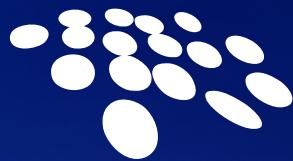


# GLOBAL RADIANCE REVIEW



COBBLESTONE  
Software

User-Friendly. Quick Set-Up.  
Fully Configurable from  
Request to Renewal.



# MARK NASTASI

Founder/EVP of CobbleStone Software





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SERIES 8



**Ready for the fun!**

## Editorial Note

# Celebrating the 20 Most Valuable Brands of the Year in 2024

Greetings and welcome to our all-exclusive edition of "20 Most Valuable Brands of the Year in 2024." This special issue showcases the companies that have made an impression on their respective sectors, financial success, and brand awareness.

We consider brands from many different industries, demonstrating the variety and energy of the corporate world. This year's list includes well-known industry titans and up-and-coming talents who have achieved notable advancements in consumer involvement and innovation.

We also explore their difficulties and the challenges they face, providing a glimpse into their success. In addition to being industry leaders, the brands on this list significantly affect how society and business will develop in the future. These companies have shown a dedication to quality and a forward-thinking vision in various industries, from consumer products and entertainment to technology and banking.

We encourage you to consider the characteristics that set these 20 brands apart as you read about their unique histories. Their accomplishments exemplify the strength of creativity, tenacity, and an unwavering commitment to satisfying client demands.

The following are some significant discoveries and patterns noted among the leading companies in this issue:

- Sustainability and Environmental, Social, and Governance (ESG) projects: Many of the most valued businesses have achieved notable progress in ESG projects. Various enterprises have established audacious objectives to diminish their carbon footprint and enhance diversity and inclusivity within their business processes.
- Digital Innovation and Transformation: Companies such as Real Spot and CobbleStone have persistently pushed the limits of digital innovation, revolutionizing markets with innovative goods and services. Their steadfast research and development dedication has solidified their industry leadership roles.
- Resilience in Adversity: Companies like PromoVeritas have demonstrated incredible resilience in the face of several global difficulties, such as supply chain interruptions and geopolitical conflicts. Because of their agility and flexibility, they have been able to handle uncertainty while continuing to provide value to clients.
- Global Expansion and Market Penetration: Various Businesses have effectively extended their presence in new markets by utilizing their strong brands to pierce various locations and reach new audiences.
- Devotion to Customer Experience: These companies have demonstrated a remarkable ability to provide outstanding customer experiences, fostering enduring customer connections by offering customized goods and services.

**The success stories of these brands will motivate you and offer insightful knowledge about the dynamic business environment. We appreciate you coming to celebrate these amazing businesses' accomplishments.**

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# **GLOBAL**



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RealSpot

Suzanne Martin

Founder and CEO

Let's take the power back and start loving ourselves, our neighbors, and helping our communities. Document your REAL life, present your REAL self , preserve your REAL memories.

Suzanne Martin deleted her social media accounts years ago after going through a traumatic personal experience because she felt it was taking away from her life rather than improving it. After a while, she eventually became the best version of herself by doing this. There was peace, but there was also a detachment between her and the events going on in the community, something that many legacy platforms are known for.

The concept for the smartphone app RealSpot emerged after what Suzanne refers to as a "rock bottom and an affirmation." She describes how she changed from being a social butterfly to literally bleeding from the nose in life. She began painting everything after discovering that music could heal her. She layered thousands of songs onto abstract art that spoke the phrases she needed to speak on her bathroom walls and doors. These enormous paintings quickly combined lyrics with the Polaroid pictures she was shooting every day. She wanted her kids to know that this was their life, not just a gallery of matted and framed pictures that you see on a staircase.

But at the same time as her oldest son's obsession with social media began to intensify, she was also searching for a platform that would safeguard mental health and involve businesses and the community. One of the major issues facing our world today is the social dilemma, which is aptly highlighted in the Netflix documentary of the same name. Suzanne has provided the social media experience that the masses have been longing for—one in which positivity and authenticity rule.

#### **Suzanne Martin**

The CEO of RealSpot, Suzanne Martin, is changing how we record and share life's special events. RealSpot invites users to take fast photos of their favorite locations, appreciating the spontaneity of the moment without the expectation of perfection. The platform was inspired by the simplicity of disposable cameras. RealSpot's philosophy is to free people from the weight of criticism and overanalyzing so they can completely engage in the present while building a sense of communal support.

#### **The mission behind RealSpot**

Small businesses are dealing with never-before-seen difficulties in these unsettling times. RealSpot wants to enable users to contribute to the success of local companies because it understands the critical role they play in creating dynamic communities. Through this channel of communication users act not only as active witnesses of their life paths but also become true representatives of the firms they sincerely support which helps local businesses on their long way to the recognition of their audiences.

RealSpot's cutting-edge features enable people to get an emotional feel of their surroundings by having an engaging relationship. Users belonging to this feature can get updated and excited about trendy destinations close to them by just tapping on the "vibe" page which will suggest to them the hottest places. Social media in business is a major facilitator of storytelling whereby customers who share images of products add to the big story of every business which grows its visibility and influence in



the community.

RealSpot stimulates people to understand the special narratives of the neighborhoods where they live and identify the power in imperfections. Also, it is the symbol of authenticity and achieving the connection. Better than a photography app, RealSpot is because of its value-oriented platform, it encourages the co-creation mode among its members.

We had the opportunity to hear from Suzanne herself and continue reading to learn more.

#### **Q. What motivated you to create RealSpot?**

RealSpot was founded to capture the essence of moments free from the burden of perfection. I wanted to establish a platform that honored genuineness and spontaneity in a world where social media influencers and carefully selected photos rule the scene. This mindset was perfectly embodied by the concept of a disposable camera, which captures life as it happens, pretense-free.

#### **Q. RealSpot is bringing small enterprises and regular people on an even playing field. How are they cooperating for the good of their communities and one another?**

Companies now have another accessible, democratized method of connecting with the community and fostering genuine experiences. RealSpot gives residents of a town the power to decide its financial future by democratizing influencer marketing for small companies in two ways. This is achieved through a platform that is impervious to manipulation or photo-shopping. By working together, they're not only improving the town as a whole but also giving the locals a means to augment



their income by simply taking pictures of their daily lives. Motivating in every way.

#### **Q. Along with earning money, users can become RealSpot community ambassadors and have fun. How does one go about doing this?**

These users are known as "Spotters." Photographs are taken by spotters around the neighborhood. Businesses that participate and pay \$25 a month for visibility and incentive reveal will have their photographs posted on the Vibes page with simply their name as a caption. Each customer i.e. a spotter and business has information capturing QR code. The QR code can retain an influencer just like a fingerprint and enables impeccable AI reporting of the community activities undertaken by the influencer every day. When a friend joins the room a partner person comes in and quickly captures a picture and then the counter starts ticking, showing the amount of growth that happens when their souls meet.

#### **Q. Could you elaborate on the details of RealSpot's "vibes" feature?**

Hotspot of-the-moment discovery is exactly what the "vibes" feature of

RealSpot is designed to deliver as it guarantees that the user is always informed about the trending hotspots in one's neighborhood. The Vibes page would help readers select any place to come and cheer up such as a just-opened cafe or a local party. This is no less critical as it encourages community engagement and open-mindedness, as it brings an environment of education and entertainment under the same safari.

#### **Q. When using RealSpot, what message do you want users to remember?**

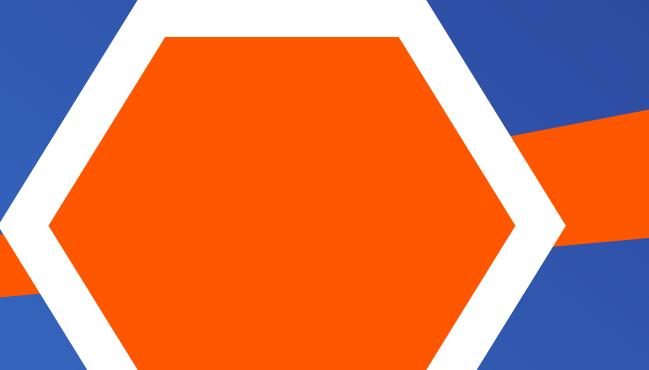
In the end, we are positive that users will be enthusiastic to see a vital point of commonality among their communities as well as preserve the richness in imperfection. RealSpot is, indeed, more than taking pictures; it is about preserving long-lasting memories and sharing them with people in a way that promotes not only positivity but also encouragement. It is our aim that people will have the confidence to change their communities and generate lifelong experiences.

**CobbleStone Software**

# Mark Nastasi

**Founder/EVP**

User-Friendly. Quick Set-Up. Fully Configurable  
from Request to Renewal.



## **CobbleStone Software: Pioneering Contract Management Solutions for Over Two Decades**

Since its inception in 1995, CobbleStone Software has been at the forefront of revolutionizing the contract lifecycle management (CLM) space. With its headquarters in Princeton, New Jersey, CobbleStone has established itself as a trusted leader in providing robust, AI-powered contract management software solutions.

With a commitment to excellence and innovation, CobbleStone® has continually evolved to meet the dynamic needs of its clients, earning recognition as one of the "20 Most Valuable Brands of the Year in 2024."

CobbleStone's flagship product, CobbleStone Contract Insight®, stands as a testament to the company's dedication to empowering legal professionals with cutting-edge tools and features. From securely storing contracts and associated files to streamlining contract workflow automation, CobbleStone Contract Insight offers a comprehensive suite of functionalities to enhance efficiency and productivity. With features such as CobbleStone QuickSearch and VISDOM AI® for contract data extraction, CobbleStone Software enables users to simplify contract management processes and gain

valuable insights.

CobbleStone Software has strategically positioned itself in a competitive market landscape by prioritizing customer satisfaction and innovation. By offering industry-agnostic and internationally agile solutions, CobbleStone Contract Insight caters to the diverse needs of businesses across various sectors. Moreover, CobbleStone's commitment to thought leadership and educational initiatives underscores its dedication to empowering contract professionals with the knowledge and tools needed to succeed.

CobbleStone's success is not only in its innovative products, strategic partnerships, IPs, and collaborations. By forging relationships with companies such as Google Marketplace and Lockerbie & Co., CobbleStone Software has expanded its visibility and impact, further solidifying its position as a top player in the contract management software market.

Innovation lies at the heart of CobbleStone Software's corporate culture, driving the company's ongoing quest for excellence. With initiatives like the million-clause project, CobbleStone aims to enhance its VISDOM AI engine, providing users with advanced clause recognition and analysis capabilities. By leveraging machine learning and natural language

processing, CobbleStone Software remains at the forefront of technological advancements in the CLM space, empowering users to streamline contract creation and management processes.

Looking ahead, CobbleStone Software remains committed to providing advanced, cost-effective, and user-friendly contract and procurement management software applications. With a focus on driving innovation and delivering exceptional value to its clients, CobbleStone Software is poised to make an even bigger difference in the future. As a recognized leader in the industry, CobbleStone continues to set the standard for excellence, inspiring confidence and trust among its clients and partners.

CobbleStone Software's success story is characterized by a relentless pursuit of excellence and a dedication to exceeding customer expectations. By fostering a culture of innovation and collaboration, CobbleStone empowers its employees to push the boundaries of what is possible in the contract management software industry. Through ongoing research and development efforts, CobbleStone remains at the forefront of technological advancements, continuously enhancing its products to meet the evolving needs of its clients.

One of the key pillars of CobbleStone Software's corporate

culture is a commitment to customer satisfaction. The company understands that its success is intricately linked to the success of its clients, and it goes above and beyond to ensure that their needs are met. With award-winning customer success and support departments, CobbleStone Software provides unparalleled assistance to users, guiding them through every step of the implementation process and beyond. This dedication to customer service has earned CobbleStone a remarkable 97% customer satisfaction rating, cementing its reputation as a trusted partner in contract management.

In addition to its focus on customer satisfaction, CobbleStone Software strongly emphasizes corporate social responsibility. The company actively seeks ways to give back to the community and minimize its environmental footprint. Through initiatives such as volunteering programs and sustainability efforts, CobbleStone strives to positively impact society while upholding its core values of integrity and accountability. By aligning its business practices with ethical and sustainable principles, CobbleStone Software sets an example for responsible corporate citizenship in the technology sector.

As CobbleStone Software looks towards the future, it remains

committed to driving innovation and making a positive difference in the world. With ambitious goals and a clear vision for growth, the company continues to push the boundaries of what is possible in contract management software. By staying true to its core principles of excellence, integrity, and customer focus, CobbleStone Software is poised to shape the industry's future and redefine the standards of success.

CobbleStone Software's journey from its founding in 1995 to its current status as one of the "20 Most Valuable Brands of the Year in 2024" is a testament to its unwavering commitment to innovation, excellence, and customer satisfaction. With a focus on delivering cutting-edge solutions and fostering strategic partnerships, CobbleStone Software continues to shape the future of contract management, empowering

businesses to thrive in an ever-evolving landscape.

CobbleStone Software is poised to capitalize on emerging opportunities and navigate challenges with resilience and agility. The company remains adaptable and responsive to changing customer needs by staying attuned to industry trends and market dynamics. With a forward-thinking approach to product development and strategic partnerships, CobbleStone is well-equipped to address the evolving demands of the contract management landscape and maintain its position as a market leader.

One of the hallmarks of CobbleStone Software's success lies in its commitment to continuous learning and improvement. The company fosters a culture of innovation and creativity,



encouraging employees to think outside the box and explore new ideas. Through ongoing professional development initiatives and collaborative projects, CobbleStone empowers its teams to stay ahead of the curve and drive meaningful change within and beyond. By investing in the growth and development of its employees, CobbleStone ensures that it remains a dynamic and vibrant force in the industry.

As CobbleStone Software embarks on the next chapter of its journey, the company remains guided by its core values of integrity, excellence, and customer focus. With a strong foundation built on decades of experience and a clear vision for the future, CobbleStone is poised to achieve new heights of success and impact the contract management

software landscape. By staying true to its principles and embracing innovation, CobbleStone Software is ready to write the next chapter in its remarkable story of growth and transformation.

