART BUILDINGS AND DIGITALIZATION IN COMMERCIAL REAL ESTATE

How KRP Properties achieves differentiation by focusing on sustainability and customer-first approach

KRP PROPERTIES — The largest technology-centric business park in Canada • [www.krpproperties.com](http://www.krpproperties.com)



**Terry Young,**  
VP Operations at  
KRP Properties

## An interview with Terry Young, VP Operations at KRP Properties

***Terry, to start, please tell us about KRP Properties and what you do.***

**KRP Properties** owns and manages 31 buildings that currently offer more than 3.0 million square feet of Class A and B office space, and house more than 250 companies and 13,500 employees. As Vice President, Operations, my job is to oversee how KRP manages and operates its real estate. This includes anything from managing the operations and maintenance of our Parks to driving targeted technological advancements and innovations, implementing robust cybersecurity programs for all buildings, and more.

***Sustainability seems to be a big focus at KRP Properties. Is that correct?***

There is a lot of talk in the property management world these days about the importance of being green, and rightly so. Commercial office buildings consume massive amounts of heat and energy and have enormous carbon footprints. However, while others are talking about sustainability, our team is actually doing something, and we have done so for years.

You can't change what you don't monitor. Many years ago, we started down the path of bringing our buildings online in an effort to run a better piece of real estate in terms of energy consumption and comprehensive Environmental, Social and Governance (ESG) targets. We looked at each of our buildings to determine how we could run them in the most efficient way possible from an energy reduction perspective. Utilizing Artificial Intelligence / data analytics and looking at how people move within the buildings and zones, energy reduction strategies are being automated to further drive efficiencies and reduce their carbon footprints.

***Are you able to give us examples of specific sustainable practices at KRP Properties?***

Of course! Under the umbrella of **KRP Green**, we have implemented many sustainable practices. Did you know that we have our very own tree farm to further green our campuses and protect local wildlife? Other initiatives include: Annual waste audits to ensure the target of 60% waste reduction is being met or exceeded each year, investment in variable frequency drives for hundreds of onsite pumps to reduce energy consumption, LED lighting retrofits, water meters that track data trends and send automated message alerts for wastage, monitoring all our energy burns in real time, robust recycling programs, and more.

Just recently, we received \$650,000 in rebates as mechanical and electrical equipment upgrades at five of our properties met and exceeded Hydro and Energy conservation programs. These funds are being reallocated back into our properties to drive further efficiencies throughout the years to come.

***What impact did COVID-19 have on your properties and your team? And what is the situation now?***

During the COVID-19 pandemic, many of our tenants faced significant challenges due to lockdowns, restrictions on movement, and changes in how they interact with our buildings. Likewise we were faced with challenges in terms of our own staff and our ability to deliver the level of service our clients were used to seeing. There were quite a few things we had to understand and address:

- 1. Remote Work:** Many of our clients transitioned to remote work to comply with social distancing measures. This shift required adjustments in communication, collaboration, and management practices. It's not the same having a conversation over a Teams call vs in person.
- 2. Financial Impact:** Businesses experienced varying degrees of financial strain depending on their industry and ability to adapt.
- 3. Operational Changes:** We were fortunate that our building environments were already running at industry best practice in terms of HVAC and air quality, so it was quite easy for us to implement any new health and safety protocols or modify our systems as required by our clients.
- 4. Employee Well-being:** The pandemic affected employees' mental health and well-being due to concerns about job security, health risks, and the challenges of remote work. We implemented the **KRPM** health and wellness program, which was specifically designed to understand how we can be the best employer we can be and create an environment which promotes employee health and wellbeing.
- 5. Digital Transformation:** We accelerated our digital transformation efforts to enhance our online presence, digital communication channels and our building connectability.

Currently, as businesses are trying to find the new normal, many of our clients are still navigating through this post-recovery phase. Remote work remains prevalent in some sectors, while others are returning to

office spaces with hybrid models. You would be naïve to think that people will be coming back to the office like they did pre-pandemic. The impact of COVID-19 has prompted lasting changes in how businesses operate, emphasizing resilience, agility, and digital readiness. The key here is that we need to better learn how to adapt to this new environment and how to pivot our operation in a timely manner so as to be best-in-class.



***“In my opinion, having teams come together in person is an absolute must to reinforce company culture; increase productivity and knowledge sharing; support talent retention and recruitment, not to mention innovation.”***

— Terry Young, VP Operations at KRP Properties

***What about occupancy levels in the parks?***

We've been running inventories for years to track traffic in the parks and understand the demand for office space, parking, amenities, etc. Everyone is trying to find a new norm post pandemic, and every organization's norm is different depending on their products and services, size, maturity, and many other factors. In my opinion, having teams come together in person is an absolute must to reinforce company culture; increase productivity and knowledge sharing; support talent retention and recruitment, not to mention innovation.

In order to be innovative and be on the forefront of technology advancement, you need an environment with collaborative space and like-minded people. This can't be done alone in your basement. ▶



It's like playing golf. If you play with three people that are better than you, your game is better. You shoot longer and straighter, but you don't know why. When you are by yourself, you don't shoot the same quality of game as if you have partners that are really good golfers. That's true with work too! So make sure to surround yourself with smart, dynamic people, and the magic will follow!

The challenge is that some organizations and departments have difficulty benchmarking productivity, thus every organization must find their own new normal. Our job is to be the conduit for this working environment and provide space that best suits this ecosystem.

***You recently announced that you will be converting an office tower into residential units. Could you tell us more about this?***

It's hot off the press! Yes, we are in the process of converting our flagship tower at 535 Legget Drive in the heart of Canada's largest technology park from a commercial offering to a whole new upscale residential apartment complex. This will not only ease the rising housing shortage but will also align with our diversification plans, and larger strategic goals to contribute positively to the community we represent — Kanata North.

We believe this is exciting news for Kanata North and companies in the Park looking to bring employees closer to the office. Stay tuned for details...



*Annual KRP Green — Cleaning the Capital event collects on average over 50+ bags of debris*

***Would you like to add anything else?***

At KRP Properties we provide **More Than Just Space**. We see our clients as partners and we treat our employees similarly, to work together to become better. We recognize our responsibility to develop, operate, and invest in properties that minimize environmental impacts, and we are proud of our achievements to date.

***To learn more visit [krpproperties.com](https://krpproperties.com). 📍***





# Unleashing the Full Potential of Microsoft Premium Services

**MARTELLO** — SaaS for Enterprise Digital Experience Monitoring •  
[martellotech.com](https://martellotech.com)

**Martello** is at the forefront of innovation, helping enterprises to drive user productivity, streamline operations, and protect return on investment in productivity and collaboration services. We recently launched the industry's first experience management solution for Microsoft Copilot, along with new capabilities for other Microsoft premium services — Teams Phone, and Teams Meeting Rooms. Alongside these developments, Martello has also rolled out a comprehensive AI strategy designed to optimize business efficiencies and tackle big data challenges.

## Experience Management for Microsoft Premium Services

Enterprises are making significant investments in Microsoft premium services such as Copilot, Teams Phone and Teams Meeting Room, to drive productivity and innovation. Delivering these services is not enough to ensure that the expected return on these investments will be achieved.

Martello recently launched new capabilities for its experience management solution, Vantage DX, that are part of our commitment to optimizing user experience and streamlining IT operations to protect return on these investments. These new Vantage DX capabilities include:

**1. Copilot for Office 365:** performance monitoring and alerting, along with

network path tracing from the user to the Microsoft data center, ensure that user adoption of Copilot is not stifled by user experience or performance issues.

**2. Teams Phone:** license optimization, visibility of Teams Phone specific infrastructure such as SBCs and the PSTN, ensure not only a great user experience but also help to provide cost control for Teams phone licensing and infrastructure.

**3. Teams Meeting Room:** augmenting native Microsoft data with network path tracing and proactive monitoring delivers faster troubleshooting and resolution, and protects ROI for costly collaboration equipment and licensing costs.

## Customer Success:

### Nicolet National Bank

A shining example of Martello's impact is the experience of Gregg Michalski from Nicolet National Bank. Gregg shared "With over 1,000 employees across 64 locations, efficient internal collaboration and customer communication are crucial. Before deploying Vantage DX, troubleshooting was slow and reactive. Now, proactive monitoring and synthetic testing enable the bank to resolve issues swiftly, often before users notice them. This proactive approach has optimized user experience and IT operations, ensuring better ROI on our Teams investment."

## Martello AI Strategy:

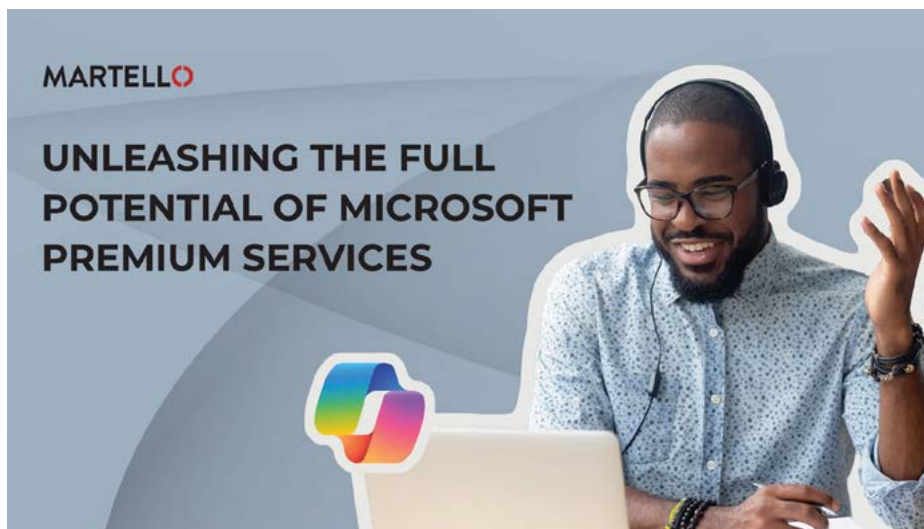
### Empowering Business Efficiencies

As artificial intelligence continues to advance, Martello Technologies is leading the charge with a robust AI strategy designed to enhance business efficiencies and tackle big data challenges. According to CompTIA, over half of organizations are already implementing AI, and Martello is ensuring that its applications are both innovative and purposeful.

Martello's AI strategy is built on five stages. Each stage is designed to harness AI's capabilities to streamline IT operations and improve the Microsoft Teams experience.

## Five-Stage AI Strategy:

- 1. Event Detection:** Detect anomalies within Microsoft Teams environments using AI.
- 2. Root Cause Analysis:** Eliminate wasted diagnostic time using machine learning and classification algorithms.
- 3. Remediation Playbooks:** Create automated playbooks using large language models to guide corrective actions.
- 4. Remediation Automation:** Handle remediation steps autonomously using AI, including comprehensive reporting to IT. ▶




- 5. Impact Assessment:** Provide empirical measures of Vantage DX's contributions to organizational outcomes.

Martello aims to revolutionize the Microsoft Teams experience, making it more efficient, seamless, and cost-effective.

### Looking Ahead

Martello's strategic deployment of AI and new user experience management solutions underscores its leadership in the market. As enterprises increasingly adopt modern technologies to enhance

collaboration and productivity, Martello remains at the forefront, providing the tools and strategies needed to maximize return on investment. 

**MARTELLO** 

## HYAS Achieving Considerable Expansion

HYAS INFOSEC — Leader in cybersecurity solutions • [hyas.com](https://hyas.com)

### Expansion Into the Global Marketplace

**HYAS** significantly broadened our global presence, establishing a strong foothold in the Middle East, Africa, and Eastern Europe through strategic partnerships. Notable collaborations include:

- **ZainTECH:** Partnering with the integrated digital solutions provider of Zain Group, HYAS is set to deliver advanced cyber resiliency across the Middle East, enhancing zero-trust security models beyond traditional network perimeters.
- **CyberRey:** Teaming up with the prestigious London-based value-added distributor, HYAS expands its reach and influence in Eastern Europe and Africa.



### Expansion Into the Healthcare Market

HYAS earned distinguished recognition in the healthcare sector with several notable achievements:

- Awarded "Best Overall Healthcare Cybersecurity Company" in the 8th Annual MedTech Breakthrough Awards Program.
- Featured as one of the top 115 Cybersecurity Companies to Know by Becker's Hospital Review.
- Equipped healthcare security teams with HYAS Insight threat intelligence and HYAS Protect protective DNS, empowering them to swiftly identify, track, and mitigate cyber attacks.

### Expansion Into the Fed/Gov Market

HYAS forged a pivotal partnership with Carahsoft to bolster cybersecurity in the U.S. Public Sector. This collaboration ensures:

- Integration of HYAS solutions into Carahsoft's portfolio, providing government entities with unparalleled visibility, protection, and security against diverse malware and cyber threats.
- Enhanced resilience against dynamic and unprecedented attack vectors, safeguarding critical public sector infrastructures.

### Award-Winning Technology

HYAS continues to garner industry accolades, securing top honors across multiple prestigious platforms:

- Achieved victories in nine categories at the 12th Annual Global InfoSec Awards during RSAC 2024, underscoring HYAS's commitment to delivering cutting-edge cybersecurity solutions.
- Won two Fortress Cybersecurity Awards from the Business Intelligence Group:
  - HYAS Protect protective DNS dominated the Network Security category.
  - HYAS Insight threat intelligence excelled in the Threat Detection category. 

 **HYAS**



# Cliniconex Launches Automated Care Platform

**CLINICONEX** — Patient engagement platform for medical and care professionals • [cliniconex.com](https://www.cliniconex.com)

**Cliniconex**, a leading healthcare technology company, is excited to announce a major transformation with the launch of its revitalized brand and Automated Care Platform. This strategic move reinforces Cliniconex's commitment to simplifying communication and collaboration for healthcare providers, ultimately improving patient care.

The conference served as an invaluable platform for strategic engagement. Cliniconex team members engaged in substantive conversations with prospective customers, partners, and investors, discussing collaboration opportunities and exploring synergies. These discussions were not only fruitful in the immediate term but also set the stage for future partnerships that align with Cliniconex's strategic goals.

## A Fresh Identity for a New Era

Cliniconex's reimagined brand identity reflects the company's evolution and unwavering dedication to innovation. The new logo, a modern and dynamic symbol,



embodies Cliniconex's forward-thinking approach and the seamless connectivity it fosters within the healthcare ecosystem. A vibrant new color palette further signifies the company's energy and passion for transforming healthcare communication.

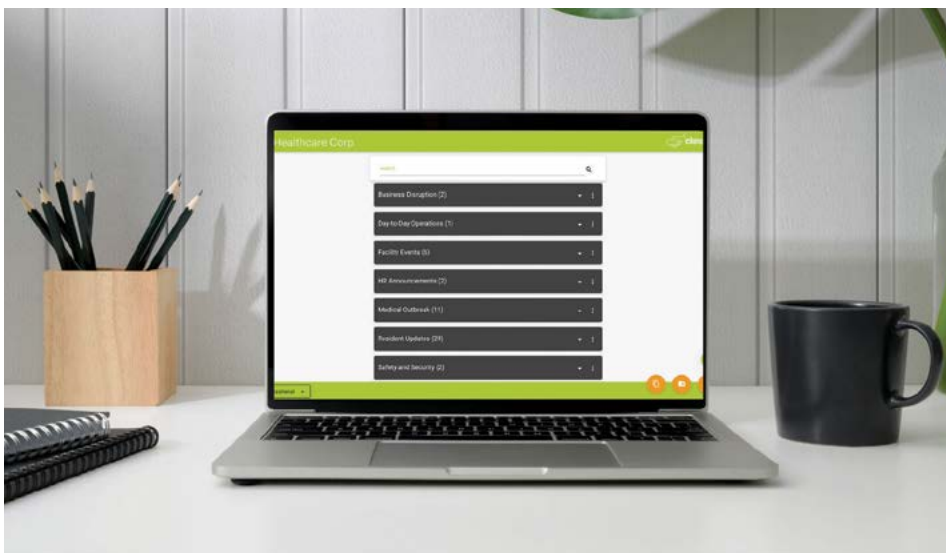
## Introducing the Automated Care Platform

The cornerstone of this transformation is the introduction of the Cliniconex **Automated Care Platform**, a game-changing solution designed to streamline communication and collaboration for healthcare providers. This platform leverages automation and intelligent workflows to eliminate manual tasks,

reduce errors, and enhance efficiency across the care continuum.

This powerful tool seamlessly integrates with existing healthcare systems, ensuring a smooth transition and maximizing value for providers. With a user-friendly interface and robust features, the Automated Care Platform empowers healthcare teams to communicate efficiently, collaborate effortlessly and connect thoughtfully.

Stay tuned for more exciting product releases throughout 2024 that align with this mission and vision. 📌



**The Automated Care Platform leverages automation and intelligent workflows to eliminate manual tasks, reduce errors, and enhance efficiency across the care continuum.**



# thinkRF Surpasses Revenue Targets for Second Consecutive Quarter with Landmark Achievements

thinkRF — Leader in software-defined spectrum analysis platforms • [thinkRF.com](https://thinkRF.com)

**thinkRF** continues to exceed its revenue targets for the second quarter in a row, achieving remarkable milestones that position the company on track to triple its 2023 revenue. This quarter has been particularly noteworthy, with substantial successes and strategic advancements.

A major highlight is the signing of a significant deal with a North American spectrum regulator for the nationwide deployment of its cutting-edge Spectrum eXperience Management (SXM) platform. SXM is an innovative cloud-based autonomous platform that provides continuous network intelligence and monitoring. This deal followed a successful pilot deployment, where the client confirmed that, prior to SXM, it was not economically feasible for government regulators to audit and manage the vast wireless network infrastructures and monitor spectrum license utilization effectively. Additionally, SXM enables efficient spectrum management, cross-border interference coordination, and overall spectrum planning.

Further extending its regulatory impact, thinkRF is continuing a successful pilot program with a South American regulator. This initiative underscores the global significance of spectrum license auditing and highlights thinkRF's expertise in meeting these critical needs.

In the realm of Private Networks, thinkRF's SXM platform demonstrates its suitability to maintain network reliability and ensure business continuity. This is evidenced by the recent pilot program with Disney Parks, where thinkRF is set to deliver a novel approach to a capability featuring real-time spectrum channel occupancy monitoring. This capability



promises unmatched insights into efficient channel assignments and utilization.

Another notable achievement is the delivery completion of 100+ spectrum analysis platforms to a Middle Eastern government, reinforcing the effectiveness of thinkRF's sales strategy and global outreach.

thinkRF's international expansion was further showcased in May 2024 at the Telecoms World Middle East (TWME) in Dubai. The event provided valuable networking opportunities, enhancing visibility among a targeted audience and contributing to lead generation, brand building, and market recognition.

Continuing its momentum to target specific audiences, thinkRF presented its SXM solution at the 19th European Spectrum Management Conference in Brussels in June. The feedback from spectrum regulators and policymakers was overwhelmingly positive, highlighting SXM's unique and innovative approach. The audience was impressed by SXM's ability to effortlessly monitor wireless network infrastructures globally, providing real-time insights into spectrum band utilization, occupancy, regulatory compliance, and cross-border interferences — all with just a few clicks.

The enthusiasm and engagement from these events reaffirms our mission to revolutionize spectrum monitoring by

providing a comprehensive view of this dynamic environment. We extend our gratitude to everyone who interacted with us and shared their excitement! 📶

**About thinkRF** We are transforming wireless network management and analytics with our state-of-the-art platform, Spectrum eXperience Management (SXM). Leveraging an innovative, IoT-driven, cloud-based approach, SXM provides continuous, autonomous network monitoring and spectrum intelligence, delivering unparalleled insights into wireless network dynamics and spectrum utilization.

SXM continuously characterizes network usage within any given area, seamlessly uploading this data to the cloud for aggregation and analysis across the entire SXM network. This process generates invaluable insights, enabling our clients and users to optimize billions of dollars in annual spending on spectrum management, acquisition, and network planning. It empowers them to make data-driven decisions and achieve superior wireless network performance — all at a fraction of traditional costs!





# Unlocking the Edge in Retail

## Edge Signal enables lifecell to AI-enable their store operations

**EDGE SIGNAL** — Addressing the complexities of edge computing infrastructure • [edgesignal.ai](https://edgesignal.ai)

Even before the pandemic forced global lockdowns, brick-and-mortar retailers were already struggling against the surge of e-commerce. Now, the retail industry is experiencing significant changes as the worlds of online and in-store shopping converge — driving omnichannel shopping. This brings about its own unique challenges of how to meet customer expectations while managing costs effectively.