CobbleStone Software's remarkable journey from its founding in 1995 to its current status as a top player in the contract management software industry is a testament to its unwavering commitment to excellence, innovation, and customer satisfaction. With a focus on delivering cutting-edge solutions, fostering strategic partnerships, and maintaining a culture of continuous learning and improvement, CobbleStone Software is poised to shape the future of contract management for years to come. As the company continues to evolve and adapt to the changing landscape of the

industry, its dedication to empowering clients, driving innovation, and positively impacting society remains unwavering. With a clear vision for growth and a steadfast commitment to its core values, CobbleStone Software is ready to embark on the next chapter of its journey, poised for even greater success and innovation in the years ahead.

In conclusion, CobbleStone Software's journey is a testament to the power of innovation, collaboration, and dedication. From its humble beginnings in 1995 to its current status as a contract management software industry leader, CobbleStone has remained steadfast in its commitment to excellence. With a focus on customer satisfaction, corporate social responsibility, and innovation, CobbleStone Software is well-positioned to continue positively impacting for years.

<https://www.cobblestonesoftware.com/>



**COBBLESTONE**  
software

PromoVeritas

# Jeremy Stern

CEO of PromoVeritas

The Global Prize Promotion Administrators

Promote with peace of mind – We help brands and agencies plan, implement and verify legally prize promotions. All run fairly and transparently. All with integrity and security.



## L eading with Innovation and Trust

Since its founding in 2002, PromoVeritas global prize promotion administrators, have overseen more than 18,000 sweepstakes and prize competitions across over 90 countries, giving away tens of millions in prizes on behalf of clients such as Budweiser, Amazon, American Express and Mondelez. With a US branch and a global presence, this London-based business is a key player in running prize promotions across the globe. PromoVeritas knows that rewarding consumers increases brand engagement and sales, and the company is dedicated to ensuring that they all

comply with local laws and regulations in order to protect both brands and consumers.

### Dedication to Compliance and Safety

Now, with its increased focus on global growth, the company has been named one of the "20 Most Beneficial Brands of the Year of 2024".

In today's rapidly developing marketing environment, the role PromoVeritas plays is critical to guaranteeing that innovative marketing concepts are also compliant with the laws of the land whether it is through the use of AI for judging or quality data gathering for influencer sweepstakes run on social media.

### Strategic Differentiation in a Competitive Landscape

### Building Trust Through Experience and Scale

Founded in 2002, the company's in house legal team is supported by a handpicked network of marketing lawyers in over 90 countries from Chile to China, Australia to Austria. It is their ability to run cross border/ multi country campaigns that has fuelled its growth and attracted many top brands to use its services..

### Consistent Brand Image with Committed Staff

Known as the "purple people,"



OUR BRAND PROMOTIONS LET'S PLAY OUR PRODUCTS CONTACT US



AR EXPERIENCE  
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12 MONTHS OF STREAMING COSTS



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UK only. 18+. Purchase a Pringles can, visit Pringles.com, scan the can to launch the AR game between 17/10/23 & 31/01/24 & successfully complete the challenge to find out if you have won. 255 winning moments prizes of 1 x £120 prepaid Mastercard available, 17 per sub-period. Extended Promotional Period: 2 x monthly prize draws between 01/02/24 & 29/03/24 where entrants who successfully complete the challenge will be entered into a catch all draw for the chance to win 1 x £120 prepaid Mastercard per month. Max 1 prize/person & 1 entry/day. Prize value to cover 1 subscription cost for the year. Internet access & account registration required. Retain receipt.  
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because of the striking purple branding in their distinctive 'shield of protection' logo, the colour represents wisdom and creativity. The brand name, a mix of "promotion" and "Veritas", Latin for truth, emphasizes their belief in running promotions fairly and honestly.

## Amazon's Record-Breaking Prime Day Victory with PromoVeritas

PromoVeritas played a significant part in Amazon's noteworthy Prime Day in 2022. The "Shop Small Businesses to Win Big" campaign ran in 8 countries from the USA to Japan and Germany and gave customers the chance to win over 500,000 prizes based on choosing purchases supplied by small businesses. PromoVeritas handled all the legal work in all countries, drafted and translated the complicated terms and created a digital entry portal (with high end security) to process the

millions of entries and the hundreds of thousands of winners from around the world. All had to be completed within a limited timescale and to meet Amazon's high standards of customer care.

### Results and Impact

PromoVeritas rose to the occasion and the campaign received over 40 million entries and the seamless processing of almost 500,000 prize claims that ranged from Amazon gift cards to trips to Las Vegas. PromoVeritas's Unrivalled skill and compliance knowledge ensured the success of a campaign that even Amazon were unsure could get off the ground in all markets.

The success of this collaboration showcased PromoVeritas's capability to handle large-scale, complex projects and also contributed to the financial success of Amazon Prime Day.

## Innovative Solutions by PromoVeritas

Other notable projects have included running an instant win for Kraft Dairylea that involved light activated cheese triangles hidden in packs. They Moo'd like a cow when the pack was opened and awarded the finder with a \$12,000 holiday. PromoVeritas created fake Cornetto ice creams, identical in feel and weight to the original, that contained the key to a Vespa scooter and was run in 8 countries across Europe. The company is equally happy to help with lesser budgets, whether it is judging a social media led photo competition or a simple Play to Enter game or sweepstake. The key is that any campaign will always be run right, fairly and with integrity.



GOAL OF THE TOURNAMENT

HAVE YOUR SAY!

## Company Values

The company has strong values that are embedded in both their people and their processes.

- **Knowledge Leadership:** To remain ahead of industry changes and also to share its learning with its clients.
- **Agility:** To be flexible and adaptable, bringing new ideas to deal with old problems.
- **Curiosity:** Connecting the dots that other people do not see.
- **Client Centric:** Being supportive but also using their knowledge to influence and 'shape'.
- **Quality:** The buck stops with Them.
- **Collaborative;** Working closely with all parties but with no ego.

## Long Term Relationships

It is a testament to the quality of the work and the team at PromoVeritas that over 60% of their gross income comes from clients who have worked the company for more than 8 years. Establishing enduring ties with its clients is extremely important to PromoVeritas fostering improved understanding and consistency in quality, enabling both sides to work towards shared objectives. By retaining strong companies, PromoVeritas upholds its leadership position and confirms its reputation as a trustworthy and core player within the marketing industry.

## Keeping Up to Date: PromoVeritas's 20-Year Evolution

Although a lot has changed over the past two decades some things have remained the same:

- The need to blend Innovation and Tradition: The ongoing popularity of Cadbury's "Hunt the Creme Egg" campaign that PromoVeritas have run for 12 years, is proof that they are adept at fusing both conventional and contemporary concepts.
- Recognising changing consumer preferences: The company has evolved from a focus on paper/postal entries to Text to win, to email, to online and now via social media.. PromoVeritas is versatile and can change to accommodate evolving customer needs.
- Using Technology Effectively and Efficiently: Their Digital Division has developed front end tools that enable the rapid creation of entry micro sites, and when combined with a simple claim portal, can significantly increase the effectiveness of a marketing campaign, improve the consumer experience and cut down issues and complaints. Yet another example of the company staying ahead of the technological curve.

## Promoting Excellence, Reliability, and Progress internally

- 'Can Do' corporate Culture By encouraging open communication, continuous learning and a friendly work atmosphere the company seeks to create a culture of quality, innovation, reliability, and growth.
- Integrating values.All employees are trained in the company's values via detailed on boarding, regular training via PromoAcademy, and external training.
- Cutting-Edge Analysis. Real time dashboards and advanced Insight
- Reports provide clients with important information on who is entering their promotions and what mechanics work best and provides direction for future planning..

## Commitment to Ensure Client Satisfaction

Ensuring Exceptional Experiences: PromoVeritas places a high priority on customer satisfaction with a variety of feedback tools, personalized support, and rigorous quality assurance processes.

## **Future Objectives: Developing Around the World**

With a consistent track record of 15-20% growth a year, PromoVeritas has significant plans for expansion. It recently incorporated in the USA and is already trading with clients such as Klarna, Budweiser, McCain

and American Express, but it is always keen to talk to new companies of any size and nature who want to run engaging prize campaigns that are safe and secure- and all protected by the company's unique \$12m global indemnity cover providing a high level of security and back up. These qualities support

PromoVeritas's position as a critical company in 2024.

Visit:

<https://www.promoveritas.com> to learn more about their total service for the administration of any type of promotions, almost anywhere.

## **An example of a recent prize promotion run by PromoVeritas for Rockstar drinks.**

DETAILS    T&C'S

**WIN TICKETS TO YOUR NEXT  
GIG AT AN O2 ACADEMY VENUE**

**ROCKSTAR®  
ENERGY DRINK**

# PAUL YANOPULOS

National Sales Director

BIG Inventory, Inc



Professional hospital inventory services utilize special skill sets which are developed over a consistent series of hospital inventories.

**Big Inventory**, with its electronic Inventory System that uses the most current and cutting-edge premium services, is the leading name that promotes healthy living. Founded in 1985, with top EIS-assisted merchants in every state in the US, we transitioned from financial Inventory to UPC-based inventories. Located in Virginia Beach, VA, the company ensures that the customers experience the most excellent satisfaction using its products and services.

They founded BIG Inventory, Inc. and created a novel approach called BERTHA (Bringing Employees, Resources, and Technology to Hospital Audits) (BERTHA Implementation Group). Hospital inventories became a focus for Electronic Inventory System management after discovering a significant unmet need and finally dedicated all of their efforts to them.

To know more about the aims and objectives of the company. To learn more, continue reading!

## **1. When did you realize you wanted to launch your own business?**

Even as a child, I had my own small "businesses ." From the beginning, we conceptualized a comprehensive and fully integrated company offering high-quality services to all customers.

## **2. How long has Big Inventory operated by you?**

From the outset, we struggled to operate this firm and finally became

successful.

## **3. How do you think this enterprise will succeed?**

The key to business success is to have a great professional team that strives to offer disruptive products that meet unmet needs.

## **4. What challenges did you confront in starting the organization?**

We had to create all new techniques and software to improve and support those techniques because we were approaching the physical inventory process from a whole new angle. For example, we wanted to make it possible to guarantee the correctness and give our healthcare customers a simple way to check that accuracy. As a result, we created a LIVE MONITORING mechanism in our program. A QA Monitor is always there to monitor the Inventory in REAL TIME while disputing counts and soliciting information to guarantee accuracy. Additionally, the hospital can

perform as many spot inspections as they need because the QA Monitor can deliver Audit Reports minutes after an area has been finished.

## **5. How long does it take to get recruited at BIG Inventory from beginning to end? What are the stages of the process?**

Several interviews are conducted by BIG Inventory to weed out the prospective applicants. The candidate must know the amount of travel they will be doing during the process. After being chosen, the candidate must pass a thorough background investigation and have the PPD, FLU, and primary COVID immunizations. The newly hired person must be taught about our system, counting methods, and all expectations after being onboarded. They will be given the go-ahead to access our system on their own once they have mastered the fundamentals. Any suspicious entries will be closely scrutinized and questioned by our QA Monitor. The new hire will eventually be weaned from their mentor and work independently.



**6. How would you characterize BIG Inventory's working environment and culture?**

Our people are quite diverse and are located throughout the United States. They travel extensively and work as a team.

**7. Have you ever put tactics into practice that enhanced inventory procedures?**

BIG Inventory has a significant advantage in that we can quickly put new ideas or software improvements into practice when they help a hospital or hospital. In addition, all our software is made internally, so modifications are considerably more straightforward than going through a separate software provider.

**8. How do you figure out how much stock a company needs?**

We do not figure out how much stock a company needs. Instead, we supply accurate on-hand inventory data in a comprehensive format—allowing the hospitals to make intelligent decisions about stock requirements.

**9. What do you consider to be your greatest accomplishment as an inventory manager?**

We are inventory takers, not managers. But our detailed reports and supporting analytics aid our hospital customers in determining their current inventory status area by area, and their consumption data, they can accurately project their future needs.

**10. How can you manage to make errors at work?**

It is a real key to the success of BIG Inventory. We have an on-site Project Manager and an off-site Quality Assurance Monitor, each of which can see the Inventory in REAL TIME. They work together to identify potential errors and validate the accuracy of the Inventory progress rather than trying to figure it out in hindsight.

**11. What goals did you have when you first launched your business? Did it change over time?**

Our initial focus was solely on perfecting BERTHA, our proprietary software. As a result, bringing Employee Resources and Technology to Hospital Audits is referred to as BERTHA. Our current objective is to



offer this exceptional service to as many hospitals around the United States as possible.

**12. What distinguishes you as a top performer in this field?**

Since its founding in 1985, BIG Inventory has assisted national retailers with their transition from financial accounting to department/class inventories, internal SKUs, and ultimately to the then-little standard known as UPC. Small mall retailers to big box national merchants were represented in the inventories. BIG Inventory eventually started assisting healthcare facilities and is fully committed to serving that sector.

Today, with its unique and proprietary software, BIG Inventory has positioned itself as the leader in physical inventories in the hospital setting. Based on a number of inventories performed at different facilities, the estimated market share is growing at the rate to make BIG Inventory not only the technological and system leader but also the market share leader.

Most of the growth is related to the advantage BIG Inventory's system brings to the Inventory-taking solution.

**13. How does your team manage to deal with and adapt to certain situations that occur unexpectedly, and what do you do when things are not as purposeful as intended?**

Many course corrections are expected with any business, and the goal should always be to stay focused on your

customers' needs. It is non-negotiable. Suppose there are necessary modifications, no matter the complexity. In that case, it is the CEO's role to ensure that these changes occur so that there is little to no disruption to the business, its affiliates, or stakeholders. We deal with problems systematically and deliberately so that once it is determined that an issue is on the horizon, we assess the scenario from a 360-degree angle. Hence, we are ready to pivot accordingly. In addition, we approach these types of situations as a team and work through changes in real-time, so we do not lose valuable traction.

**13. At what stage is your company?**

We are a Virginia-based Corporation.

**14. In 10 years, where do you envision your business and yourself?**

Nothing but the continued rise in our market share is what we observe. Our objectives are straightforward: remain within our specialized field, develop, and put it into practice. We are giving as many facilities access to this first-rate service as feasible.

Our Vision to have the best products, created and managed by the best team, drives us every step of the way. Therefore, we operate with a very systematic approach and are committed to continual improvement every day.

**What are our thoughts?**

Big Inventory was founded on a unique vision with the aim to fulfill unmet medical needs that are literally changing people's lives.