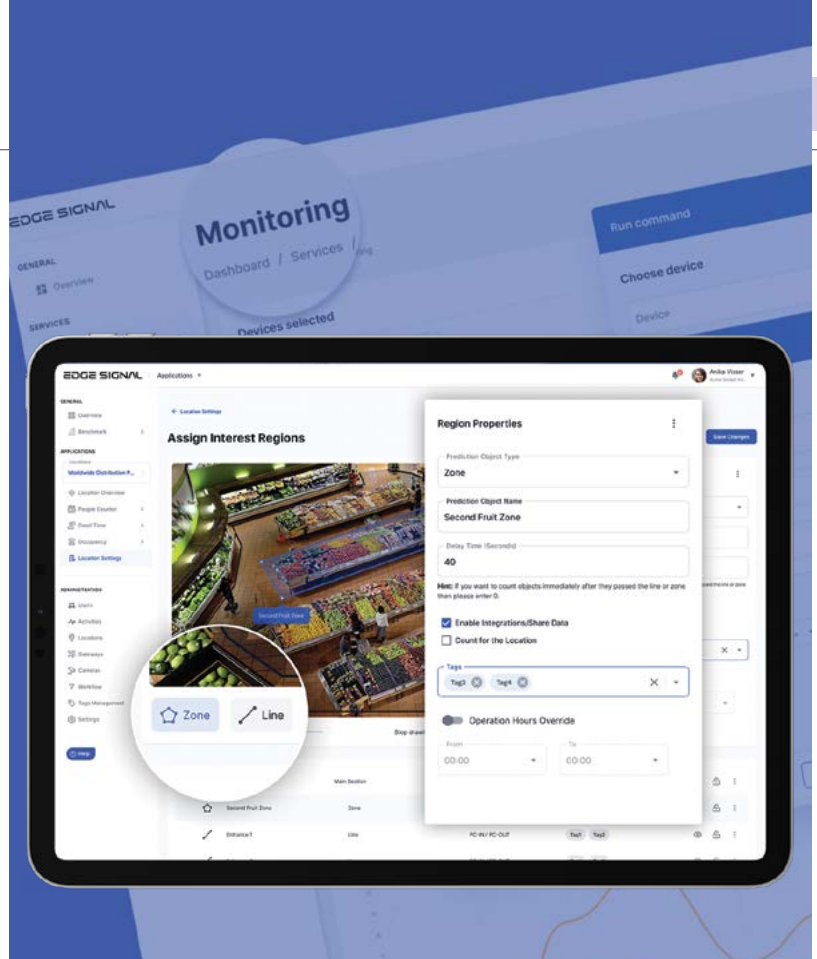
Recognizing this shift to omnichannel shopping is leading telecommunications operator [lifecell](https://lifecell.com), who has partnered with [Edge Signal](https://edgesignal.ai), to optimize their sales and channel operations through cutting-edge AI technology.

Through the implementation of Edge Signal's **Shop Suite product**, lifecell now possesses the capability to process and analyze sales operations data in real time, unlocking invaluable insights that drive operational excellence. These include the optimization of inventory management, quality control, and customer service and support to drive efficiencies and customer success as well as the ability to deliver impactful, consistent, and timely customer messages by collecting visitor analytics and monitoring adherence with marketing and sales protocols.

Edge Signal is a full-fledged AI-powered edge computing platform, which accelerates application development by providing complete edge infrastructure management and edge AI development capabilities. Edge Signal is device- and hyperscaler-agnostic, with built-in security. It has a comprehensive low/no code development and vision AI toolset, which enables organizations to generate insights from any sensor or camera stream in real time.

With Edge Signal's Shop Suite product, lifecell is able to convert video footage into actionable insights to improve customer experience and drive revenues across their many stores.

To learn more, visit [EdgeSignal.ai](https://edgesignal.ai). 



*"We are thrilled to announce our partnership with Edge Signal, a collaboration that marks a significant step forward in our goal to digitize and optimize shop operations. This AI-based proactive channel, sales, and shop management solution is just one of the many examples of our unwavering commitment to improving customer experience while driving revenues and value for our shareholders."*

— Ismet Yazici,  
Chief Executive Officer at lifecell

*"We are achieving higher service levels and increased customer satisfaction since implementing this AI-based shop management system powered by Edge Signal. It's a proven technology that will, over time, lead to significant revenue growth for lifecell. The ability to target advertisements effectively and gain deeper insights into our stores and customer profiles is invaluable. With continuous monitoring, we can manage our shops more efficiently, reducing costs while ensuring optimal performance. From audits and mystery shopping to precise marketing placements, every aspect of our operations is improving."*

— Dmytro Dziabura,  
Chief Sales Officer at lifecell

**EDGE SIGNAL**

# CELESTRA HEALTH SYSTEMS MAKING STRIDES WORLDWIDE

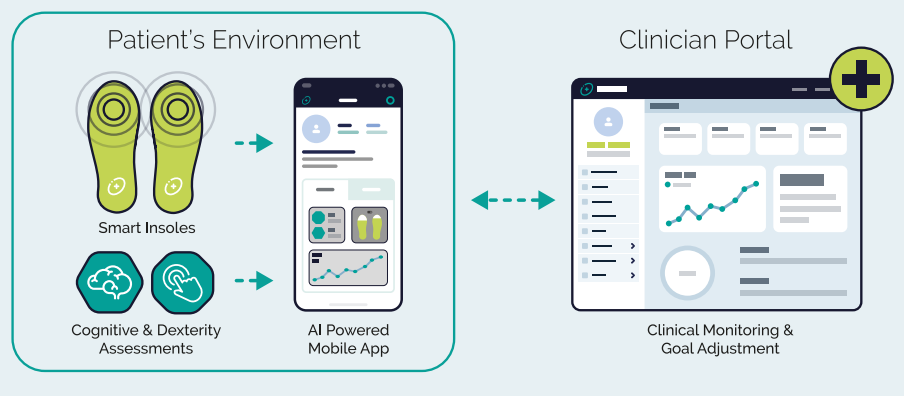
**CELESTRA HEALTH SYSTEMS —**  
Leader in AI-based monitoring of  
multiple sclerosis •  
[celestrahealth.com](https://celestrahealth.com)

**Celestra Health Systems** is an award-winning healthcare technology company that has developed a cost-effective and highly sensitive neurological digital biomarker for measuring patient walking quality under real world conditions, at 1/100 the cost of conventional solutions. Our platform helps patients with neurological conditions such as Multiple Sclerosis (MS) and Parkinson's Disease, as well as their clinicians, by objectively measuring changes in walking quality over time, serving as an early warning system for detecting changes in disease conditions.

Celestra Health continued to make significant progress during the second quarter of 2024, including:

1. research and development funding was received from the Canadian and German governments, to be shared with our German wearable device partner;
2. recent progress with the FDA towards achieving medical device certification; and
3. expansion of our clinical trials to four countries.

We are pleased to announce that we are now receiving advisory services and funding from the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP), to expand the depth and breadth of our AI gait algorithms and to expand our clinical trials. For our hardware partner, funding from the German government will be used to develop their next-generation smart insole designed for two years of continuous use, resulting in significant benefits to Celestra Health.



We held our 3rd meeting with the US FDA in June, in support of our Software as a Medical Device (SaMD) application. Our next meeting with the FDA is scheduled for late July, as we continue to make excellent progress towards our goal of medical device certification by early 2025.

Preparations for our 4th clinical trial are now underway with the largest Multiple Sclerosis (MS) clinic in Germany. Our research collaboration agreement with the Technical University of Dresden (TUD) has now been finalized. Our joint clinical trial will provide Celestra Health with a validated suite of in-clinic MS gait tests eligible for reimbursement by healthcare insurance providers in Germany and beyond.

Our multi-country Multiple Sclerosis (MS) clinical trial (US, UK, Canada) is continuing to yield stellar results, along with excellent patient usability ratings. We are enhancing our AI gait algorithms on an ongoing basis, as we grow our data set of real-world MS walking sessions. We are also hardening our operational capabilities, with the development of a comprehensive suite of platform monitoring tools.

Finally, based on the strong results from our Phase I Parkinson's Disease study, we are collaborating with The Ottawa Hospital in preparation for a 12-month Parkinson's clinical trial starting in the Fall.



**“Our multi-country Multiple Sclerosis (MS) clinical trial (US, UK, Canada) is continuing to yield stellar results, along with excellent patient usability ratings. We are enhancing our AI gait algorithms on an ongoing basis, as we grow our data set of real-world MS walking sessions.”**

— **Bruce Ford**  
CEO at Celestra Health Systems





# Benbria Exhibits at HITEC Charlotte Showcases Real-Time Experience Management Platform for Hospitality and Travel

**BENBRIA** — Customer Experience and Engagement Solutions • [benbria.com](https://benbria.com)

HITEC has a robust 50-year history, gathering thousands of industry professionals to share the latest ideas, trends, best practices and solutions in hospitality technology. Produced by Hospitality Financial and Technology Professionals (HFTP®), a global nonprofit hospitality association, HITEC gives attendees access to the latest hospitality technology, industry experts, essential education and the resources to find cost-effective ways to improve company bottom lines. This makes HITEC the largest non-profit show of its kind.

**Benbria** exhibited at HITEC Charlotte in June demonstrating the unique capabilities of the Loop Experience Platform as an integrated, real-time experience management platform for hospitality and travel. This includes how Loop delivers a modern approach to managing the guest



experience, pre-stay, in-stay and post-stay while improving operations.

With Loop, properties can augment their existing technology investments by deploying an integrated guest management solution that automates experiences including pre-arrival messaging and post-stay feedback collection while allowing properties to expedite the fulfillment of guest requests in-stay. Future releases of the Loop will include more integration stories that further enhance the guest experience and provide a strong ROI for hotels.

Benbria is a proud partner of leading hospitality and travel technology providers including Oracle, Amadeus and Tripleseat. Benbria's approach to the industry includes robust integrations with Property Management Systems (PMS) such as Opera by Oracle, Service Optimizations Systems (SOS) such as HotSOS by Amadeus and Event Management Platforms such as Tripleseat.

The integration with Opera allows Benbria to reach over 50,000 properties globally including hotels and resorts with an Opera Exchange Interface (OXI) for on-premise and hosted deployments as well as an Oracle Hospitality Integration Platform (OHIP) for cloud deployments. The integration with HotSOS allows for the forwarding of guest requests and includes real-time status updates. The integration with Tripleseat provides real-time feedback collection for event organizers.

Future releases will include more high-value integration stories and depth to the platform leveraging AI. Benbria is growing its partner network to include more commercial partners focused on providing hospitality platforms to accelerate the roadmap for major brands. Benbria looks forward to working with more independent properties that are looking for all-in-one guest facing solutions. 📍



*Benbria team exhibiting at HITEC Charlotte*



# Healthspan Deflects 88% of Chats and Increases CSAT with Generative AI Chatbot

## Achieving an 88% AI Deflection Rate in Under 8 Weeks

TALKATIVE — Digital services software for contact centers • [gettalkative.com](https://gettalkative.com)



"Getting Talkative's Generative AI Chatbot is a no-brainer. It's mind-blowing to see the responses it gives."