Some people have claimed that what we are doing is a true miracle. Through millions of products and thousands of services, BIG Inventory gives a platform where technology is responsible for miracles, and it is the most conclusive way to make the claim that they are exceptional in nature.

Before your hospital inventory's scheduled date, BIG Inventory decides to rigorously work on your data to eliminate or reduce duplication, manufacturer naming errors, and UOM problems. Each company was developed to meet specific needs, but this platform technology envisions endless possibilities.

**Please give the appropriate point of contact information or decision maker's contact details below for marketing chances for your business.**

# ADNAN ALISIC

## CEO of Biokript



With faith, integrity, and hard work our goal is to provide Shariah-compliant crypto services and in the process move the world toward decentralization by educating people about the blockchain technology.



**"The model is the perfect solution for many centralized inefficiencies," says, Biokript's founder, Adnan Alisic,**

The first Shariah-compliant cryptocurrency trading platform in the world, Biokript, intends to transform and expand the cryptocurrency market. This blockchain-based platform promises to make consumers the owners of their crypto assets and prevent a failure similar to FTX, which costs customers billions of dollars in losses.

The idea for Biokript was conceived in 2017 after the team learned about the inefficiencies of centralized crypto-trading platforms. The whole cryptocurrency movement started with a desire for decentralization where the middle-man is eliminated, and users are in full control of their funds. However,

most crypto trading is done on a centralized platform, which is not the most secure or efficient way to do business. Fully decentralized exchanges were out there, but they needed to be more efficient, secure, and affordable to trade because of the slippage. Because they are fully decentralized, anybody could create a token such as a honey pot, rug pull, or a straight-out scam. In 2022, users lost over \$2 billion to fully decentralized platforms. And that is how Biokript started!

Talking about the goals, the primary goal of Biokript is to bring the whole crypto industry back to its foundation, which is to give people full control over their crypto in a safe and secure decentralized manner while still giving them the option to trade with efficiency and sufficient liquidity of a centralized platform.

The second goal is to provide

Shariah-compliant cryptocurrency investing to millions of Muslims worldwide.

**We asked them why Biokript was started. What was the reason behind it?**

Biokript was started to restore the true spirit of the cryptocurrency movement, where middle-man and centralization of power are eliminated, and users are in full control of their crypto. History bears witness that centralized cryptocurrency exchanges are inefficient and insecure. We had seen what happened with the centralized crypto exchange Quadriga. People entrusted their funds to a centralized platform, and they lost everything. Same thing with Celsius. Voyager. Babel Finance and many others. And just recently, FTX, one of the largest centralized cryptocurrency exchanges in the world, lost \$10 billion of users' funds, which was the main reason for the crypto crash. And this will keep happening until someone provides a solution. And that solution is Biokript.

Biokript is a non-custodial crypto exchange, which means they do not hold any funds. They allow traders to trade with the safety and security of a decentralized platform where they fully control their funds but with the efficiency and ease of a centralized platform. Their first target audience is those who have lost funds with centralized platforms



or despise centralization. The second group of people is Muslims worldwide who want to invest in crypto but are reluctant because of the Shariah-compliance issues.

***"We are a blockchain-powered cryptocurrency platform which runs on a set of smart contracts where trades are executed. Unlike other centralized exchanges where people have to entrust their funds to a centralized entity, with Biokript you can just connect your decentralized wallet where you have full control of your crypto and trade with a centralized efficiency."***

#### ***What makes Biokript different?***

As Biokript is the world's first hybrid, Shariah-compliant cryptocurrency platform and with us, all of our investors are our partners, where they are getting 50% of all the profits generated by our exchange based on Islamic Mudarabah, profit-sharing principles. All they have to do is hold our native BRKP token, and automatically they will get monthly profits distributed to their wallets. The crypto industry is still in its infancy. A few years ago, all those banks and other big institutions were talking against crypto, saying it is fraud and everyone should stay away from it. But now we see all those big names entering the industry and trying to take the piece of the cake. So that tells you there is great potential

here.

Because of all those centralized platforms' failures, the team believes the whole crypto trading industry will shift to Biokript's hybrid model. They know centralized exchanges can not be trusted. FTX is the perfect example. They also know that fully decentralized exchanges are filled with scam projects. Just in 2022, users lost over \$2 billion to decentralized platforms. So a hybrid model is the solution. The switch might take 5 years and 10 years; it might take 15 years. But in the end, it will happen.

***"We have a great and passionate team who fully believes in our project and we are working hard to make Biokript a great success. We also have a very passionate community that is very engaged with our project. The FTX failure where they lost \$10 billion of users' funds is a disaster for the crypto industry, but it is great news for Biokript because we are providing the solution for that exact problem." - Biokript.***

The crypto industry is constantly evolving. It all started with bitcoin. Then they have blockchain-powered smart contracts that started the DeFi trend. And now, Web3 is the future, where they have a decentralized internet powered by blockchain technology which is out of reach of the giant tech



companies or any government. And Biokript will be a big part of that future.

#### ***What do we have to say?***

Biokript is a revolutionary new crypto trading platform set to revolutionize how people invest in digital currencies. It offers a wide range of features that make trading easier and more efficient, including advanced analytics tools, real-time updates, and automated trading strategies. The platform also has a user-friendly interface that makes it easy for beginners to get started. Biokript is designed to be secure and compliant with industry regulations, ensuring that users can trust the platform with their investments. With low fees, quick transactions, and a wide range of markets, Biokript is a great choice for anyone interested in crypto trading.



*Jason Labaw*

CEO & CHIEF STRATEGIST

**Bonsai Media Group**

We're always looking for talented and enthusiastic champions of people-centric design.

If you're passionate about your craft, we want to talk to you.

## **Bonsai Media Group" Your SEO Firm**

### **"Bonsai Media brought a new age to growth."**

If you're thinking about growing, Bonsai Media Group can help. Since its incorporation in 2009, Bonsai Media Group(BGM) has served as a top provider of SEO services to achieve the most excellent possible visibility and considerable growth. Following digital trends has made it crucial to succeed in the online world to increase traffic and sales.

### **Jason LaBaw: The man behind the firm**

After working for a telecom company as a client and collaborating with several firms to construct websites, the BMG CEO- Jason LaBaw, found it frustrating to work with many agencies to get high-quality websites that produced results. At that point, Jason had an epiphany and decided to launch his own business.

Jason LaBaw founded Bonsai Media Group with co-founders Gus Zadra, Elliott Omlin, and two other devoted and hard-working people in business. Today, BGM has three office locations: Seattle, Phoenix, and Knoxville, and gained a lot of popularity in this advanced world. BGM focused on web design when

only a small outstanding web design was happening. But the sites already optimize for search engines, which is our secret weapon!

### **How can BGM help you?**

Content in various formats, including blog entries, videos, photos, social media updates, and more, may be used in a successful digital marketing strategy. The goals of the campaign and the target audience will determine the precise content formats that are used. Creating exciting and appealing content that appeals to the target audience is the key to a successful digital marketing strategy.

### **BGM's Effective Services**

SEO takes time to show results as an efficient lead and conversion medium. If appropriately used, combining strategies improves a website's rankings in SERPs.

You can take advantage of the top SEO services offered by BGM, where skilled experts create tactics that work to provide high-quality outcomes.

- As an SEO firm, they offer a wide range of services to

drive your business's digital growth. Moreover, they provide customized services according to our client's needs.

### **Services Offered By BGM**

- Web And App Development
- Digital Marketing
- Creative Services

Bonsai Media Group has a track record of accomplishments with SEO strategies. They have evolved and added fresh, fascinating SEO Services for more than 53 years, which is wild if you think about it. BGM offers cutting-edge new SEO services. They also have unique expertise in Web Apps and Page Speed.

### **Dedicated Team For Your Business's Success**

**Grow or Die-** This is BGM's guiding principle. They have a budget for research and development for the business and one for each employee's continuous education. It's just the price of doing business in our industry.

Different from a conventional organization, which is what happens, our SEO team is not solely composed of SEOs. Instead, it comprises SEO managers, analysts, and content marketers with great backgrounds.

BGM's SEO method is characterized by continuous idea generation, experimentation, and brainstorming. Additionally, SEOs regularly stay abreast of the most recent developments and information from around the globe. It is essential to stay updated with everything because search engines change how they search data and content every month.

BGM holds a weekly education meeting where they rotate through each member of our team and present for 30 minutes on a new technology or method to ensure that they are all being exposed to the various disciplines that make up digital marketing.

They are exceptionally bright, knowledgeable, and driven SEO professionals. It wouldn't be overstating things to suggest that, Yes! With BGM's unrivalled Keyword Research abilities.

### Top Features Of BGM'S Team

However, several qualities are essential for a successful web development team. These are some of the crucial skills the BGM team consists of:

- Strong leadership abilities: BGM's effective web development manager can inspire and motivate their

team to accomplish their objectives.

- Excellent communication abilities: A strong web development team of BGM can interact with their team and other stakeholders clearly and effectively.
- Technical understanding: They have a good web development team and managers well-versed in web development methodologies.
- Possesses problem-solving solid skills: The BGM team can spot and address any issues that crop up during development.
- Project management abilities: They always keep a successful plan and oversee web development projects, ensuring they are finished on schedule and within budget.
- Detail-oriented: Paying great attention to every step of the development process is another feature of our team.
- Collaboration and teamwork: BGM can get along with people and establish a supportive team environment.

### Benefits Of Choosing Bonsai Media Group

Bonsai Media Group has provided national and international clients with result-driven SEO consulting services for many years. Our innovative approach and excellent SEO services set us apart from other SEO companies.

Additional benefits of choosing SEO services from Bonsai Media Group include the following:

- Great Keywords Research
- Results Driven Services
- Boost Traffic To your Website
- Outstanding Content Marketing
- Guaranteed Outcomes

### #1 SEO Services Provider

- Top-notch SEO Services: If you deal with BGM Best SEO Agency, you can be sure that your investment will be better off. Our meticulous approach, expertise, and awareness of the local environment all work together to provide results that are focused on quality.
- Workplace Transparency: Lack of transparency frequently results in revenue and page ranking losses. As a result, in addition to promising excellent results, the BGM team specifies the



- measures they will take to make good on those claims.
- Experience: They have gained excellent market understanding and expertise in digital marketing through our work with several sectors. You can rely on us!
- Technical group: BGM SEO business in Seattle, Phoenix, and Knoxville, implements best-in-class solutions that keep our clients one step ahead of the competition thanks to its in-depth expertise and advanced SEO talents.

### **Grow Your Company With Bonsai Media Group SEO Services**

BGM's method of discovery is truly unparalleled. They invest a lot of time and effort into doing a needs analysis, talking to various company stakeholders, and conducting interviews with end users to determine their requirements and desires.

BONSAI GROUP MEDIA always keeps in mind the audience for

whom they are creating websites or presenting campaigns. Even if they are working for a business, the assets' end users will be the ones who will use them, and therefore if the client wants to accomplish their goals, the assets must fulfill and even surpass their needs.

With effective project management, Bonsai Media Group can predict when a project will fall behind time or go over budget long before it does. By evaluating the project's dangers, they may also develop potential solutions for reducing those risks. They say, **"If we cannot reduce the risks, we will be completely honest with the client and work together as a team."**

### **BGM GOALS**

- Do Epic Shit: What are you doing if it isn't something deserving of attention? BGM has a goal to do something beyond the "Perfect."
- They deliver – carry out what you promised when you promised, and in the manner, you promised.

- Better Together: A team, including the customer, must work together to achieve a common goal to create the solutions they offer to our clients.
- The Pride - For BGM, this is not a job; instead, it is our craft, and the calibre of our work is essential to us.
- Grow or Die: The business will undoubtedly only succeed if you advance and expand your skill sets as a person or group.

### **What do they have to say?**

**"Content, digital marketing, pure-play SEO, social media marketing, design, user experience, and conversion rate optimization are all SEO components. We help businesses establish a strong market presence and quickly boost their revenues in the face of fierce competition. If you want to encourage your growth and develop your business, use reasonably priced SEO packages."**

If you're looking for a company that is aware of all of this and is committed to helping you build your company, get in touch with Bonsai Media Group.



KitelyTech

*Jason White*  
CEO and Founder

Focused on the Innovation of Technology Design, Development & Implementation

## A team of professionals focused on the innovation of design and development.

KitelyTech is a one-stop destination for all your technological needs with a team of professionals. A company with highly skilled members of developers, designers, SEO specialists, writers & bloggers, and analysts are all available to exceed your requirements and expectations.

Furthermore, the professionals are mastered in each language, from HTML to CSS to PHP to Java to WordPress to Android. Therefore, it is assumed that there is no coding challenge that the team at KitelyTech cannot deal with.

The services provided by the professionals at KitelyTech include software development, web development, web designing, web and mobile applications, reporting and data analysis, graphic design, and SEO. With the eternal problems related to the widespread technology, KitelyTech has all the solutions to meet the demands of this fast and ever-changing world.

In the words or two with the CEO and founder of KitelyTech, Jason White, we got to know more in-depth views of the organization and the aims of KitelyTech; read to find them out.

### Q. What is the organization all about? Tell us about it from the very start.

When I founded the company back in 2009, I had a well-reputed position in a family company that was playing well. But I always had this thing in my mind that I wanted to go off and do something of my own, which I have a passion for. And then, I quickly tried to learn the shortcomings in the technology industry in terms of transparency, hitting a milestone, or

maintaining a balanced ability to communicate well.

At that point, I decided to take a step back and bring on a small team to take on the projects and steer the ship regarding quality and communication. There were a lot of hurdles and moving pieces that needed to come together, as the tech and the creative teams were required to work alongside each other. And all of that piece by piece, we created a team of skilled professionals that drive our organization and lead us to where we are now.

At KitelyTech, we provide full-service web development, branding, digital marketing, and related services. Collaborating and working with the startups and the Fortune 100 companies with our top-notch team members that count up to more than 80 now.

### Q. How would you like to elaborate on the internal process of the teamwork, and how have you been able to create a balanced environment and keep everything so connected and put together during the scattered projects? Was maintaining the quality a big task for you, and how did you manage that?

According to what I believe, it is all about being process-driven. A replicable process helps you maintain consistency and ensures quality. It also enables you to rehearse and improve your work and services.

We are surrounded by people with a high level of self-analysis who are keen to work on themselves to improve their performances. And when you are in the proper growth mindset, it helps generate the real thought leaders that become the industry trendsetters. And so it always keeps the company evolving and

motivates us to better our processes.

We have set up a unique thing for our team members: "safe space meetings". These meetings allow us to get to the solution of the items by keeping emotions out of sight. It helps us generate the best output as it revolves around not some mistake a person made but what is done by the team as a whole that can be improved to get things done without any hassle. It helps the members be vulnerable and search for a better solution.

### Q. Working with your clients and providing them with the quality and required interactions, in every review that I have read, the clients seem to appreciate how transparent and smooth the communication process goes. How has that contributed to the reach and growth of the company? And also, how has that spiked up your reputation in being a trustworthy partner?

The team members have their roles and carry out different responsibilities daily, and if we have something to get done, we do it in a way that no one is excluded from the process. So, therefore, I believe titles are overrated, and I would remove them if I could. I might have a position as an owner, but I am just another employee as far as our team is concerned.

The path to wisdom is long, and I am still following it; as a serial entrepreneur, I start working at 4 am and finish it at 11 at night. I have succeeded, and I have failed too. The experience I gained when I was involved in over a dozen companies at different stages of life has brought in a lot of wisdom. I try to bring that experience to every project I take. I believe that if I can solve some of the business owners' problems that I have faced as a younger self, then I have

done my job.

#### **Q. How many cities do you have your headquarters in the United States?**

We are working to be soon available in London with offices in downtown Chicago, New York City, Atlanta, Detroit, Austin, Charlotte, Phoenix, and Miami. Revenue tells you about the progress and the profit you are making, and that does not come from the quality of your work and the services you provide.

It is about what you are doing every day, step by step, to make progress as an individual and as a team and how to maintain the relationships with your clients. It all happens when you have robust internal processes built on a stable foundation and strong connections.

My father, who owned a successful company for over 37 years of electrical contracting, the family business I left. He taught me an extraordinary thing at a pretty young age, and it does not mean that if the wires are behind the walls, they do not exist; they need to be straight and better be perfect.

#### **Q. Lastly, I would like to know what type of a person cannot make it up in your team and the best quality a person must have to adjust in a workplace like yours or the rate you look up to when you bring someone new to your team.**

To think independently and put forward ideas is a must-have trait. But the gem for us would be a person who has a balance of independent thinking and a capacity to be coached. We require specific competencies to create a healthy environment in our company.

Still, we will never hire people who

are self-centered genius types because they are hard to direct and too complicated with criticism. We want an environment where people have a growth mindset rather than a fixed one that helps us strive for perfection and makes us evolve.

Despite this, I want the people who are not just going to check for the 5:00 pm. Our team members consist of people ready to work, with no late-out or part-time mentality on our team. People tend to focus on the work-life balance, but I am more propound to the fluid integration of both. To make things more achievable and manageable. I focus on coaching the team not to create a hard on-off switch between work and life but rather to make them more integrated.

#### **MORE ABOUT JASON WHITE**

Twenty years before he started his career as the CEO of KitelyTech, Jason White became an electrical trainee for a construction company in Detroit, Michigan, 19. The company was a family business that his father owned. He still holds 10+ accreditations as an electrician.

But with his aim high, he decided to leave the family business, and in 1999, Jason White entered the business world by launching his first company. His business met many hurdles that were followed by several other startups in various fields, offering all the common services to maximize the utility of technology. He encountered a bundle of confused people he hired from the development company.

An inappropriate work environment that led to delayed launches, inefficient project management, and un-skilled team members who did not have enough technical know-how to complete the project irritated Jason.

Unlike most other entrepreneurs, he thought to break this chain and do something about it. So, in 2009, Jason launched a technology company intending to provide quality services to people like him out there who are struggling to find a reliable development company to help them out with their expectations and needs.

He created a team of highly skilled professionals who aimed to raise and set the bar high for all other development companies by giving the best-in-class services with complete transparency and effective communication. He included the best people in their field capable of doing complex software-related engineering and the best in developing a beautiful interface for the users. Jason is now in the position of CEO of KitelyTech, which is based in Chicago. The company aims to give the demanded services best in their field and work from startups to considerable Fortune 100 companies.

KitelyTech 2009 has become a nationally ranked development powerhouse. It has helped complete projects ranging from gas and oil to healthcare, CPG, and beyond. KitelyTech's management team is entirely aimed at their wide assembling of business experience in both startups and established corporate cultures to set up their clients for success.

At KitelyTech, the skilled team of professionals who thrive on the reliability, consistency, and perfection of technology to improve the clients' efficiency helps to solve the clients' problems at the earliest in the most unexpected and novel ways.

While the company succeeds in providing its best services to the clients to make their work more effective, Jason White has his goals.



From a clinical testing management system (CTMS) done by KitelyTech for a multinational pharmaceutical company and a large-scale, secure communication and legal document transmission system to mobile applications downloaded by users worldwide, they master their work to whatever to put their hands on.

In his free time, Jason sharpened his entrepreneurial skills by discussing and talking through startup methodologies with Northwestern and Loyola University students.

The services offered at KitelyTech are a ton; some of them we have listed below for you.

## 1. WEB DEVELOPMENT

At KitelyTech, you get a skilled team of professionals to help you out with your demands and needs for high-quality web development, which you will hardly get anywhere. Get the most beautiful web designs with a user-friendly interface that can turn your visitors into your customers.

## 2. SOFTWARE DEVELOPMENT

With the increasing technology, there is a high demand for efficiency required by the company to function correctly. Finding the right software developer could be a hitch, but not with KitelyTech, where you get skilled developers who deliver customized

solutions to your problems to heighten your business.

## 3. MOBILE APPLICATIONS

A growing business requires a user-friendly approach where your brand should be accessible to the customer anywhere, and a mobile application is the best way to spread your brand and publicize it. The mobile application can help you in the vast expansion of your network in the world. With KitelyTech, you get the best app strategy, marketing, app development, designing, support, and maintenance, so what are you waiting for? Contact now!

**4. SEO. SEO is important to everyone who has an online presence. It helps in driving the engagement of your company online. The problem lies in the fact that many people are not still aware of using this essential feature to expand your region and spread your company. So many people know about the SEO feature but are deprived of the knowledge of how to use it. The problem of the solution is to hire an excellent company to help you out with the SEO that will help you grow your business.**

There are so many more comprehensive ranges of services offered by KitelyTech except just these. They include services like **SalesForce, Web and SAAS applications, Reporting and Data Analysis, Graphic design, Quality assurance,** and still so much more.

## THE TAKEAWAY

With the ever-changing world of technology, there is a constant increase in the problems that need to be solved, and KitelyTech's contributions to that are up to the mark. Born to deal with and solve the issues in this technical industry, they are providing the best top-notch

services and doing it much more efficiently with a team of professionals who aim to grow daily by taking challenges all through.

With their high motivation and skills, their services include software development, mobile application, web development, SEO, web designing, telemedicine services, e-learning, and LMS. Business consultation services offered at KitelyTech consist of salesforce, reporting and data analysis, quality assurance, and infrastructure management. The list of services does not end just here; they also provide services like artificial intelligence, augmented reality, blockchain development, and online marketing.

The trusted brands they have a tie-up with are some big names like Master Card, Discovery Education, Anglo American, Rolls Royce, Periscope, JPM, Givenly, Lakeshore Guns, Phillips, Aceanatomy, Pearson Education, Alembic, British Land and MC Graw Hill.

The Chicago-based company started in 2009 and has become a leading performer in the industry due to the consistency, reliability, and trust it has built through its quality services. The professionalism and perfectionism KitelyTech offers are incomparable. The knowledge they use at KitelyTech makes them stand out among others in the market.

With the constant support of necessary communication, KitelyTech has taken engagement to the next level. If you want to experience such an out-of-the-world experience, do not waste your time further and check out their website to get the best hands of professionals to help you out with your needs and get the best of your expectations.

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# NAVEEN CHAND BACHKETHI

CEO & Co-Founder

CBNITS India Pvt Ltd



CBNITS is a premier Enterprise Solution & IT service provider. With our effective digital solutions and immense expertise in cutting-edge technologies, we are helping companies around the world to transform their businesses.

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**"Every Employee, including the co-founders of CBNITS, has equally, really hard to take the company to where it is now, we take care of our employees, and our employees take care of our clients' -Naveen Chand, CEO!"**

**Who thought a startup service-based company founded in 2018 would be hugely successful?**

Well, This company provides solutions to other businesses across the globe. Let me reveal the secret-we are talking about CBNITS today!

**EXCLUSIVE:** - We got into a conversation with Naveen Chand, the CEO of CBNITS, to learn more about the company and how its sensing solutions serve its customers better and more impactful.

**How hard did you work to establish CBNITS?**

CBNITS was started in July 2018 when Naveen and Rajdeep met; since then, we both with our employees have been working hard to get things growing, and we are proud to say that our YOY growth since inception has always been more than 100%, we are already in target to meet 100% growth target of 2022 comparison of the year 2021.

**"With the help of technology making the business work effectively and helping it grow exponentially, that is the Digital Transformation for me. And this is what we are doing with our clients which range from smaller startups to fortune-500 companies."**

Isn't it amazing? Let me show you the

**Services they offer;**  
CBNITS provides end-to-end solutions from the requirement to UX design, UI development, backend development, testing, uploading to the cloud, and even maintaining the solutions.

Along with that, we also work in staff augmentation, we work in cutting-edge technologies in Mobile App Development (Flutter, React Native, Native IOS), Frontend (React JS, Angular JS, Vue JS), Backend (Golang, Python, Node JS), Cloud (AWS, Azure, GCP, Kubernetes, Docker, Cloud Monitoring), NOC Engineers, QA Automation (Python, Java, Selenium, Cucumber), UI Path & SAP (RPA, CAI, Hana).

**What ideas and strategies do you suggest to your clients to grow a firm?**

CBNITS uses the latest and most remarkable technologies to create the customer's products and has a technically skilled and hardworking team to make a durable product.

**When asked about What kind of cultural shift is required for digital transformation?**

The CEO said, "Always ready to learn new and adopt new technologies and always believe that anything and everything can be improved."

What proficiency and skills are needed to complete projects involving digital transformation?  
Technical expertise, dedication, and commitment to execute.

**What words of wisdom would you offer others looking to start their digital transformation company?**

First, build your tech expertise and then expand.

Digital Transformation helps companies make things faster and scalable, one of the most critical



factors in any business's growth. The advantages that digital transformation brings to society are that exposure, scalability, and execution become much faster.

**How do you deal with the issues, and what do you do when you feel things aren't going as intentional?**

Most of the time, our firm and skilled planning help us not to have these issues at first, but if there are still some, we work on the mitigation

plans and fix those.

**What was your vision at the same time as starting this company? Did it differ through time?**

"Innovation with Excellence," Vision is identical; we started with the vision of innovating and executing with excellence and continue to do the same.

**Where do you see yourself and your organization in 10 years?**

In 10 years, I see myself and CBNITS will keep growing and serving their clients with commitment and passion.

**What do we have to say?**

CBNITS is not only a startup but an emotion. The emotion of people's hard work, their intelligence, and whatnot! If you are looking for any marketing opportunities for your company, kindly share the right point of contact/ Decision maker's details below.





Cleverus

# LAWMENCE WONG

Head of Business Growth

We are introducing our fool-proof SEO services, carefully planned and structured by Cleverus very own SEO specialists.

# CLEVERUS HOLDINGS- Boost Their website Traffic And Leads

**Their Company Can Grow Exponentially With Cleverus!**  
**Don't believe us? Read more.**

In today's digital age, many businesses focus their marketing budgets and business strategies on the Internet. Due in part to this, the search engine optimization (SEO) industry is estimated to be worth more than \$65 billion.

It's hardly surprising that many agencies are offering SEO services, given how rapidly the sector is growing.

A company that provides website optimization has a wide range of options. They may help you in various ways, including helping you create content, rank higher in search results, optimize your website for improved performance, and much more. What they offer, how much they charge, and the outcomes they promise for clients vary a little between each SEO expert and organization.

The top worldwide SEO company is Cleverus Holdings. With the best SEO solutions, including on-page optimization, technical optimization, content, and more, Cleverus has assisted websites in being found by their target audience, increasing

qualified leads, conversions, and, ultimately, sales for businesses.

CLEVERUS explores and determines the appropriate keywords for their company before taking any action to improve the position of their website. The company began as a retail optical company, and in 2017, as they began to recognize the opportunities in this sector, they began to grow into the digital marketing sector.

## History

Since providing SEO services to their clients in 2006, Cleverus has slowly expanded into the digital marketing sector due to the intense competition in the retail business. As a result, they gradually made steady progress over five years to get where they are now. Today, they have multiple offices in Kuala Lumpur, Malaysia; Singapore; Gold Coast, Australia; and Iloilo, Philippines.

Cleverus is a reputable marketing and top SEO firm that offers domestic and international companies a full suite of search engine optimization solutions. They assist you in achieving outstanding results and gaining

more clients.

## A Fantastic Website Deserves To Be Highlighted!

In contrast to the traditional retail market, the digital marketing sector is more likely to succeed because it is on the rise and capable of offering reliable solutions to expand client businesses. Because Cleverus places a greater emphasis on the outcomes and pleasure of clients than on profit, they ensure that their rights are upheld. As long as they keep doing this, their company's credibility and reputation will grow, resulting in the retention of an increasing number of customers.

Whatever their business aim, Cleverus can assist companies of all sizes—big, small, middle, etc. offer the top-notch SEO solutions available. They at Cleverus have more than 16 years of expertise in offering their company specialized services. As the top SEO firm, they adopt a flexible yet thorough strategy to raise clients' conversions, resulting in increased revenue and sales. They offer cutting-edge optimization services to accomplish this.

## Get The Client-Friendly Services

The client is the top concern at Cleverus. They assist you in obtaining the finest SEO results and maintain the campaigns' fluidity through effective communication. All of these things make it possible for us and you to collaborate to generate outstanding results, and Cleverus has been doing this for a very long time.