Rob King - IT and Facilities Manager at Healthspan

Imagine automating 88% of product queries with complete confidence, helping you.

- Accurately deflect thousands of monthly queries with brand-trained AI
- Instantly automate answers about any product — no matter how many items you stock
- Serve more customers on autopilot without increasing agent headcount
- Improve average handle times, first resolution times, and CSAT scores
- All while giving your contact center agents time to focus on the conversations that matter most.

That's exactly what Healthspan's IT Manager Rob King achieved with Talkative's Generative AI Chatbot — a staggering 88% deflection rate for customer product queries. For the UK's leading DTC vitamin brand, that's no easy feat. Here's how Rob and Healthspan did it.

### THE GOAL: Increasing Efficiency and Improving Customer Care

Healthspan's contact center team handles a significant amount of customer queries. Their 57 customer support agents answer over 150,000 interactions per month, all across:

- Phone Calls
- Email
- Live Chat
- WhatsApp

### The main topic of these queries?

Questions about Healthspan's 200+ products, which includes vitamins, supplements, sports nutrition, and more.

And with every product catering to a range of different health goals and concerns every SKU comes with a huge list of customer queries — from questions on dosage and efficacy to building a personalized supplement stack.

The screenshot displays the Healthspan website interface. At the top, a green banner states "Free delivery on all UK orders over £30". Below this is the Healthspan logo and a search bar. A navigation bar lists categories: Vitamins & Minerals, Supplements, Skin & Hair Care, Pet Health, Sports Nutrition, Your Health, and Offers & Promotions. A "Sort and Filter by" button is visible. The main content area shows three product listings: Vitamin D3 10 µg (240 one-a-day tablets), Magnesium 375 mg (Everyday support for your muscles and nervous system), and Vitamin D3 50 Plus (Our strongest Vitamin D 50 µg vitamin D3 highly). Each listing includes a star rating and a "10% OFF" or "15% OFF" badge. On the right, a "Live Chat" widget is open, showing the Healthspan logo and the text "Our agents are waiting to resolve your query." with buttons for "Order Status", "Product Enquiry", and "General Enquiry".



For Healthspan to continue serving its audience of over a million loyal customers Rob knew that their volume of interactions was only going to grow. But with such a large product base and wide-ranging queries, was a chatbot really the right solution for Healthspan? Having worked in IT for over 20 years, Rob knew to be cautious when exploring new LLM technology.

**Rob King:** ‘We needed to maintain a continuity of experience while delivering quicker responses that required less time and effort to find. But that goal came with its own concerns: could AI actually provide the correct information to our customers in a consistent and reliable way?’

All in all, Rob needed a solution that could:

- Handle thousands of pages of product information
- Update, monitor, and edit without developers, designers, or down-time
- Intelligently hand over to live chat when a customer needs human help
- Seamlessly match the Healthspan website’s branding and user experience
- Prevent hallucinations, jailbreaks, or any nuisance tampering.

*“After a consultation with the Talkative team, we were easily able to adapt and update the system to our requirements, and they were always on hand to support, often sending emails with current statistics and suggestions for how we could improve our service.”*

— Rob King  
IT and Facilities Manager at Healthspan

- And most importantly, Healthspan customers had to love it.

**RK:** ‘The “dream” was to have a chatbot act as an automated Product Expert. We wanted to have a chatbot that we could just point at our website, collect the product info URLs we needed, and add the information into a knowledge repository for the AI to use.’

That’s where Talkative’s Generative AI Chatbot came in.

#### THE SOLUTION: Introducing Talkative’s Generative AI Chatbot

Unlike other AI solutions, Talkative’s chatbot takes a hybrid approach to AI and

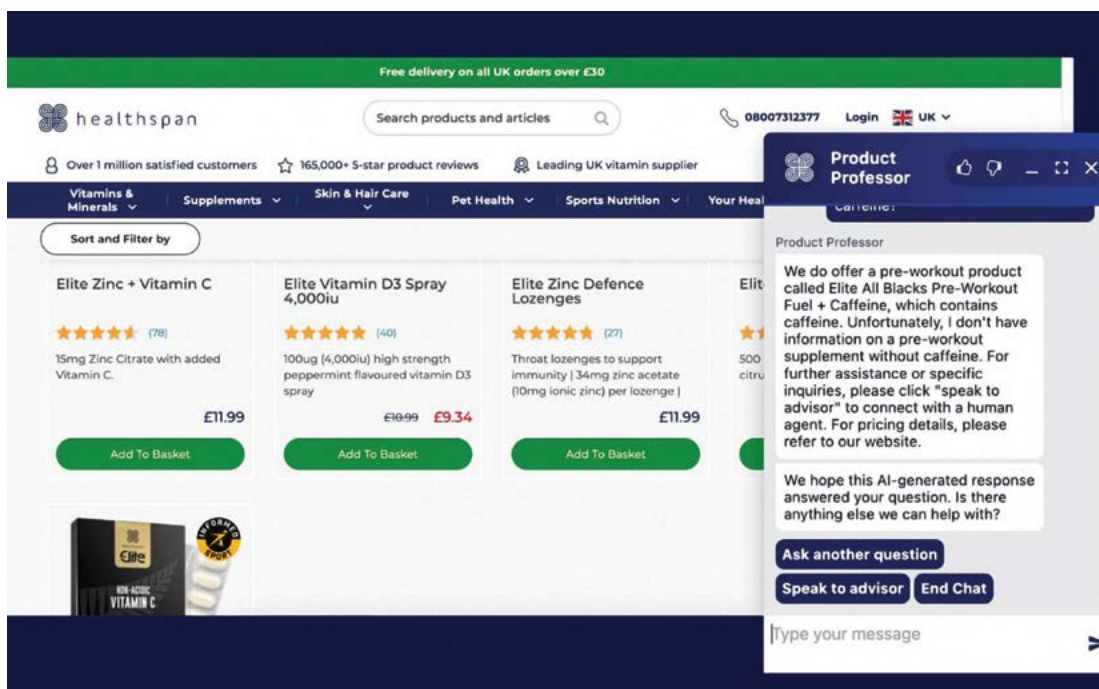
automation. It means that Healthspan could leverage LLM technology via Talkative’s AI Knowledge Base... While also building easy-to-navigate chatbot flows that steer the customer journey with intents and suggestion chips.

Rob had this to say about getting to grips with the Talkative chatbot:

**RK:** ‘How you build out the bot, how you upload information, and even how you can customize the chat widget — it’s all extremely intuitive and easy to use. No coding or design skills required. And there are lots of reporting tools that keep you updated on the kind of questions that are being asked, along with sentiment analysis and other reporting methods.’

After preparing their brand knowledge and chatbot flows over an eight-week implementation, Healthspan’s AI ‘Product Professor’ was ready.

**RK:** ‘Getting up and running was really straightforward, and the Talkative team themselves were so friendly. After a consultation with the team, we were easily able to adapt and update the system to our requirements, and they were always ▶



*Healthspan’s AI Product Professor instantly and accurately answers a query.*

on hand to support, often sending emails with current statistics and suggestions for how we could improve our service.

All in all, it took us about eight weeks to go live — which we were really happy with considering the amount of information the chatbot handles.'

### THE RESULT: 88% AI Deflection Rate and Increased CSAT

Healthspan launched their new chatbot in May, achieving an immediate deflection rate of 30%. But one month and a few tweaks later, Healthspan's AI chatbot now deflects 88% of product queries. Customer satisfaction scores even rose from 86% to 89%!

It's an amazing result for the brand — but it's not just the customers who are smiling:

**RK:** 'Achieving an 88% deflection rate has been massive for Healthspan and our contact center. Agents now have far more time on their hands to concentrate on other tasks, and with the platform's live chat and social messaging coming as part

of the solution, any AI interaction is always safeguarded with an agent that's ready to take over.

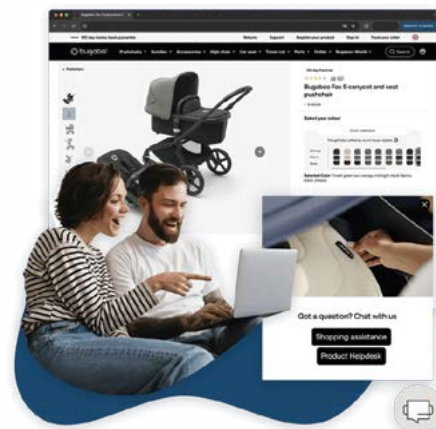
Overall, getting Talkative's Generative AI Chatbot is a no-brainer. It's changed the way we think about AI customer service. It's mind-blowing to see the responses it gives.'

### Adopting a Generative AI Chatbot for Your Business

Want to explore how a generative AI chatbot could improve your operational efficiency?

If you'd like to learn how you can turn your pre-existing business knowledge into a generative AI chatbot that can be managed in-house without developers or designers.