Finally, the best SEO company generates noteworthy outcomes. However, SEO is their specialty, but as a digital marketing firm, they also offer comprehensive 360-degree digital solutions. In addition to SEO, they offer a wide range of additional digital services. The services that they constantly provide are as follows:

- SEO
- The Design
- Integrated Digital Marketing
- Google Ads Management
- Online Reputation

The most crucial stage in SEO is conducting a keyword analysis. Before beginning any SEO planning, it is necessary to determine the keywords' direction. Cleverus takes two to three weeks to conduct an extensive study on that client's internet presence and industry after accepting a new client. Next, they look for market prospects, audit their website, and determine their business's strengths, target markets, and

competitive activities.

Since Cleverus has been in this business for a while, they've been able to give their clients consistent SEO results even if Google updates its algorithms frequently. Every time there is an algorithm update, Cleverus observes further improvements in the clients' rankings. They never worry about Google algorithm adjustments as long as their SEO plan is Natural, does not over-optimize, and complies with Google's recommended practices.

## Work With Professionals

Cleverus intends to have a small but effective agency. They want to transform their business into the "Factory" of SEO experts, assisting other businesses worldwide in offering SEO services to their customers. The number of employees in Cleverus has capped at 50, but they all share the same high-quality skills and a close-knit culture.

To dominate their market, Cleverus's team keeps you and their company abreast of the amethyst, most potent SEO services and strategies.

## Know Their Objectives And Desired Results.

A top-grade SEO company Cleverus spent more than 15

years assisting businesses in growing. With multiple marketing professionals, they've assisted companies from many industries in locating cost-effective SEO solutions. In addition, Cleverus is skilled at providing outcomes for its customers.

According to them, you should never believe an SEO company claiming "SEO Guaranteed." Is it a misconception that a digital marketing company can provide you with fantastic SEO results and a top SERP position?

Undoubtedly, you want to be in the lead. What if they told you that you only had to pay us once you got the SEO results you hoped for? Only results will help you achieve their company goals—no bullshit, no fuss.

At Cleverus, they work hard to produce the best SEO outcomes and advance their company. Indeed, they are confident that their SEO know-how, backed by science, will help their company succeed.

## Get Ready To Boost Their Visibility With Cleverus

- Having 15+ Years of Experience

Cleverus has served several clients in various industries thanks to their extensive experience. Cleverus Holdings uses its knowledge, experience, and expertise to provide clients

with cutting-edge SEO services. As a result, they can more readily comprehend the market environment for any client and avoid making educated guesses.

#### **A Reputable Company**

Cleverus has made a name for itself as one of the top SEO firms. They have been featured for their work on numerous websites, including LBS, Domino's Pizza, Alliance Bank, LYC Healthcare, Kostas Paint, etc.

#### **Favorable Reaction**

They are an SEO company with numerous excellent reviews and a high rating. Client recognition of Cleverus is ongoing, as seen by the favorable reviews they've gotten on Google. The positive feedback from clients inspires us to improve every time. Customers frequently turn to Cleverus expert service, and they are never dissatisfied because they are the top SEO firm in the SEO Industry.

#### **Individualized Strategy**

At Cleverus, they are aware of the fact that no two companies are the same. As a result, they frequently craft a personalized approach for their clients to determine the best course of action.

They carefully craft an SEO strategy that will benefit clients and help them outperform their

rivals. They research the industry and the business before developing a customized strategy. Since every firm is different, they support personalization and reject generic products.

#### **Professional Tool**

During an SEO campaign, Cleverus uses expert tools to deliver the most remarkable outcomes to clients. They give the finest results based on the analysis, not speculation, which they carry out using a variety of paid and unpaid market instruments. Even for optimization, they routinely use efficient techniques to offer their clients excellent SEO services.

#### **Incredible Performance Growth - Traffic & Keywords**

When clients ask for Cleverus online marketing services, they go above and beyond to meet their needs. They use only proper techniques in their organic marketing and SEO campaigns, which are always up to date. To provide the finest results for their clients, they at Cleverus, the top SEO firm in India, update their SEO measures by changing algorithms. Their SEO specialists

know the most modern techniques that quickly increase traffic and keyword ranks.

#### **Sharp Vision And Potential Success**

When Cleverus Holdings first began, it wanted to assist smaller SMEs in growing their online operations. They gradually shifted their attention throughout the year to help more big companies increase their market share and boost their search visibility.

To offer their clients the best services and possible outcomes possible, Cleverus strives to foster a positive work environment for the team. They put a lot of effort into improving their corporate culture, which they call CLEVER (Creditability, Learning, Efficient, Visionary, Excellence, and Responsive). Cleverus Holdings has several SOPs for the work and client servicing, and they don't use calculations when demonstrating the services to clients. It has helped us attract many long-term partners and clients who share their values.

Cleverus takes pride in offering beneficial SEO solutions and fostering the expansion of multi-million dollar companies.





Hooked On Code is a boutique WordPress website agency full of brilliance, piss & vinegar. We wake up every day to cut the bullshit out of web development.

# Hooked on Code, LLC

"I don't know where we'd be today without having firm core values - they inform everything we do. Our core values have evolved quite a bit over the past few years. we've gone through 3 revisions and will probably experience more as they settle." - Torre Capistran

It was a mission to eliminate the complicated and inefficient nature of building websites for B2B enterprises. The company is looking for people who care about communication, achieving targets, and focusing on the company's growth. Hooked on Code is a website agency with business and working organizations globally.

Today Hooked on Code continuously brings women into the tech industry through their **HOC University Mentorship program**.

Their refined no-bull process has been delivering 5-star customer satisfaction since 2014. In addition, they are proficient in creating and redesigning websites using modern and flexible tools like WordPress.

**EXCLUSIVE:** We got into a conversation with **Torre Capistran, the Chief Executive Officer of Hooked on Code** to learn more about the company and how its sensing solutions serve their customers better!

**1. Please give an overview of your company. Describe your Core – offering that addresses the needs of your customers.**

Hooked on Code is a clarity-focused website agency working with

businesses and organizations globally. We are skilled at creating mesmerizing, functional, and easy-to-edit websites. With the help of our refined process, we have been delivering five-star customer satisfaction since 2014.

Our company specializes in making premium and responsive websites like WordPress websites. Our services include website design development, website redesign, website consulting, search engine optimization consulting, branding consulting, email marketing and campaign consulting, digital marketing, and the creation of E-commerce websites.

Our core value discovery started over a year ago when we began to work through traction by Gino Wickman (which is highly recommended to all business owners). We have five core values-

- Simplicity
- Authenticity
- Relentless Forward Motion
- Excitement
- Delight

The knot between our agency's purpose and our final core value reinforces the importance of both, making it easier for us to act in a way that aligns with our values and fulfills our purpose.

**2. What kind of Clients do you serve? What makes your company a preferred choice among your clients over other companies?**

We primarily serve B2B companies.

Some of the features which differentiate us from others are:-

- We are female-owned and run. We approach design and development differently. Our design and development all happen in the same breath.
- Our Workshop Reviews cut out the feedback loop.
- We are obsessed with efficiency.
- We strive to bring delight to projects and client relationships.
- Our team is weird, and they rock.

## **3. What is the role of your staff in the success of your firm?**

Our team embodies our mission and core values which is essential since they are the ones who essentially keep our promises to our clients. Likewise I said before, the company is looking for people who care about communication, achieving targets, and focusing on growth.

The backbone of our company is the idea that we don't have to have different people for each task. We also have identified client-friendly processes and concrete tools that we rely on, as we keep asking ourselves during development and in tool selection.

## **4. What would you like to say when it comes to the straight question, of why you should be hired for the service?**

So, answering that I would love to tell you that we believe in our innovation that is **why people should hire us**. Our innovation in the process of this old-school segmented, fractured process is what sets us apart.

This creates trust and builds a partner-style relationship. "We treat our clients the way we expect our vendors to treat us—Open, honest, bull-free communication. "We treat

our clients the way we expect our vendors to treat us. Open, honest, bull-free communication."

## 5. Tell us something about yourself!

With a prime focus on mentorship and a passion for creating space for more women in the tech field, I led the team at Hooked On Code to develop and launch the Hooked On Code University. While unofficially started in 2015, the mentorship program celebrated its first official mentee was established in 2021 when a young mother was able to pursue her dream of entering the development industry.

After participating in the HOC University, she was hired by a global technology company and given a clear career path that will lead her to become the backend developer she has worked very hard to become.

In addition to launching the HOC University Mentorship Program, I tried to regularly make myself available to anyone interested in the industry and brainstorm how they might carve out



their own space in the tech industry via virtual coffee dates/chats. Since 2015 I have scheduled 40+ such meetings with women and men from all walks of life. Many have gone on to pursue a career in the tech industry.

## 6. Do you have any plans for 2022 and beyond that? You would like to share with our readers?

Hooked On Code is consistently streamlining its operations with other simplified processes to create transformative shifts in the industry and improve the experience for our clients. In addition, our goal continues to be to bring women into the tech industry through our HOC University Mentorship Program.

My desire and efforts to grow and positively impact the tech industry have resulted in many initiatives. She has sought out mentorship from her peers via conferences, an EO group, business podcasts, and books. Her tremendous love of learning has resulted in a Bitchin' Books For Business YouTube series. However, I know it's not enough to learn. Implementation and practice are essential. Implementing what she has learned resulted in the following initiatives:

- Hooked on Code is also recognized as the top women-owned -business for 2022. Creating a Proven Process eliminates time and resource waste and has allowed the team to adjust as the industry experiences shifts or the client's needs change.
- Cross-training teams have enabled members to step into various roles, offer support as needed, and keep projects on schedule and under budget.

- Flexibility is surprisingly uncommon in the tech industry. I am actively striving to foster a workplace culture that allows her team to be autonomous, valued for their expertise and contributions, and challenged in their roles. This is done by encouraging round table style collaboration, holding space to experiment and make mistakes, and encouraging individual ownership of tasks and initiatives.

- Already implemented or in progress are the competitive pay, flexible schedules, take-what-you-need vacation policy, open door/open book policies, ongoing training, and paid-to-learn program

On April 17, 2022 Hooked on Code was also awarded a Silver Stevie to achieve continuous customer satisfaction.

Can you detail any specific industry-based challenges you are facing and may do shortly?

By extension, if applicable, what impact has COVID-19 had on your industry or operations? Were there any unexpected benefits or advantages to the situation you found yourself in?

In 2020, we saw project work virtually disappear with the pandemic.

Our team dedicated ourselves to the happiness of our current client base, which would if retained, support our team's salaries through the decline. We launched a Customer Appreciation Program, including Client Appreciation Week when clients were publicly recognized on social media, and a team member personally called each client. We refreshed training for the support team, compiled a new manual for working on client tickets, and started tracking client compliments and complaints so we could address any



issues early on.

A bootstrapped company that started with no marketing budget, we have seen organic growth year over year entirely from referrals: \$72K in 2015 to \$306k in 2019.

We are most proud of one statistic: We have never missed a project launch date. Ever.

### What Are You Focused On In The Next Year?

Graduating another participant and mentee from our Hooked On Code University. We are very focused on launching another woman into the tech industry, specifically website development. With a focus on mentorship and a passion for creating space for more women in the tech field, Torre led the team at Hooked On Code to develop and launch the Hooked On Code University.

While started in 2015, the mentorship program celebrated its first official mentee launch in 2021 when a young mother was able to pursue her dream of entering the development industry. After participating in the HOC University, she was hired by a global technology company and given a clear career

path that will lead her to become the backend developer she has worked so hard to become.

### Why Do People Want To Work With your company?

We have usually been through a redesign rebuild or creation for a website project. And it was a harrowing experience. And when we dig in with all of these potential clients, or new clients at why it felt so bad, they all say the same thing. We repeatedly hear things that go back to the standard web development process, which can be traced back to methods that were developed out of necessity when the web was new. And there weren't the tools that are available today.

And the process is to have a designer design a website. These static files are pictures, Photoshop files, or sketch files that show what the site could be once it's built. The client signs off on the design, which is then handed to a developer, and the developer's job is to take that picture and turn it into a functional website. There are check-ins (hopefully), Q&A and check out the final results.

This segmentation of the process is that designers design in a silo and

developers develop in the silo. First of all, with this process, the end product is inferior because of not having these smart people collaborating and troubleshooting together. There is a solution to this out there. I think it's called collaborative design. That's not exactly what we do because that requires multiple, specialized team members to work together.

### What do we have to say?

Torre and her whole team continuously strive to bring women into the tech industry. They organize various Mentorship programs and various training as it will also increase their company growth and help bring women into their team.

Torre and her team were up for the challenge and even added the guarantee clause to all project contracts in 2021. One of the secrets to the success of this initiative is clear, open communication with clients and within the team itself. Torre has empowered her team to own their areas of responsibility and focuses on always keeping clients in the loop regardless of the news being delivered.

Hooked on Code is a growing website agency that helps companies build fantastic and impactful websites. This company has many unique features which differentiate them from other companies. They provide quality service.

They are doing a great job of encouraging and empowering women. The whole team of this company is proficient and hardworking. Their mentorship programs are beneficial. Anyone who wants to redesign or rebuild their website should choose Hooked on Code company.



**Apollon Security GmbH**

# Alexandros Manakos

We focus on our employees, their well-being, career, fun, learning success and advancement. The success of our employees is our success. We support our employees in their career planning with many years of expertise in all areas of information security, cyber security and data protection.

CEO of Apollon Security GmbH

## Protecting your business from digital threats with expert security solutions

Apollon Security is a security consulting company that offers a range of services to help businesses stay secure in the digital age. With a focus on software development and data protection, they provide expert advice, testing, and training to help companies of all sizes prevent cyber attacks and data breaches.

Leverage the expertise of cybersecurity professionals with over a century of combined experience and accolades for their contributions to the industry. These experts can assist your company in safeguarding against cyber threats and fortifying your security posture.

We recently had the opportunity to interview Apollon Security and learn more about their approach to security consulting. Here are some of our conversation's high points:

### AREAS

#### Consulting

Apollon Security provides a range of consulting services that are designed to help companies achieve their

security goals efficiently and effectively. With a team of experienced consultants who are experts in information security, cyber security, IT audit, and data protection, we can deliver your security projects and audits on time, on budget, and with top quality.

Our consulting services are tailored to meet the unique needs of each client, whether you need assistance with a specific project or a comprehensive security program. We work closely with our clients to understand their business objectives, identify potential risks and threats, and develop a customized security strategy that is aligned with their goals.