**Click [here](#) now to discover how you can automate up to 88% of customer queries! 📌**



***"Achieving an 88% deflection rate has been massive... It's changed the way we think about AI customer service."***

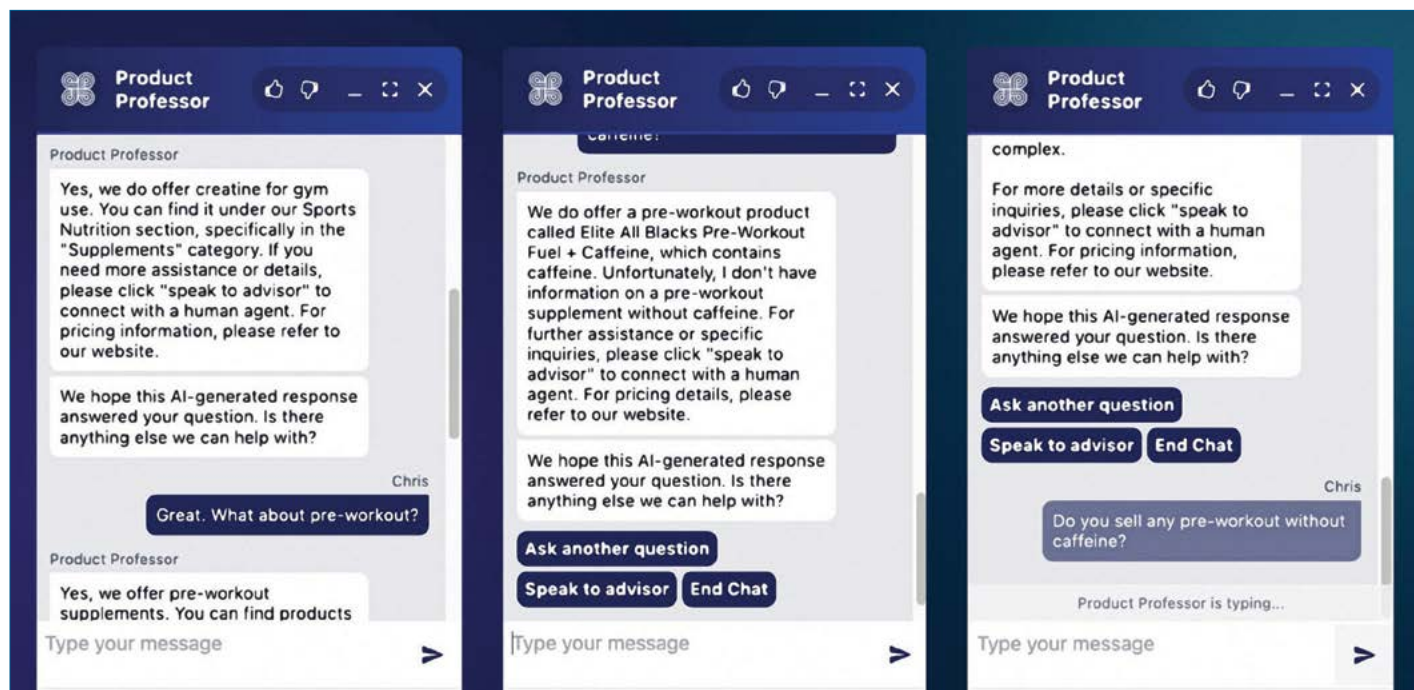
— Rob King

#### Contact Channels:

GenAI Chatbot, Live Chat and WhatsApp

#### Integrations:

Mitel Contact Centre, GA4, WhatsApp, SMS and In-House CRM







# New Canadian Identity Regulations Guided by UK Insights, powered by Validient

**VALIDIENT** — Digital client onboarding system for law firms, real estate agents, and other regulated businesses • [validient.com](https://validient.com)

Recently, **Validient** explored the Canadian legal and financial markets in and around Toronto ensuring the UK experiences in financial security match the new regulations being instigated in Canada. Validient's experience was invited through the Global Incubator Programme which is run in partnership between Innovate UK, Toronto Metropolitan University (TMU), and the Legal Innovation Zone (LIZ).

Ieuan Leigh, CEO of Validient, believes it is evident that while both nations face similar challenges, particularly concerning

anti-money laundering (AML) procedures, there are distinct differences in their approach and technological advancements. Notably, Canada appears to lag behind the UK, particularly in the realm of digital identification (ID) checks, which are pivotal in modern AML protocols.

## Validient's Compliance Solution: Strongly Placed for Canada

Validient offers global client due diligence solutions and are seen as a market leader for end-to-end compliance in the

UK. Given that the Ontario legal system is based on English law, and the challenges routed around compliance are the same, Validient plans to increase their presence in Canada this year to be at the forefront of change. With their links through Wesley Clover, the LIZ, the Ontario Bar Association, and the Law Society of Ontario, their presence will be hard to ignore when the clampdown on client intake and AML procedures increases.

## Technological Advancements in the UK's AML Procedures

The UK has long been at the forefront of implementing stringent AML measures.



**Notably, Canada appears to lag behind the UK, particularly in the realm of digital identification (ID) checks, which are pivotal in modern AML protocols.**



Over the past few years, the UK has integrated sophisticated technology to bolster its defences against money laundering with many tech startups emerging to offer to support professional services firms at risk. The adoption of digital ID checks and Know Your Customer (KYC) protocols has been a key advancement, significantly enhancing the efficiency and accuracy of AML compliance.

UK regulatory bodies, such as the Financial Conduct Authority (FCA) and the National Crime Agency (NCA), have mandated rigorous AML practices. The emphasis on technology is evident with the increased use of biometric verification and ongoing due diligence to monitor companies, individuals, and transactions and identify suspicious activities. This proactive stance has positioned the UK as a leader in combating financial crime.

### Canada's Recent Developments in AML Procedures

Canada has been slower to adopt similar technological advancements. It was only in January 2024 that Canada required the use of digital ID checks for AML purposes stating that relying just on a Teams call isn't enough. This delayed adoption highlights a significant gap between the two countries in their approach to leveraging technology for financial security.

The Canadian legal market, regulated by the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC), has traditionally relied on more conventional methods for AML compliance. This reliance has often resulted in slower processes and a higher susceptibility to financial crimes compared to the UK.

However, with the shift to requiring digital identity methods, it shows Canada's innovative narrative — one that was obvious to see during Validient's visit to tech hubs.

### The Impact of TD Bank's Fine on Canadian AML Practices

A notable event that may drive change in Canada's AML landscape is the recent fine imposed on TD Bank. The bank was fined a C\$9.2m for AML compliance failures, underscoring the pressing need for more robust and technologically advanced measures. This fine is the biggest sanction imposed in Canada. This incident has spurred a national conversation on the importance of modernizing AML procedures and could potentially drive faster adoption of digital technologies across Canadian financial institutions.

### Looking Forward: Lessons from the UK

As Canada navigates this transformative period, it can draw valuable lessons

from the UK's experiences. The integration of digital ID checks and enhanced due diligence in AML procedures has proven effective in the UK, offering a blueprint for Canada to enhance its own systems.

Fostering a culture of continuous improvement and technological adoption within regulatory bodies and financial institutions is crucial. By embracing innovations such as Validient, Canada can not only catch up with but potentially exceed the UK in AML efficacy.

While the UK and Canada share similar challenges in the legal market, especially concerning AML, the UK's advanced use of technology has shown what 'good' can look like. Canada's recent approval of digital ID checks marks a significant step forward, but further efforts are needed to close the gap. The fine imposed on TD Bank serves as a stark reminder of the risks associated with inadequate AML measures and highlights the urgency for Canada to modernise its approach. By learning from the UK's experiences, Canada can develop a more robust and technologically advanced AML framework, ensuring greater financial security and compliance in the future. ●





# Webdox is Latin America’s Highly Valued and Award-Winning CLM Platform

WEBDOX — Contract lifecycle management software • [webdoxclm.com](https://webdoxclm.com)

**Webdox** is an enterprise SaaS for digital contract lifecycle management (CLM) that enables faster and more secure handling of the entire contractual cycle.

Webdox serves over 550 clients in 13 Latin American countries. Companies such as Telefónica, Banco Santander, Walmart, FEMSA, Grupo México, Coca Cola Andina, AB InBev, and L’Oréal are part of the customer base among other leading companies with many of them utilizing the software in different business units.

Webdox is a highly valued and award-winning CLM platform across the Latin American region.

Webdox has demonstrated significant usage across its essential functionalities, underlining its comprehensive offering in CLM: from contract workflow functionalities (for contract signing and execution) and spanning from contract requests, signing and document repository, to more advanced functionalities that are revolutionizing the contract lifecycle management and business relationships process.

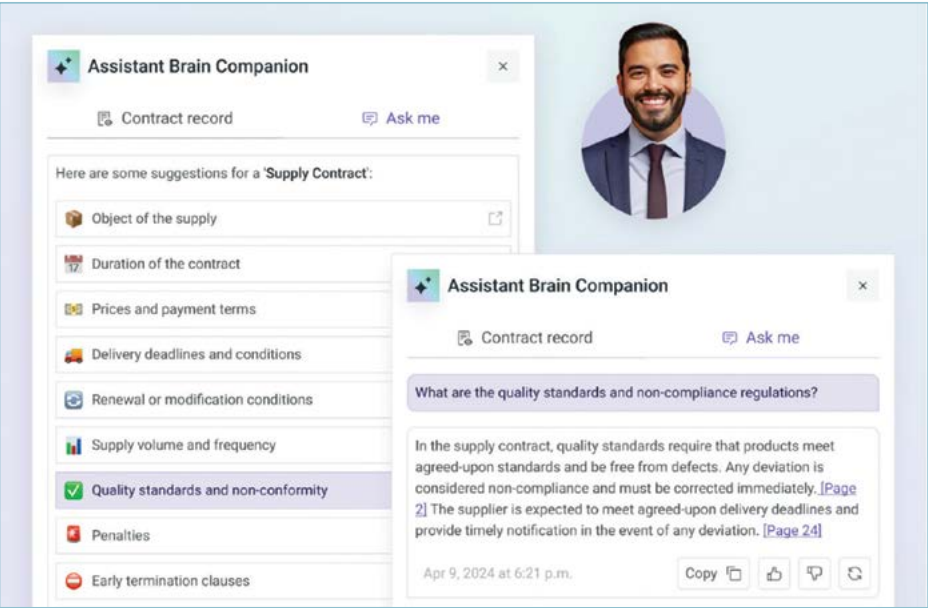
The product’s 2024 strategy strongly emphasizes enhancing the core pillars of Webdox’s product value proposition. The company’s focus extends across several key areas: establishing Webdox as a comprehensive end-to-end Contract Lifecycle Management solution, strengthening the contract network, ensuring greater local compliance, providing seamless integrability, and, at the heart of Webdox’s innovation, advancing artificial intelligence capabilities.

The following highlights key product features and updates that Webdox released during the first half of 2024, which have not only achieved significant adoption and traction but have also been met with a positive reception from customers,

who have quickly recognized their value, reflecting a solid willingness to pay.

### Brain Companion: Enhancing AI Strategy

Webdox released **Brain Companion** which led to notable advancements in speed, design, and user experience. Key enhancements include efficient information extraction, quick responses, intuitive interactions, productivity optimization, intelligent personalization, and stringent security measures.



The success of this AI release paved the way for a significant step in integrating AI into Webdox’s value proposition.

### E-Signature and Local Compliance

Webdox experienced significant strides in bolstering Local Compliance capabilities in various countries in Latin America. Also, the company expanded electronic signature offerings to include globally recognized AdobeSign, further aligning with international standards and user expectations. ▶



### Webdox Integrations Strategy: Launching the Microsoft Power BI Connector for Advanced Decision-Making and Reporting

Webdox's continuous effort to empower clients with seamless operational and business process integration, in 1Q 2024 the Company marked the launch of the Power BI Connector.

This innovation provides a seamless contractual management experience by integrating CLM data directly into clients' operational ecosystem. It supports smarter, data-driven decision-making and empowers users with the flexibility to create customized reports tailored to their unique requirements. By facilitating this deep level of integration, the Power BI Connector ensures that strategic insights are readily accessible, enhancing the ability to respond swiftly to business dynamics without the need to navigate disparate systems.

### Contracting Network: Facilitating Contract Negotiations Through a Fast and Agile Experience

In the digital era, the agility and transparency of contract negotiations are paramount. Webdox meticulously developed a novel feature within their collaborative portal.

This innovation is specifically designed to enable Webdox's clients' counterparts

to directly engage in negotiations on Webdox, ensuring a swift and efficient contracting process.

Webdox's approach to transforming CLM into a robust contracting network is centered around crafting a Webdox experience that significantly enhances information transparency. This is achieved by providing advanced tools, streamlining the communication process, and connecting all relevant information from both parties and their counterparts. The company's goal is to nurture this network alongside the evolving contractual relationships of our clients, promoting growth and facilitating better business outcomes.

Through this initiative, Webdox is simplifying contract negotiations and setting a new standard for how businesses interact and finalize agreements with a focus on improving the user experience and integrating valuable features. This reflects the company's commitment to leading the industry forward, making Webdox the go-to platform for comprehensive contract lifecycle management.

### CLM End to End: Increasing User Satisfaction with Targeted Improvements

Our commitment to evolving into a world-class CLM solution is demonstrated through ongoing enhancements to elevate user satisfaction. By focusing on

practical improvements, we strive to provide a superior CLM experience that aligns with our users' expectations.

**Automated Classification:** This functionality streamlines contract data management across its entire lifecycle, centralizing information for easier access. It aids in organizing contracts within the repository, making searches more efficient. Importantly, it allows users to understand key aspects of a contract without opening the document, providing a quick overview and insights directly from the repository view. Additionally, the centralization of contract data enhances the quality of reports, enabling more detailed and accurate analyses based on comprehensive contract information.

**Signature View Enhancements:** We've updated the Signature View for better performance and a streamlined user experience, consolidating contracts awaiting signature. This key feature, optimized based on customer feedback, aims to enhance the electronic signing process and increase client satisfaction.

To learn more about Webdox and Brain Companion, please visit [webdoxclm.com/en/](https://webdoxclm.com/en/) 



**Webdox**



Here you will find all the signing processes, filter by their statuses, signature providers, among others.							
Search process or workflow							
Workflow name	ID Workflow	State	Supplier	Deadline	Signatories	Responsible	
Approval of warehouse supplies 9072232	907772	NA	Legal	Apr. 5, 2023			
COPEC supplies logistics carts...	907772	Waiting	Webdox	Apr. 12, 2023			
COPEC supplies logistics carts...	907772	Waiting	Webdox	Apr. 12, 2023			
Company web portal management 2023	907772	Waiting	Webdox	Apr. 21, 2023			
Company web portal management 2023	907772	Expired	Clicksign	Apr. 22, 2023			
Operations 2023	907772	Signed	Legal	Apr. 22, 2023			
Operations 2023	907772	In progress	Legal	Apr. 22, 2023			





# Powering Expansion: Industry leaders are migrating to Pisano's VoC Platform



AI Assistant for

*Experience Management Professionals*

**PISANO** — All-in-one experience management solutions •

[pisano.com](https://pisano.com)

**The Voice of the Customer (VoC) platform scene has always been a busy one, with big names dominating the market for years. But recently, there's been a shift.**

Arriving on the scene long after the established actors, **Pisano** is shaking things up in the industry. Not only are they attracting customers, but nowadays they are experiencing major brands around the world migrating to their platform, even in the highly competitive US market.

A lot of them are switching over from those well-known vendors that have been leading the industry for years. So, what's the secret behind Pisano's growing success? Let's take a closer look.

## **Innovation is in Their DNA**

One thing's for sure: Pisano isn't afraid to try new things. In fact, their motto is 'Be the most innovative actor in the industry' and this principle is evident in everything they do. They're constantly exploring and adopting the latest tech, making sure their platform is always ahead of the ordinary.

With this approach, Pisano goes far beyond feedback and focuses on making sense of the valuable insights hidden within. They use cutting-edge predictive and prescriptive data analytics and AI-based text analytics capabilities to help businesses identify trends, anticipate needs, and make decisions that deliver real results.

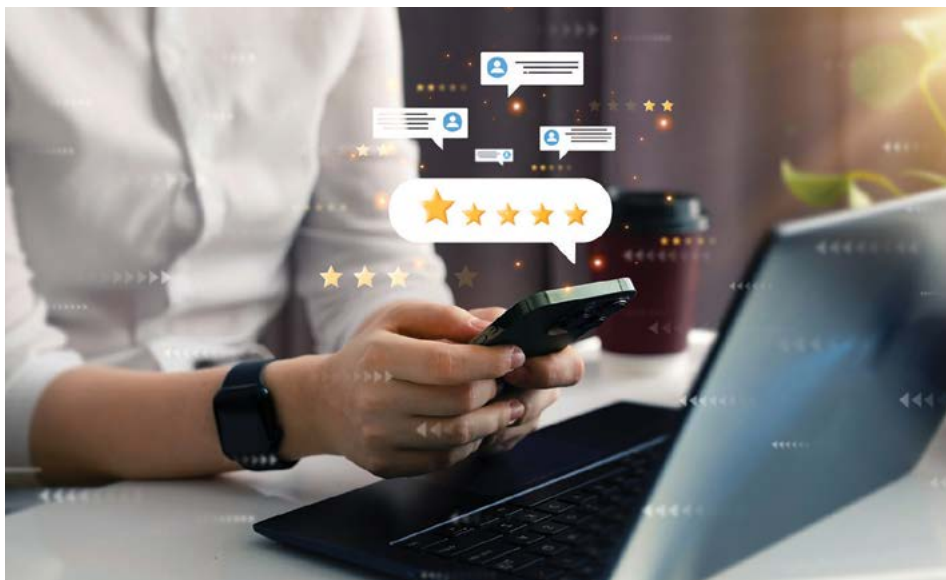
But what truly sets Pisano apart is Leo, their upcoming AI-powered XM assistant. Leo empowers experience management professionals to elevate customer

interactions across every touchpoint, ensuring the data collected is both actionable and relevant.

Leo provides assistance in crafting impactful surveys, suggesting insightful question refinements, and uncovering hidden emotional insights through advanced analysis. It even generates automated responses and strategic decision recommendations.

This forward-thinking mindset also has led Pisano to create extremely user-friendly migration methodologies, so companies can switch to Pisano without losing any of their valuable data or disrupting their workflow.

It's no wonder that for enterprises deeply rooted in their existing platforms, minimizing disruption is crucial, and Pisano's well-structured migration process is a part of their appeal. ▶



**Leo — an AI-powered XM assistant — empowers experience management professionals to elevate customer interactions across every touchpoint, ensuring the data collected is both actionable and relevant.**

### **They are Obsessed to Deliver Excellence**

Pisano offers not just a platform, but an entire experience designed with customers in mind. Their expert delivery team is renowned for swift, seamless platform implementation, while their customer care team provides an exceptional level of responsiveness.

This customer-centric approach has not only earned Pisano the attention of major research companies, but it's also garnered them recognition for their approach.

It's clear that Pisano truly cares about its customers' success and experience, and that's something you don't see every day. Who wouldn't do business with a company that puts its customers first?

### **They Have a Mindset Focused on Company-Wide Impact**

One of the things that sets Pisano apart is their unique approach to "closing the loop". They don't just collect customer feedback; they make sure it actually leads to real action.

Their platform makes it easy to gather feedback from all sorts of touchpoints, and then it gets routed to the right people to be analyzed and acted upon. This means that customer concerns get addressed quickly, which keeps those customers happy.

But Pisano takes it a step further. They have the "outer loop" process where feedback gets shared with the main decision

makers. This means that customer insights are shaping not just day-to-day improvements, but also the overall direction of the company.

### **An Inspiring Story Still Being Written**

The story of Pisano, a dynamic newcomer's ascent to leadership in the VoC space, is still unfolding. Their passion to innovation, customer focus, and advanced technology is an inspiring example for all future players in SaaS. And it's exciting for everyone, including us, to see where this journey will lead them next.

Pisano seems to have instilled a strong sense of trust in its customers when it comes to their future roadmap. With an already impressive reporting structure, Pisano is expected to further enhance its depth and comprehensiveness. We anticipate that Leo will become an even more integral part of the platform.

By constantly innovating and challenging the status quo, Pisano seems set to continue actively pushing the evolution of XM towards a future where innovation and customer centricity are paramount. 📌



# Emerging French Fashion Business Uses the Power of Quals.ai for their In-depth Qualitative Research Study

TWENTIFY — Consumer data and research platform for consumer behavior • [twentify.com](https://www.twentify.com)

Portfolio company **Twentify** have over a decade of experience in market research solutions. Their new AI-powered qualitative research solution, **Quals.ai** is making waves simplifying and automating much of the process to enhance the speed, quality and cost of studies such as concept and UX research, market validation and brand perception.

In collaboration with Quals.ai, an in-depth study was conducted for an emerging French fashion brand involving interviews with relevant individuals.

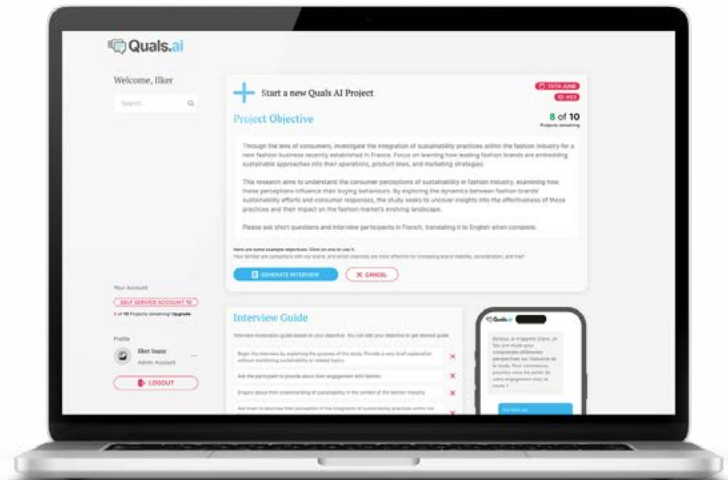
The objective was to explore consumer perceptions and behaviors regarding sustainability in the fashion industry. The process gathered insights to provide a comprehensive understanding of how sustainability influences purchasing decisions and the overall fashion market.

This ultimately helped the new brand ask department-specific follow-up questions using their 'SmartAsk' feature to identify a tone of voice, sustainable practices throughout the supply chain, purchase decisions and further ways to influence consumer behavior.

**Within just 24 hours, the following results were obtained:**

## Marketing

- **Consumer Awareness:** Many consumers are aware of sustainability efforts and see it as just a marketing strategy.
- **Skepticism:** Some consumers are skeptical of brands' sustainability claims, suspecting "greenwashing."
- **Transparency:** Consumers desire more transparency and legitimacy in sustainability claims.