#### Products and Services

In addition to consulting services, Apollon Security offers first-class cybersecurity products and services that can be outsourced to external professionals with a clear conscience. These products and services include vulnerability management, phishing awareness training, penetration testing, red teaming, third-party security assessments, maturity analysis, and threat intelligence. Our team of experts can help you select and implement the right solutions for

your business, ensuring that you have the tools and knowledge needed to protect your company from cyber threats.

With our consulting services and product offerings, Apollon Security can provide you with the expertise and support needed to keep your business secure in the digital age. Whether you need a one-time project or ongoing support, we are committed to delivering exceptional service and value to our clients.

### Training and Awareness

In addition to consulting services and products, Apollon Security offers training and awareness services designed to eliminate the human factor as a potential vulnerability in your organization's security posture. Everyone in your firm will receive training from our team of expert instructors so they are all aware of the value of cybersecurity and how to recognize and respond to potential threats. This training can be given to staff members, executives, board members, and supervisory boards.

Our training courses are tailored to be easily understood by everyone from technical staff to board members and are designed with interactive content to ensure that the knowledge is positively anchored in long-term memory. We guarantee that our training is both understandable and practical for everyone, helping to reinforce your organization's security culture.

### Career Advice

In addition to training, Apollon Security also offers career advice services. We understand that finding the right job can be challenging, especially in the highly competitive field of cybersecurity. That's why we offer support throughout the entire





job search process, leveraging our extensive network to help you find the perfect job that matches your career goals.

Furthermore, we act as your "career bodyguard," ensuring that we only forward you job offers that meet your criteria and align with your career objectives. With our training and career advice services, Apollon Security can help you build a successful career in cybersecurity while ensuring that your organization remains secure and resilient.

## Products

### Vulnerability Awareness

Apollon Security offers a range of first-class cybersecurity products designed to help businesses proactively manage their security risks. Our products are designed to be easy to implement and manage, providing you with the tools and knowledge needed to keep your business safe from cyber threats.

Our vulnerability management product provides professional vulnerability scans that enable you to keep an up-to-date and continuous overview of your vulnerabilities. Our experts use cutting-edge technology and techniques to identify potential vulnerabilities in your systems and provide you with actionable insights to help you mitigate the risks.

### Phishing Awareness

We also offer a phishing awareness product, which is the most effective method to train your employees to recognize and respond to phishing attacks. This product can help to demonstrably and permanently increase the level of cyber security maturity in your company by educating your employees on the latest phishing techniques and providing them with practical guidance on how to stay safe online.

With our vulnerability management and phishing awareness products, Apollon Security can help you

proactively manage your security risks and keep your business safe from cyber threats. Our products are designed to be easy to use, cost-effective, and scalable, making them the ideal choice for businesses of all sizes and industries.

### Penetration Testing & Red Teaming

Apollon Security also offers a range of testing services designed to help you identify and mitigate potential security risks in your organization. Whether you require penetration testing according to OWASP or NIST, or red teaming according to TIBER-DE, our experienced hackers can help you identify vulnerabilities and provide actionable recommendations to help you improve your security posture.

### Third-Party Security

In addition to testing your own systems, we also offer third-party security services to help you identify



and mitigate the risks associated with supply chain attacks. Supply chain attacks are among the top risks facing businesses today, and it's essential that you have a comprehensive understanding of the security posture of your suppliers. Our third-party security services can help you check the safety of your suppliers and ensure that your organization is protected against these types of attacks.

With our testing and third-party security services, Apollon Security can

help you identify and mitigate potential security risks in your organization, providing you with the peace of mind that comes with knowing that your systems and suppliers are secure. Our experienced team of security professionals is dedicated to helping you keep your business safe from cyber threats and ensuring that your security posture is robust and resilient.

### Threat intelligence

At Apollon Security, we understand that identifying potential security threats can be a daunting task. That's why we offer a comprehensive threat intelligence service designed to help you navigate the data jungle of the Internet and Darknet and identify the dangers to which your company is exposed. Our team of experts uses the latest technologies and techniques to monitor the threat landscape, identify emerging risks, and provide you with actionable insights to help you mitigate potential threats.

### Cyber Security Maturity

In addition to our threat intelligence services, we also offer cyber security maturity testing and certification. Our experts can help you evaluate your organization's current security posture, identify potential gaps, and develop a roadmap for improving your cyber security maturity over time. We use a proven methodology to assess your organization's security maturity level and provide you with recommendations to help you increase your resilience in the long term.

With our threat intelligence and cyber security maturity services, Apollon Security can help you stay ahead of the latest threats and ensure that your organization is well-prepared to handle any security challenges that may arise. We are committed to providing you with the highest level of service and support, and our team of experts is always available to answer your questions and provide you with the guidance you need to keep your business secure.

A professional headshot of a woman with long, wavy blonde hair. She is wearing a dark blue blazer over a white collared shirt. Her gaze is directed slightly to the right of the camera with a neutral expression.

Christina Humphrey Law,

# Christina Humphrey

Law at Christina Humphrey Law,

Our lawyers have over thirty years of combined experience and have been instrumental in recovering over \$800 million dollars for clients throughout their careers. From our office in Santa Barbara, we help clients throughout California and nationwide.

## Championing Your Rights: The Unyielding Spirit of Christina Humphrey Law

A legal team passionate about justice and protecting individual rights can be a game changer. Christina Humphrey Law, a law firm dedicated to fighting for its clients' rights, is in the vanguard of this laudable cause. This blog delves into the underlying concepts of Christina Humphrey Law, as well as their achievements and impact on the lives of the people they represent.

Having a staff that vigorously protects your rights is critical in legal representation. This story goes into the extraordinary journey of Christina Humphrey Law, a tough law firm dedicated to advocating for its clients and offering exceptional service.

### Defenders of the law

Champions of justice are aggressive, passionate attorneys who boldly battle for their client's rights. Because of their unwavering devotion to seeking justice and the truth, they serve as a beacon of

hope for those suffering legal issues. These lawyers are driven by a duty to protect and defend their clients in any legal situation, whether a personal injury claim, a civil rights violation, a business conflict, or any other legal issue.

### The Power of Empathy

One of the differentiating characteristics of passionate lawyers is their ability to relate to their clients on a personal level. They are aware that each case entails a highly delicate and personal experience for those involved and a legal issue. Compassionate attorneys pay great attention to their clients' stories, understand their concerns and fears, and provide a friendly environment where clients can freely express themselves.

### Unafraid Protest

Relentless lawyers approach challenges head-on and with tenacity. They greatly gather information, meticulously study each component, and construct a compelling argument. They will go to any length to find the truth and justice. Due

to their fearless advocacy, clients are reassured that their case is in good hands.

When you have Christina Humphrey Law on your side, you can be confident that she will fight tenaciously for your rights. Their relentless devotion ensures that your voice is heard and your rights are protected, whether they are settling conflicts out of court or negotiating settlements.

### A Strong Advocate for the Vulnerable

In the face of larger corporations or institutions, people involved in legal conflicts may feel helpless. Passionate lawyers fight for justice in the face of formidable opponents, speaking up for the voiceless and leveling the playing field. Because they understand the responsibility of being that voice, they use their legal skills to empower their clients and give them the best chance at a just outcome.

### Getting Over Obstacles and Promoting Change



Aside from specific cases, diligent lawyers are frequently critical in effecting social change. They may file lawsuits to challenge unjust laws, campaign for equal rights, and defend the vulnerable and underprivileged. Through their legal practice, they impact the creation of laws and regulations, making a substantial difference in many people's lives.

### The Long and Difficult Road

The path of a dedicated, committed lawyer takes work. It necessitates years of hard study, continuing learning, and the ability to adapt to ever-changing legal situations. Giving up things, staying late, and putting in countless hours of case preparation are all part of the legal profession. Despite the hurdles, these lawyers embrace their work with enthusiasm and purpose.

### The Empowering Power of Compassion

Christina Humphrey Law's strategy is founded on an unwavering sense of compassion. They understand that their clients may feel scared and overwhelmed by the judicial system, especially under difficult circumstances. The company aims to establish a warm and caring environment where clients can freely share their stories and concerns. In this endeavor, empathy serves as their guiding notion.

### Relevance from Personal Experience

Christina Humphrey Law is a legal industry leader with years of experience and a strong track record. Their team of skilled lawyers has extensive knowledge in various professional fields, ranging from civil rights to personal injury. Because of their expertise, they are better able to handle even the most difficult situations.

### Individualized Strategy

Every case is unique, and Christina Humphrey Law understands the importance of a customized strategy. They take the time to understand the nuances of each client's condition thoroughly, and then tailor their tactics to address specific desires and conditions. This attention to detail ensures consumers receive the best advice and support.

### Advocates for Change

Beyond specific cases, Christina Humphrey Law is committed to improving the legal system. They actively participate in neighborhood projects and advocate for equity and equal rights for all. Because of its commitment to bringing about societal change outside of the courtroom, the company is a force for good in the community.

### Successes in Case Studies

The outcomes obtained by a legal firm for its clients are the true measure of its success. Christina Humphrey Law is proud to highlight several successful cases in which they collected significant compensation for injured victims, protected the rights of persons facing discrimination, and advanced the interests of those seeking justice. Lawyers who are passionate and tenacious have shown to be critical in assisting clients in receiving exceptional results time and time again. These triumphant stories demonstrate the significance of their work, whether it is securing compensation for an injured victim, winning a big case that established legal precedents, or obtaining justice for victims of prejudice.





### **Relationship and Trust-Building**

Trust is the foundation of every effective attorney-client relationship, and Christina Humphrey Law works hard to earn their clients' trust. Their open communication, honesty, and commitment to keeping clients informed at all times establish strong and long-lasting relationships founded on mutual respect.

### **Local Consequences**

Christina Humphrey Law's commitment to the community extends beyond legal services. They are frequently involved in pro bono and educational outreach efforts, informing the community about its legal system and rights. They demonstrate their dedication to becoming a positive force for change by giving back to society.

### **Methodology Focused on the Client**

Christina Humphrey Law is distinguished by its client-centered orientation. They believe collaboration and open

communication are the foundations of a successful legal defense. They ensure clients are actively involved in decision-making by informing them at all stages. Because of their open communication and client-centered approach, they have earned the trust and devotion of numerous clients over the years.

### **Participation in the Community**

Christina Humphrey Law is committed to community improvement and legal services. They regularly participate in philanthropic organizations and community outreach projects to give back to the areas they serve. Their commitment to social responsibility reflects their genuine desire to make the world a better place.

### **Last but not the least**

Passionate and tenacious lawyers are the bedrock of our society's judicial system. Their commitment to upholding the law, defending rights, and seeking justice empowers people and fosters a more just society. Their unwavering dedication

and courageous activism inspire hope and faith by demonstrating that champions are willing to stand up and protect their right in the face of hostility. Let us remember that we are not alone in our struggles; there are devoted, persistent attorneys willing to take the lead and act as the guardians of justice. Christina Humphrey Law's success demonstrates the power of relentless, passionate advocacy in the struggle for justice. They are respected in the legal industry for their unwavering commitment to empowering clients, inspiring change, and achieving positive outcomes. Because of their unique approach, compassionate perspective, and fearless spirit continue to be a ray of light for those seeking justice and the defense of their rights. Remember that Christina Humphrey Law is a firm you can count on to stick by your side and vigorously protect your rights if you ever require legal representation.



Finout

# Roi Ravhon

Co-Founder & CEO

Finout empowers users to fully allocate their resources across their entire infrastructure, effortlessly identify inefficiencies, and generate insightful FinOps reports that save countless hours—all without the need for additional coding or agents.

AI cloud cost management is a way to lead to real-time insights into various cloud services that businesses increasingly adopt for infrastructure and applications. Monitoring and observability solutions have become critical to ensure optimal performance and reliability.

With AI Cloud cost management, businesses can monitor their cloud services in real time, troubleshoot issues, and optimize the scalability of their applications. Finout is an excellent platform managed by not one but three of its co-founders and a CEO who always aims to provide comprehensive analytics, metrics, logs, and tracing functionality. Their capabilities enable businesses to streamline their operations and quickly respond to potential incidents, ensuring that their infrastructure and applications perform at peak efficiency.

### A Triumphant Journey of Finout

Before founding Finout, the CEO and Co-founders, Roi Ravhon and Asaf Liveanu, struggled to understand and manage their cloud expenses while working at Logz.io. They found that the current tools in the market were inadequate and couldn't provide clear insights into their spending. As a result, they decided to create Finout, a platform that helps businesses manage and optimize their cloud costs with ease.

Finout provides leadership with actionable insights so they can make informed decisions about their cloud spending. The realization that absolute cost measurement is incomplete without corresponding business metrics led to a shift towards measuring business value. This shift recognized the need to align cost with indicators of business success. This understanding is critical for effective decision-making and ensuring the organization's objectives are met. By measuring value instead



of cost, organizations can make better-informed decisions that support their strategic goals and achieve long-term growth and profitability.

### Excellence keeps track of Finout

Finout aims to create a cutting-edge enterprise resource planning (ERP) system to address the rising trend of usage-based pricing and the growing complexity of cloud providers. Their solution is designed to assist businesses in comprehending the cost and rationale behind every aspect of their operations.

By developing the ultimate modern ERP system, Finout is helping organizations optimize their resources and maximize their profits. Mapping cloud utilization cost to drivers presents challenges for both established and developing FinOps practices. It can be difficult to establish a clear one-to-one correlation, but it's vital to accurately track costs to ensure effective cost

optimization.

### Goals and objectives of Finout

Achieve seamless cloud management, cost allocation, showback, and waste reduction across multiple cloud services and providers with just a 5-minute integration. No need for modifying tags or coding. Streamline cloud operations for maximum efficiency and cost savings.

Monitoring your cloud spending over time allows you to identify trends and optimize usage to reduce costs and align with your business goals. Continuous optimization is the process of constantly identifying and improving processes.

### Abiding optimization with Finout

Finout's MegaBill simplifies cloud cost optimization by consolidating usage-based solutions into a single platform. This streamlines cost

management for all cloud services through a step-by-step approach that visualizes spend, enforces understanding of costs, and enables resource allocation.

Managing cloud spending across multiple providers and CDNs can be complex and requires visibility and control over various costs. This includes costs for computing, storage, networking, and additional services. Tools such as cost management platforms can help manage cloud expenses by providing comprehensive cost tracking, usage analytics, and cost optimization recommendations. Proper management of cloud spending can lead to significant cost savings and optimize investments in cloud infrastructure.