## Production

- **Material Usage:** There is a preference for recycled, organic, and low-impact materials.
- **Local Production:** Consumers favor local production to reduce carbon footprints and ensure ethical labor practices.
- **Durability and Quality:** High-quality, durable products are preferred, and there is a growing interest in re-used and long-lasting items.

## Operations

- **Sustainable Practices:** Integrate practices like water and energy reduction and using recycled materials.
- **Challenges:** Implementing sustainability is costly and challenging against cheaper products.
- **Market Impact:** Sustainability practices are gradually influencing the market, but significant changes are still needed. 🔄



To learn more about Quals.ai and their trained AI Qualitative Research Assistant, visit [quals.ai](https://www.quals.ai).



# The Future of Voucher and Gift Card Management is Here

**ENJOVIA** — Revolutionizing the gift voucher management sector • [Enjovia.com](https://enjovia.com)

Enjovia is thrilled to announce the launch of Enjovia 3.0, the latest version of our industry-leading voucher management system. This exciting update marks a significant leap forward in functionality, aesthetics, and user experience.

## Key Highlights of Enjovia 3.0



### New Design

**Enjovia 3.0** comes packed with a range of new features designed to provide greater flexibility and control, allowing the management of voucher and gift card programs with unprecedented ease and efficiency.



### Enhanced Features

A complete redesign offers a sleek, modern interface that is both intuitive and visually appealing. Our new design ensures a seamless user experience, making it easier than ever for businesses and customers to navigate and utilize our platform.



### Full White Labelling

Businesses can now fully customize the platform to reflect their brand identity and resell the system itself under their own branding. This feature allows for a seamless integration of the voucher system into any business's existing branding, providing a cohesive and professional appearance.



### Open API

**Enjovia 3.0** introduces a fully open API, allowing businesses to integrate our voucher and gift card management system with their existing tools and platforms effortlessly. This ensures a seamless flow of data and enhances operational efficiency.

New customer

### The Ollerod

We are proud to share that our first customers are already experiencing the benefits of Enjovia 3.0. The Ollerod is among the pioneering businesses leveraging our new system to enhance their voucher offerings.

## About Enjovia Ltd.

A leading provider of voucher and gift card management solutions. Our mission is to empower businesses with the tools they need to grow their voucher revenue and simplify their processes. Visit to find out more at [enjovia.com](https://enjovia.com)



# Alacrity Global

**ALACRITY GLOBAL** — Funding and scaling technology start-ups around the world • [alacrity.co](https://alacrity.co)

The **Alacrity Global** team is enthusiastic and confident as we pass the second quarter of 2024. We anticipate not only sustained growth but also significant enhancement across our portfolio of companies, thriving within the current business ecosystem. Our outlook for the remainder of 2024 is bright, fueled by the promise of progress in our investment exits and fundraising efforts. We are poised to secure more funding and are fully committed to empowering the next wave of Alacrity Global entrepreneurs, aiding them in expanding their ventures. 📍



\* Number of Active Start-ups includes companies from L-Spark Accelerators.

\*\* All values USD\$. Alacrity Canada and Alacrity UK are registered non-profit operations. As such, those investments are not included above.

\*\*\* Estimated.







# Alacrity Canada

ALACRITY CANADA — Funding and scaling technology start-ups in Canada • [alacritycanada.com](https://alacritycanada.com)

Alacrity means brisk and cheerful readiness. In this spirit we are running up the metaphorical entrepreneurial mountain with much good news to share.

**Alacrity Canada** celebrates the launch of our new scale up program, **Odyssey**.

The Odyssey Program supports commercially viable technology focused businesses scale their revenue and impact.

It is an equity-based program for long term partnership and alignment. It creates a shared commitment to growing the team's success beyond the program, ensuring ongoing support, mentorship and growth opportunities.

Odyssey has welcomed our first portfolio company, **Liquify**. Liquify is an easy-to-use online marketplace that saves Liquor Buyers and Agents time, money and effort by synthesizing operations.


Alacrity Canada's startup Visa Program encourages you to visit two new site launches for portfolio companies, **Hikesity** and **Startec Dynamics**, both seeking investment for major growth in the next year. Please contact Lola Camp at [lcamp@alacritycanada.com](mailto:lcamp@alacritycanada.com) for more information and/or introductions.

To officially launch our newest endeavour, the Fulbright Canada Entrepreneurship Initiative, we hosted



an Innovation and Networking event in Victoria, British Columbia on July 15, featuring speakers from our partners at Fulbright Canada and Startup Science.

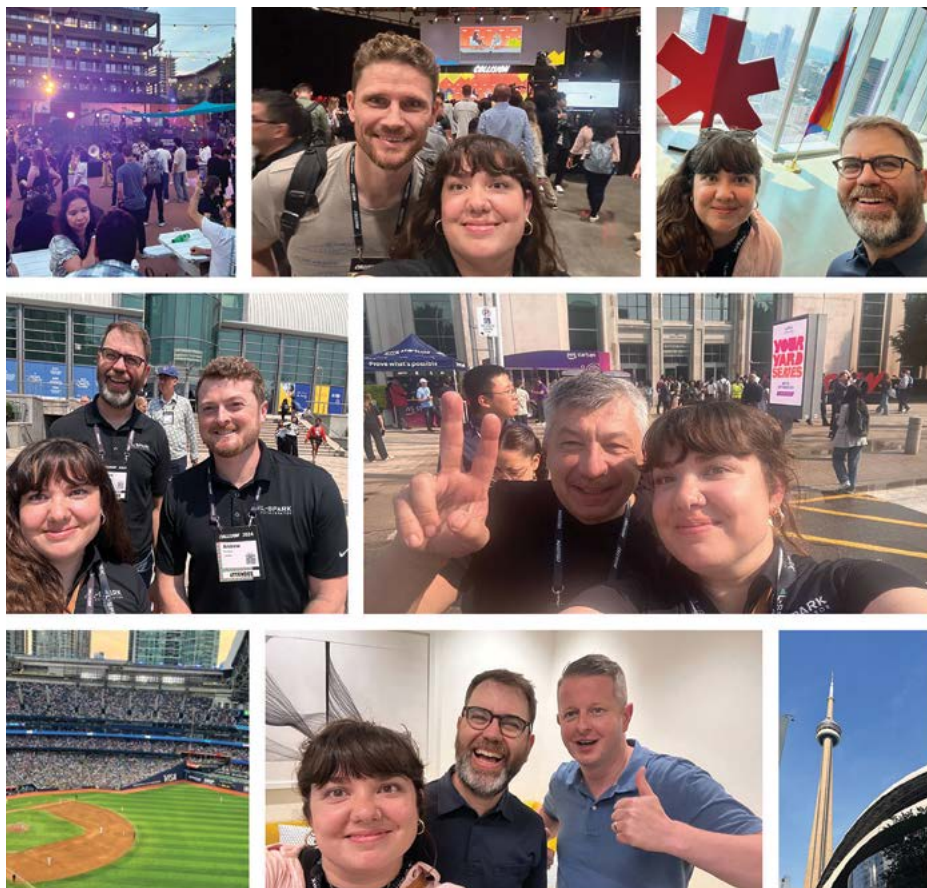
Our diverse network gathered at The Courtney Room to connect over cocktails and canapés and to listen to a panel of insightful leaders on entrepreneurship and sustainability.

Learn more about the **Fulbright Canada Entrepreneurship Initiative**. 





# WHO WILL MAKE UP THE 11<sup>th</sup> COHORT OF L-SPARK'S SAAS ACCELERATOR



L-SPARK — Enterprise SaaS and Corporate Accelerator •

[l-spark.com](https://l-spark.com)

For the last couple of months **L-SPARK** has been all about meeting the next companies that will make up L-SPARK's 11<sup>th</sup> SaaS Accelerator cohort. With the 10th cohort completed in April, the L-SPARK team hit the ground running to meet the founders who will represent the next cohort of Canada's leading SaaS Solutions. **Applications are open until August 19th, 2024 — when the L-SPARK team will select 12-15 companies to make up the shortlist.** These companies will pitch at the upcoming Selection Day in September, where a panel of ~30 investors will select the 6-8 companies accepted to the program.

*What does finding the next leading SaaS founders look like this year?*

## Fresh Website

In May 2024, the L-SPARK team launched the latest version of their website and messaging. These changes reflect the ecosystem feedback and challenges they've seen over the years, with a specific focus on the application process for founders. Time is a precious resource for founders, and L-SPARK has made the application a quick 2-minute process to make applying easier than ever before. Check it out: [l-spark.com](https://l-spark.com)

## Collision 2024

In June, the L-SPARK team made their way to Toronto for the 6th annual Collision, which would also be the last iteration of the conference in Ontario. As of 2025, the conference will take place in Vancouver. The event is a great place to meet Canadian founders and to see the ecosystem at large.

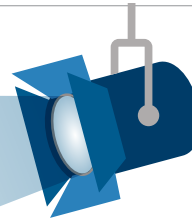
## The L-SPARK team is growing

In June, the L-SPARK team began the search for their next team member, hiring a new Marketing Specialist to help spread the message of L-SPARK from coast to Canadian coast. Growth is always exciting, and the L-SPARK team cannot wait to share the news of this next team member in the Q3 report later this year!

Until then, if you're a founder in the B2B SaaS Space, applications are open until August 19th and we encourage you to take the 2 minutes to apply and meet with the L-SPARK team. 📍

**L-SPARK**  
ACCELERATOR

# SPOTLIGHT: WCS South America



## WCS SOUTH AMERICA DRIVING INNOVATION

**WCS South America** is a digital and technology partner specializing in end-to-end solutions powered by Artificial Intelligence (AI). Our team supports businesses in their digital transformation journey, utilizing AI to enhance operational efficiency and drive innovation. Offerings include advanced AI/ML and video and data analytics solutions designed to optimize processes and reduce costs through automation.

WCS South America also provides comprehensive consulting services to help organizations integrate cutting-edge technology into their operations, ensuring they remain competitive in a rapidly evolving digital landscape. Our focus on AI underscores our commitment to leveraging technology for transformative business outcomes.

We would like to highlight client success stories featuring our AI solution technology such as, Spectrum AI in the mining industry, Video Analytics in the transportation industry and Data Analytics in auditing firms. Additionally, we are working with Chilean telecommunications regulators to implement SXM technology by thinkRF:

- **Spectrum AI** is helping our clients identify when autonomous trucks are not receiving signals for various reasons, preventing trucks from proceeding and collecting copper. In this case, Spectrum AI alerts the mining operators, giving them the critical information they need to solve this issue. The main feature of

this app is the detection of the source of the interferences, in both latitude and longitude, to help the customer mitigate it. .