### Enduring collaborations

Managing complex spending can be challenging as it involves

coordinating and collaborating with different teams such as IT, finance, and operations within an organization. These teams may have different priorities and levels of expertise, making it difficult to align goals. Effective communication and establishing a clear plan can address these issues and ensure a streamlined approach to managing complex spending.

Having a single dashboard to track all cloud spending is crucial for effective FinOps. Cost management is a primary focus of FinOps, and this involves monitoring expenses, understanding where resources are being allocated, and optimizing usage to maximize value. By having a comprehensive overview of cloud spend, organizations can make informed decisions and ensure they are getting the most out of their cloud investments.

### The Mega Bill solutions with Finout

A MegaBill, a centralized view of cloud spend in one dashboard, provides a comprehensive overview of expenses. It enables organizations to examine areas where costs can be reduced and help make informed decisions about the allocation of cloud budgets. By providing a better understanding of cloud spend, businesses can optimize cloud resource utilization and prevent wastage.

Aligning IT and finance teams in order to improve visibility, accountability, and control of cloud costs aligns with the FinOps principle of financial governance. This principle is centered on establishing a harmonious relationship between IT and finance teams for better management of cloud costs. Having a clear view of cloud spend enables businesses to identify trends and



optimize cloud usage to reduce costs and align with business goals. Continuous optimization is the ongoing process of identifying improvements to cloud operations, reducing expenses, and enhancing performance. By leveraging cloud analytics and monitoring tools, companies can track cloud usage and expenditures to ensure they remain within budget and avoid unnecessary expenses. This helps organizations achieve greater efficiency, flexibility, and cost-effectiveness in their cloud operations while maximizing the benefits of cloud computing.

### New introduction in Finouts

CostOptimizer is a new solution from Finout that automatically optimizes costs for EC2 users, with the potential to save up to 45% on spending. This AI-powered commitment management solution requires zero saving fees, making it an attractive option for those looking to reduce costs without additional charges. By using CostOptimizer, businesses can benefit from automatic cost reduction and focus on their core operations, without having to worry about

constantly monitoring and adjusting their EC2 spending.

### Environment at Finout

Finout's CostOptimizer offers effective cost optimization strategies that can help businesses save up to 45% on EC2 costs. By dynamically buying and selling RIs based on real-time needs, the solution eliminates the need for managing discount programs or manual interventions. With Finout's CostOptimizer, companies can maximize their cost savings, making it an ideal solution for businesses looking to optimize expenses and improve profitability. Say goodbye to the hassle of managing discount programs today.

Finout optimizes your expenses and scalability without any effort from you. With our adaptation to changes and improvements, we help you maximize your savings, and you keep 100% of those savings. We are the best choice for FinOps cost optimization.

### Commitment to Finout's cloud cost management

Finout's algorithm is designed to

maximize AWS discounts by continuously aligning discount instruments to compute usage. It helps users save up to 60% of their cloud spend by collecting usage performance metrics from real-time data sources. Additionally, users can control their AWS purchases by instance family, ensuring that they are optimizing their cloud spend as efficiently and effectively as possible. Finout guarantees an affordable fixed price for optimizing your cloud spend and ensures you receive 100% of the savings generated. For instance, if the CostOptimizer saved you \$100K, you'll get the whole amount added to other savings Finout offers.

### Expedition ahead

The journey ahead of Finout is surely going to reach heights under the guidance of such excellent CEO and Co-founder Roi Ravhon who has always aimed for the betterment of society with their designed AI advanced for cloud cost management for every Business. Finout will develop an ERP system for businesses that incorporates usage-based pricing and simplifies cloud provider management. The system aims to help businesses understand their costs and decisions throughout their operations.

Finout is an all-in-one dashboard that enables you to integrate your cloud providers, data warehouses, and CDNs, allowing for real-time monitoring. With a built-in ML-powered anomaly detection solution, Finout can pinpoint and address issues before they cause significant problems. This results in a smooth and efficient operation of your business operations, thus increasing productivity and driving growth.



Clearfield, Inc.

# CHERI BERANEK

President and CEO



Clearfield brings fiber to anywhere, with the ability to satisfy the unique deployment needs of the service provider, engineer and network designer. Clearfield's product design methodology offers flexibility and total configurability.

## **Managing fibers with Cheri Beranek of Clearfield**

Cheri Beranek the President and CEO of the fiber management and connectivity company, explains behind the scenes of addition to the network capacity by tapping into new resources through a hybrid or open network where the ducting infrastructure is established for the community has an environment where they can get access to microduct infrastructure by the collaboration of alternative broadband and internet providers allowing them to provide their fibers to cater the needs of connectivity.

According to Cheri Beranek, this way allows the city to control its environment and also remember that its service providers are working with for-profit businesses that need to maintain their networks. As a result, the environment has taken shape into a model that is modular, and scalable, it allows the service provider to recognize their subscriber revenue as they manage their capital asset

infrastructure.

### **The integration enables a lifestyle**

The broadband providers and the service providers of the community including your telecom and cable providers or even alternative providers all have their assets which they want to protect. Clearfield provides a fire backhaul environment managed and accessed by the city, allowing every other service provider to do their work to their maximum potential. Without getting directly a part of the fibers providing business, Clearfield works by enabling community members to get access to better services anywhere and everywhere.

### **Cheri Beranek**

President and CEO of Clearfield, Cheri Beranek with her extensive leadership experience and unique management style is able to deliver outstanding corporate performance under the time lapse of 14 years. Clearfield has seen years of success

under her management and the company has been recognized by the Forbes' Top 100 Small Cap Company Listings with the rank 4th.

With extensive experience in nonprofit businesses that she gained while working at the Metropolitan Planning Commission of Fargo/Moorhead, the City of Fargo, and North Dakota State University, she was able to transition into networks and trichots systems to provide digital solutions impacting the community and environment.

With the vision to empower the fiber management by streamlining the vast cluttered network to provide quality, stability, and reliability of the connections, Cheri Beranek has led Clearfield to become a multinational business with more than 400 employees and more than 1000 satisfied customers.

### **Clearfield**

Clearfield, a fiber management and connectivity company designs



manufactures and distributes the fiber connectivity and management products with the aim to reduce high cost associated with network supply. The organization aims to market the fiber optic network to deliver the mobile residential and business services customers want in a reasonable price and accessible way.

Clearfield has designed a single architected modular fiber management platform with the vision to lower the cost of broadband deployment and maintenance services to enable other broadband providers, internet providers, and alternative providers to scale up their revenue by providing seamless services to grow subscribers.

## 5G Rollout

Because of the small cell size, to switch on from 3G 24g 25 times more fibers are required and to get transferred from 4G to 5G 16 times more fibers on the quarterly are required. After doing the simple math the count of fibers for about 1 square mile of 5G coverage requires about 8 miles of fiber.

Clearfield came after the issue of antennas to roll out 5G broadband connections which requires the convergence between wildlife and wireless. To get complete access to powerful 5G networks and to provide

the latency, there must be present antennas on every other light pole to effectively pass homes and businesses with a physical wired fiber.

As compared to the 4G, 5G network is a bit complicated. To upgrade the 4G networks, big towers, large areas with fibers were upgraded at the micro site level. To roll out a 5G network the biggest obstacle comes away in permitting which does not even take too long but because of the low expectation of the community the process is time consuming and there can be no planning or executing that can be done for permitting.

As an example, to set antennas on your own light pole if you are the municipality you will be required to take the permission. The process can go beyond the time if the career once the antennas to be placed on a building in that case the permission of the building on a must be taken which poses more restrictions and limitations to the broadband and internet service providers.

## Why to partner up with Clearfield?

Aside from my innovative ideas and creative solutions to network optimization, Clearfield is a client-oriented organization that listens to the problems of its clients before carrying out any decision-making. The client's needs are the top priority

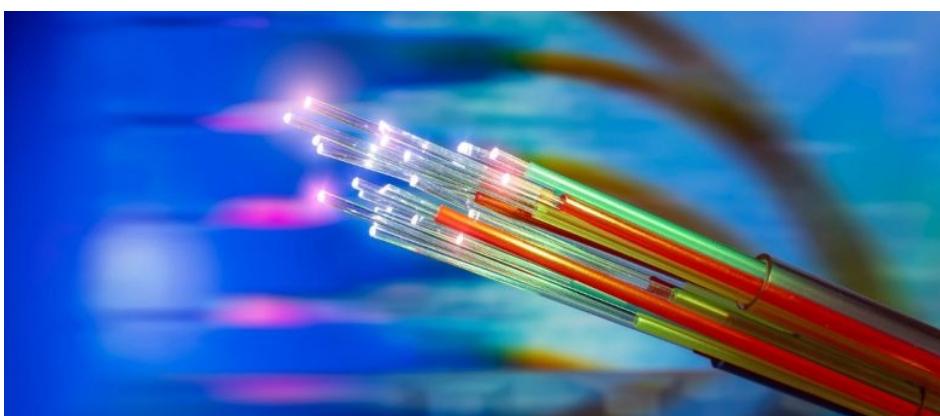
of the company and promotes collaboration and a sense of community to celebrate success. Recognizing the talent and skills of the team at Clearfield delivers the best solutions by utilizing the outcome of waste thinking to work towards the desired goal.

Clearfield brings quality to the table by delivering:

- **Innovative designs:** Scalable cyber optic management platform Clearfield is a leading provider in the industry with innovative designs that ensure maximum capital equipment growth meaning a greater rate of investments.
- **Speedy fiber deployment:** Clearfield is continually expanding in terms of world-class productions and operations to enable market access to product designs that take vast engineering horizons and faster fiber deployments with shortened planning time.
- **Remarkably low labor costs:** Clearfield has equipped connectorization to reduce the need for skilled labor by a certain percentage as compared to the 70% of fiber deployment costs that are taken up using the traditional splicing method.

## Final remarks

The competition between the broadband provider and the internet provider allows the community to get enhanced services that are required by them to survive in this modern world for better connectivity. The innovative solutions empowered general requirements of the houses and businesses such as security alarms, cameras, sensors, and other safety requirements. It is all made possible through Clearfield.



A professional headshot of a man with short brown hair, smiling at the camera. He is wearing a light blue button-down shirt. The background is a soft, blurred white.

Lendio

# Brock Blake

CEO, Co-Founder

Lendio makes the business financing process simple and easy. Find the right lender to meet your small business's needs with our online business loan application.

# Business Financing Advanced With Brock Blake

Founder and chief executive officer of a free online loan marketplace in the US Lendio, Brock Blake has financed more than 100,000 small businesses with over more than \$2 billion in loans to help them grow and expand. With the help of the adaptive platform of Landio that leverages machine learning, Brock Blake is focused on creating a revolutionary path for small business owners by making business loans easily accessible and effective in the long run for their companies.

Several honors have been given to the company Lendio, including recognition by Glass Door as one of the top 50 workplaces, and a certificate of Great Place to Work by Great Workplace. Lendio has also been given a place in the list of Fortune's best workplaces providing financial and insurance services.

## Brock Blake

The early life of Brock Blake involved hopping from one venture to another as he started his way from the paper route and moved higher by starting his own soccer camp business. He also ventured across the market of scooters in China purchasing them and selling them locally after which he stepped into the world of business and financing.

In 2006, Blake founded FundingUtah, which was renamed FundingUniverse in the later years before Lendio was founded. He himself encountered the struggles of financing small businesses through his experience. As the world entered the global financial crisis in 2008 it was immensely difficult for small businesses to seek capital from the US banks.

The vision behind establishing his

own financing and funding platform was to provide small business owners ease to finance their startups and small businesses without struggling to fill out long applications and linger around the bank now and then. With the help of Lendio's platform, small business owners can fill out online loan applications by browsing several loan products with a network of more than 75 lenders. With Lendio, financing is done quickly and easily. Blake has invented a pitching event called CrowdPitch in the style of this new era's speed dating system allowing small businesses to pitch their deals at the best price.

## Services

Many young entrepreneurs or business startups fail to gather enough collateral that can be used to get business loans from the banks. Where business requires funding at every step of the journey for starting up a new project, carrying out expanding operations, or recovering from financial loss, business loans come as a lifesaver that teaches entrepreneurs to work out the plan and keep moving forward. With this aim in mind, Lendio helps early startups and small businesses manage their cash flow by providing them the funding and loans. According to your budget and business requirements, you can choose from a multiple of loan products that are given as follows.

- Short-term loans
- Business line of credit
- Cash advance
- Equipment financing
- Startup business loans
- SBA loans
- Business Acquisition loan
- Accounts receivable financing

With Lendio a lending marketplace, you can compare options to ensure that alone matches your budget and business requirements perfectly. Such comparable loan options allow an entrepreneur to not get burdened by the loans and pay them out easily. Such a platform works in the favor of the borrower as they are free to go through the interest rates, loan terms, size, and speed of capital of multiple options to ensure maximum satisfaction from the choices they make.

## Maximum benefits for your small business

With ready-to-serve capital with the landers to lend you the procedures of financing alone get streamlined. When you are considering financing for your small business you must know about the types of financing for small businesses and choose wisely the one that can benefit your business in the long-term.

Debt financing, bootstrapping, crowdfunding, and venture capital are your four options to leverage out cash for your early startup situations. Where debt financing sounds similar to traditional small business loans it offers a wider scope and secured funding. Fundings like a business line of credit, SBA loans, short-term loans, cash advances, business credit cards, commercial mortgages, equipment financing, etc are covered under debt financing.

For the people who have personal savings or some type of lineage that they can use to start their entrepreneurial grind from the start the traditional way is known as bootstrapping. With advancements in technology, crowdfunding seems an interesting concept for entrepreneurs



to harness funds through online platforms. Venture capitalists is another form to finance your business, if your goal is to expand it and make it acquired by a team of thorny nerds.

#### Concept for the new business model

While working at FundingUniverse, Brock Blake saw that almost 98% of the business ventures were getting nothing out of the connections with VC and angel financing over which his cofounder, Trent and he paired to come up with the idea of Lendio. With Lendio they gathered a team of secured lenders to build connections with borrowers resulting in a streamlined management of loans with transparent networking. As the platform moved forward several optimizations and tests were done to create a supportive environment for the new business models. Skilled and talented team members started incorporating as the building of Lendio expanded to serve and push new business Ventures and company goals.