- **Video Analytics** is working 24x7 to alert our clients to people who bypass turnstiles without paying. The app also monitors the behaviour of passengers on the subway platform to increase safety.
- **Data Analytics** is helping our clients prevent crimes such as money laundering, fraud, financial crime and bribery. This solution correlates diverse events using a large amount of data from different sources and uses structured data and non-structured data to show who is committing crime that is affecting the 'face of the company' and also their corporate finance. This application is based on Law N°20393 published in Chile in 2009 and in agreement with KPMG in Chile. The solution's application roadmap includes data protection.
- **SXM (Spectrum eXperience Management)** is part of the solution and built by thinkRF, a company within the Wesley Clover portfolio. WCS South America is working with regulators in Chile to boost this technology for monitoring the RF spectrum in different places throughout Chile.

To learn more, please visit [www.wcs-southamerica.com/](http://www.wcs-southamerica.com/) or contact Raul Ciudad at [raul.ciudad@wcs.global](mailto:raul.ciudad@wcs.global). 📍







## ST BRIDES SPA HOTEL

# LUXURY SPA HOTEL ADDED TO CELTIC COLLECTION

The team behind the iconic Celtic Manor Resort has taken over the management and operation of the celebrated St Brides Spa Hotel in Wales in partnership with the hotel's new owner, the Port of Milford Haven.

Along with opening the new Tŷ Hotel Newport in the same week as taking over at St Brides, The Celtic Collection now sees its total bed stock exceed 1,100 rooms in no fewer than 10 hotels and resorts, cementing its position as Wales's largest hotel operator.

The luxury spa retreat in Saundersfoot boasts 34 individually styled bedrooms, most with a sea view and balcony, as well as six two-bedroom serviced apartments at the hotel and a further 14 self-catering apartments in the village.

The hotel's restaurant also makes the most of the stunning clifftop views overlooking Saundersfoot Beach and Bay, while the spa includes an outdoor infinity pool that has become a globally recognised image thanks to its promotion in Visit Wales advertising campaigns.

Dip into luxury at [stbridesspahotel.com](https://stbridesspahotel.com)

## ICC WALES

# ICC WALES HOSTS MAJOR NURSING CONGRESS

International Convention Centre Wales (ICC Wales) hosted one of its largest ever conferences after welcoming almost 3,000 delegates over five days for the Royal College of Nursing Annual Congress in June.

International delegations at the Congress included a large contingent of nurses from Canada as guests gave some fantastic feedback on the event's first ever staging in Wales.

The RCN Congress was a key target event when ICC Wales opened in 2019 and to secure it so quickly, given the time lost to the Covid pandemic, was a major coup and builds on the venue's growing reputation for staging major medical association conferences.

To learn more about ICC Wales, please visit [iccwales.com](https://iccwales.com)





# Celebrating Ten Years of Ottawa Equestrian Tournaments

**WESLEY CLOVER PARKS** — a premier national and international destination for all three Olympic equestrian disciplines • [wesleycloverparks.com](https://wesleycloverparks.com)

On May 3rd, **Wesley Clover Parks Campground** opened for camping season offering Ottawa residents and visitors a beautiful urban getaway with a family-friendly atmosphere, affordable rates, and sites to accommodate any style of camper. Camping activity and group bookings for the 2024 season are trending ahead of last season with guests eager to enjoy the great outdoors.

With close to 500 acres of wide-open space, Wesley Clover Parks offers diverse landscapes for event organizers to create unique experiences. Over 120 artists exhibited at the Sweetly Affordable Art Fair (SAAF) hosted by Wall Candy Art Expos on June 22nd and 23rd at Wesley Clover Parks. The Parks hosted a number of other groups for corporate events, training, community gatherings, soccer games, orienteering races, and more!

The tenth season of the Ottawa Equestrian Tournaments officially got underway in May, kicking off with back-to-back weeks of sold-out Gold competitions at the Ottawa Welcome 1 and 2.

Over the past decade, Wesley Clover Parks has established itself as one of the foremost equestrian venues in North America. It offers a unique blend of national and international-level competitions that cater to all three Olympic disciplines of equestrian sports. Moving forward, the team seeks to elevate Wesley Clover Parks to a world-class standard for eventing, aligning with its current facilities for dressage and hunter/jumper disciplines.

The Ottawa Horse Trials on June 25 marked the launch of the Laframboise Family Legacy Donation and Awards at Wesley Clover Parks. Over the next 3 years, Wesley Clover Parks will distribute three awards that celebrate eventing in memory



of Mary Anne and Guy Laframboise: the Outstanding Adult Lifetime Contribution to Eventing in Canada, the Overall High Point Young Rider Award, and the Overall High Point Youth U18 Award. Alongside the distribution of the three individual awards, several key areas are targeted for enhancement as part of the improvements funded by the Laframboise Family's donation. With established eventing venues dwindling, this investment will be pivotal in positioning Wesley Clover Parks as a premier national and international destination for all three Olympic equestrian disciplines in Eastern Canada.

To learn more about Ottawa Equestrian Tournaments for summer 2024, please visit [wesleycloverparks.com/ottawa-equestrian-tournaments](https://wesleycloverparks.com/ottawa-equestrian-tournaments). 🍷







David Arcand of Boisbriand, QC, led the victory gallop after winning the \$25,000 Grand Prix at the Ottawa Welcome 2. Arcand, a seasoned Montreal-based professional had the following to say about competing at Wesley Clover Parks, “I love the organization, the facility is amazing, and it’s not only one of my favourite shows but also one of my clients’ favourite shows. Every time I put it on the schedule, everyone wants to go.”





# People Spotlight

## Terry Young

Vice President,  
Operations, KRP Properties



A strategic, accomplished, and innovative executive with over two decades of experience in operations and property management within the real estate sector, Terry Young currently holds the position of VP, Operations while complementing his expertise through ongoing education as a Chief Sustainability Officer. Well known for his enthusiasm for strategic innovation and driving sustainable practices, Terry has

been instrumental in bringing KRP's buildings online in an effort to reduce their carbon footprints. Terry was also instrumental in spearheading an internal KRPM program to implement health and wellness programs for their staff. This resulted in progressive year-over-year increases in annual revenues, minimal turnover, and high staff morale.

*"You can't change what you don't monitor. Many years ago, we started down the path of bringing our buildings online in an effort to run a better piece of real estate in terms of energy consumption and comprehensive ESG targets. We looked at each of our buildings to determine how we could run them in the most efficient way possible from an energy reduction perspective."*

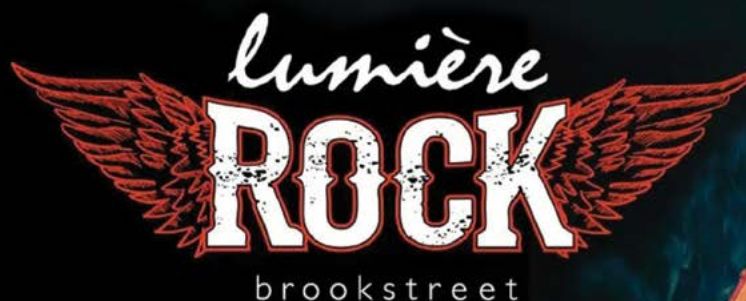
— Terry Young



brookstreet

## Lumière Gala Returns in September

Ottawa West's Networking Event of the year returns! The Lumière Charity Gala welcomes industry leaders, community members, and party go-ers to the extravagant event raising funds in support of the Queensway Carleton Hospital Foundation. This year's theme is ROCK and we are ready for a night of ROCK themed dining, entertainment, decoration, games, and networking. It's an event you won't want to miss! Tickets are available now at [trellis.org/lumiere-gala](https://trellis.org/lumiere-gala).



THURSDAY,  
SEPTEMBER 5, 2024





# Wesley Clover Ecosystem



**Alacrity Global** is a global start up program that brings investors, academic institutions, entrepreneurs and governments together to create technology start-up funds around the globe. [alacrity.co](https://alacrity.co)



**Brookstreet** is the leading four-diamond hotel and conference destination in Ottawa. In addition to world-class accommodation, dining and meeting facilities, it features outstanding 9- and 18-hole golf at the Marshes Golf Club, where the championship course was designed by Robert Trent Jones II. [brookstreethotel.com](https://brookstreethotel.com)



**Celtic Manor Resort** is a world-class business, leisure and golf destination in Southern Wales. The 5000-delegate International Convention Centre (ICC) Wales has also been constructed at the site. Among many accolades, the Resort has won the Best UK Hotel, Top Conference Hotel, Golf Course of the Year and other similarly prestigious awards on numerous occasions. [celtic-manor.com](https://celtic-manor.com)



**International Convention Centre Wales** is a world-class, 5000-delegate meeting, convention and event center located adjacent to the Celtic Manor Resort in Newport, Wales. The impressive facility features a 4,000-sq meter main hall, 1,500-seat auditorium, flexible meeting rooms, a 2,500-square-meter outdoor plaza and more. It is serving to elevate Wales as a destination for international business events. [iccwales.com](https://iccwales.com)



**KRP Properties** is the largest technology-centric business park in Canada. 31 buildings currently offer more than 3.0 million square feet of Class A office space, housing more than 250 companies and 13,500 employees. [krpproperties.com](https://krpproperties.com)



**L-SPARK Accelerator** is Canada's leading technology accelerator. Since 2015, L-SPARK has accelerated over 100 companies across Canada who collectively have raised over \$115M in follow-on funding. L-SPARK has partnered with BlackBerry, Telus, Calian and others to develop corporate accelerators for Autonomous Vehicles, Cybersecurity, IoT, MedTech, other industries. [l-spark.com](https://l-spark.com)



Through its global network of regional offices, **WCS Global** provides technology solutions and integration services that combine leading technologies and best-in-class third-party partnerships to facilitate digital transformation for clients. [wcs.global](https://wcs.global)



**The Wesley Clover Foundation** is the philanthropic arm of Wesley Clover International, operated for the benefit of the local community. Support is focused on the areas of Entrepreneurship, Healthcare, Education and the immediate Community. Inquires can be directed to [info@wesleycloverfoundation.com](mailto:info@wesleycloverfoundation.com)



**Wesley Clover Parks** is one of the major initiatives undertaken by the Wesley Clover Foundation, and is a local, not-for-profit outdoor recreation and learning hub that promotes health and education in the immediate and extended communities. [wesleycloverparks.com](https://wesleycloverparks.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](https://wesleyclover.com) for more information.

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More  
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Amenities



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