#### Strong collaborative team

Lendio nurtures passionate and creative minds that help SMBs grow and expand their reach at a global level. The adaptive loan marketplace of Lendio saves your time and effort, as the process goes down to a single application that can be filled in 15 minutes for which you avail 75+ vendors.

A skills team of experts is always on board to guide you throughout the application process and help you understand the advantages and disadvantages of different types of loans and deals you envision entering.

#### Path of success for Lendio

Brock Blake directs the reason behind his company's success to the creative brains of their team who are devoted to the job they perform. The greatest accomplishment of Land York Watches serving 100,000 small business owners with more than \$2 billion in capital to support their big ideas, has been made possible by

them all.

Lendio is constantly evolving and expanding with innovative ideas to make funding and financing for small business owners not a burdensome, but an easier process. The PPP loans or paycheck protection program launched by the organization recently is one such example that provided emergency relief funds during the adverse effects of the global coronavirus pandemic.

#### Final Words

Lendio's team is highly focused not only on building up the dreams and adventures of other passionate and thriving new entrepreneurs but also on serving the good through charitable programs. To support low-income entrepreneurs microloans are provided by the team to help them scale up. Charitable initiatives have also been taken to end the gender gap and encourage female entrepreneurs.



Vardags

*Ayesha Vardag*

Founder & President

Vardags is a top divorce and family law firm specialising in high net worth and complex cases. Our President, Ayesha Vardag has been widely described as "Britain's Top Divorce Lawyer".

One of the top divorce attorneys in the UK, Ayesha Vardag, is well-versed in high-net-worth divorces. Her company, Vardags, is a favorite of kings, billionaires, and celebrities, not dissimilar from the fictional companies depicted in *The Split*.

Ayesha's victory in a significant Supreme Court case that led to pre-nuptial agreements becoming enforceable in England and Wales is one of her greatest accomplishments. Additionally, she advocated for the 'no fault' divorce, which just became law in England and Wales.

We talked to Ayesha and discovered her career journey in more depth. Here is everything she discussed about the reality of working as a family lawyer.

**Q. What was your driving force to scope out the field of a divorce lawyer?**

It was based on my own divorce-related experience. Initially, I practiced commercial and financial law, but after my marriage ended, I engaged a divorce attorney and collaborated closely with him throughout my case. He made me a job offer after the divorce was finalized. Divorce law is interesting because you have to strike a balance between giving them stern counsel and being there for them in a trying time. To portray your client to the judge in the best light possible, it's a perfect combination to be extremely logical as a lawyer and, on the other hand, to be very creative intellectually and create a tale that is engaging.

**Q. What difference is there when dealing with someone who's in the public eye from an average split?**

Some clients are particularly fascinated by the media, which causes them a lot of concern. In that instance, we collaborate closely with our media and privacy department to come up with a



collaborative strategy that would give them the most protection possible.

Some things are useful. We'll utilize one of the court's less-frequented entrances if we want to avoid drawing too much notice so they're off the beaten path. People frequently don't want to enter the office at all, so you have to go meet them there. I appreciate it because meeting someone where they live gives you a much better idea of who they are.

Other customers, who have felt ignored for a while, wish to share their perspectives. This is frequently the case; you have a person who has been voiceless and severely disadvantaged. It may be crucial to them that you give them the freedom to speak openly about their lives.

**Q. What did you find the most rewarding aspect of your career?**

There is a genuine sensation that you are improving someone's life. Your efforts are having an effect; clients are moving into better homes or, in the event of domestic abuse, are no longer being beaten. Sometimes persons who have

been devoid of any independence or autonomy find themselves in a position where they can begin making their own decisions and leading their own lives. To witness that is simply so rewarding. It's an honor.

**Q. How was your experience of being the first person to get a prenup upheld?**

It was very thrilling. I gave that case my entire life—my heart, my soul. I had the impression that what I had accomplished had improved the legislation. I believe that people should be able to decide for themselves rather than having the government make such decisions for them. Additionally, the client felt utterly justified.

**Q. What do you find the hardest part of your job?**

No one can ever succeed all the time. Sometimes you only receive a portion of what a client requests. It's incredibly difficult when I can't give my clients exactly what they want, but you have to push through because you know you're doing better than anybody else could.



Q. Is the divorce law as hostile and aggressive as it seems in *The Split*? People can be needlessly harsh and childish, which surprised me because I'm from the field of commercial law, where such behavior is unthinkable. You must, of course, be tough. You must succeed. But being impolite or rude has no place, especially in family law, where you must act with decency.

**Q. There are a lot of misconceptions related to lawyers. What is the worst misconception you can recall that you have heard about your job?**

People think that money is our motivation. Family law can provide a very respectable income, but if you want to earn great money, you should move to the City. People who care about families often work in family law because doing so is gratifying on a human level.

**Q. You pushed for the 'no fault' divorce**

**that the UK just implemented. What after-results have you expected from this?**

I'm hoping this is the start of a glorious new era. The whole outmoded notion that there must be blame for a marriage to dissolve is a holdover from Victorian ideals when divorce was viewed as extremely immoral and disgraceful. It is generally accepted in society that perfectly good and civilized people drift apart over time, and nobody is to blame for this.

The prior technique required you to begin by blaming the other side, which puts them on the defensive. It transforms a potentially friendly situation into one that is antagonistic. 'Oh it's daddy's fault, oh it's mom's fault' has no place and is awful for the kids. Because of this extremely dark mark between you, it makes the process of moving past the divorce, reestablishing

possible friendships, and co-parenting more difficult.

**Q. What is your secret to balancing having a great profession and taking care of your children as a mother of five?**

At first, it was something of a matter of survival for me, but as time went on, my work proved to be quite beneficial for my family. That's not to say it's been simple; I attend school plays but not every game, I run errands for the school, and I've held parent-teacher conferences over the phone. However, since they have observed me and because I have been extremely fortunate in accomplishing a significant portion of my goals, my kids have desire and drive.



Stellar Cyber

# CHANGMING LIU

Co-founder & CEO

Stop chasing alerts and start closing cases today with the AI-driven  
Stellar Cyber Open XDR Platform.

## **"Next-generation security operations for a safer tomorrow"**

A comprehensive platform for threat detection, investigation, and response is offered by Stellar Cyber, a business that specializes in next-generation security operations. Their platform, which focused on automation and user-friendliness, interfaces with various security solutions and was created to assist security teams in efficiently sorting through the noise and concentrating on the dangers that matter most. In this interview, we chatted with Changming Liu, the CEO, and co-founder of Stellar Cyber, to learn more about their platform and future goals.

According to Stellar Cyber's spokespeople, the company's founders understood the need for a solution that could integrate various protection technologies and aid security teams in better managing the growing number of

threats.

### **How does the platform work?**

Various security solutions are integrated with the platform, including firewalls, IDS/IPS, endpoint security, and SIEMs. Artificial intelligence and machine learning analyze these technologies' data, which then detects suspicious behavior automatically.

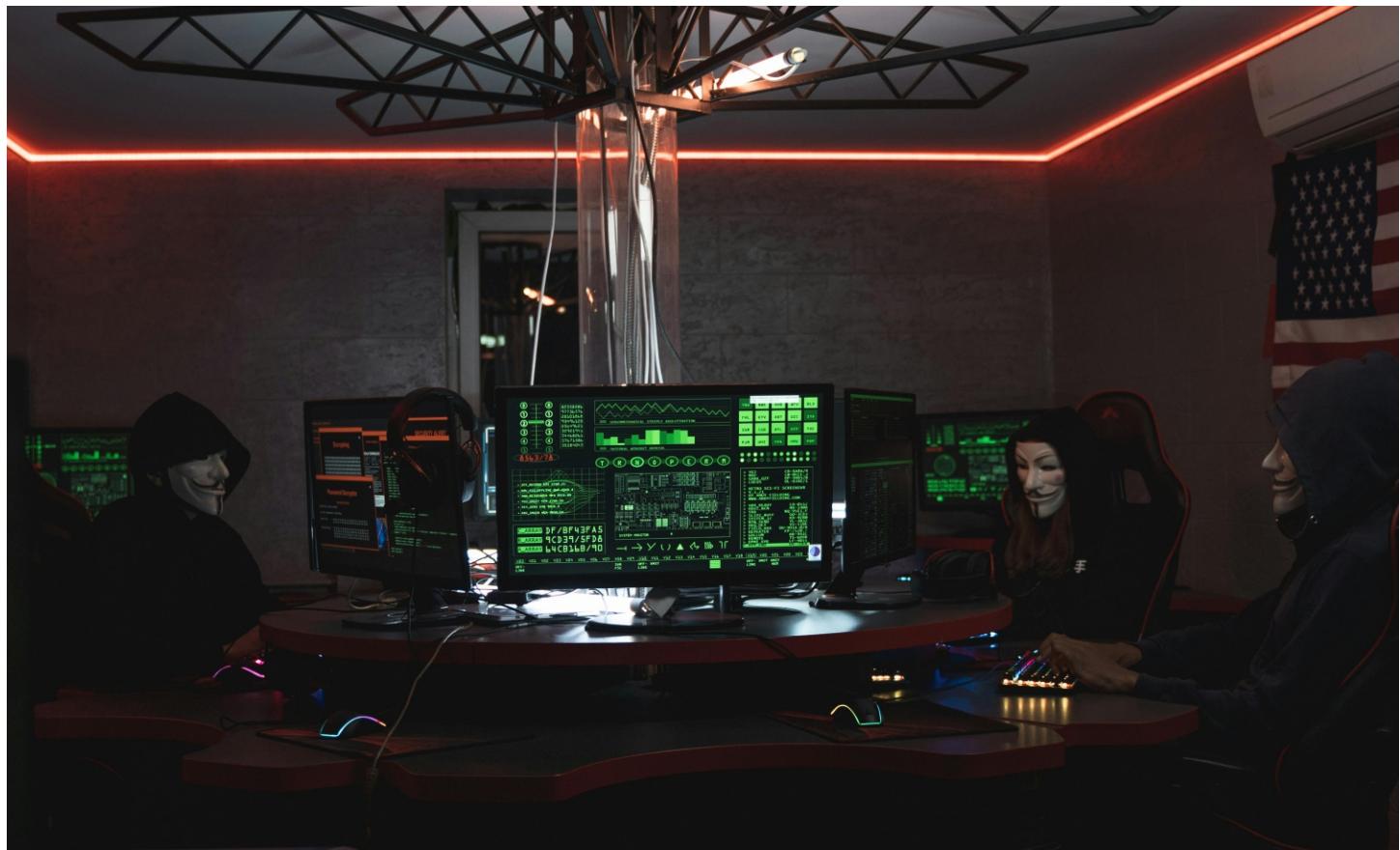
The platform provides all the context and information required for security teams to promptly analyze an incident and take proper action once a danger has been identified. The platform also automates numerous time-consuming procedures associated with threat response, like quarantine and remediation.

According to Liu, their platform is exceptional in that it can interface with various security solutions and strongly

emphasizes automation and user-friendliness. Additionally, they stressed how the platform had been developed to assist security professionals in efficiently sifting through the clutter and concentrating on the risks that matter.

Their pricing strategy is another important differentiation. Stellar Cyber provides a subscription-based pricing strategy with no additional costs or hidden fees since they think security should be affordable for businesses of all sizes.

Customers who value the platform's simplicity of use and automation tools have provided the business with great feedback. Many others have also mentioned how the platform has improved how they manage their security operations and enabled them to react to attacks more swiftly.



## **Services**

Stellar Cyber provides services to ensure its clients' success, including enablement, onboarding, support, and success services.

- Stellar Cyber enjoys its customers' accomplishments and works hard to ensure they can achieve their security and business goals. Stellar Cyber is accessible around the clock to offer support and assistance whenever necessary, unlike other software vendors who could get too busy to receive calls after the contract is closed.
- Stellar Cyber provides enablement services to Managed Security Service Providers (MSSPs) that assist SOC teams in efficiently using the platform and sales teams in efficiently promoting the platform. The enablement services assist MSSPs in making the most of the platform and offering their clients the best possible service.
- Stellar Cyber provides enablement services for enterprise security teams so that administrators and analysts can use the platform as productively and effectively as feasible. Training, consultation, and support are all included in the services, which are tailored to meet each client's individual needs.
- The onboarding services offered by Stellar Cyber are intended to make it as easy and quick as possible for new clients to start using the platform. The customer's security environment is thoroughly evaluated as part of the onboarding process, and then a personalized implementation plan catered to their particular requirements is created.
- Customers can access Stellar Cyber's support services around the clock to get the help they need to operate the platform efficiently. The

support team comprises seasoned security specialists who can offer knowledgeable counsel and direction as needed.

- The success services offered by Stellar Cyber are also intended to assist clients in achieving their security and business goals. Regular check-ins with clients to assess their progress are part of the success services, as are continuous training and support to ensure that customers can benefit fully from the platform.

To conclude, Stellar Cyber's services are created to assist clients in achieving their security and professional objectives. Whenever assistance is required, their devoted support and services team is on hand around the clock to offer knowledgeable counsel. Customers may feel secure knowing they have a partner in Stellar Cyber who cares about their success and is dedicated to assisting them in achieving their goals.

## **Industries**

This security operations firm assists numerous sectors in managing their security operations and addressing attacks more swiftly. They serve various clients, including those in the financial services, government, higher education, and manufacturing sectors.

Stellar Cyber assists businesses in the manufacturing sector in securing their sensitive data and intellectual property. Manufacturing businesses may more easily recognize and address security problems with their help since they offer a full threat detection, investigation, and response platform.

Stellar Cyber offers a platform in the higher education sector that is especially suited to the requirements of educational institutions. Their platform can assist universities and colleges in safeguarding confidential student

information and research and intellectual property data.

Last but not least, Stellar Cyber offers a platform to businesses in the financial services sector that can aid in protecting them from cyber risks and financial fraud. Their technology can assist firms in promptly identifying and responding to security issues because it interfaces with a wide range of financial industry products.

## **Future Plans**

According to Liu, the business always develops new features and improves its platform. They expressed their excitement about their future integration with cloud-based security technology. As more businesses migrate their workloads to the cloud, they want to ensure their platform can offer the same level of security and transparency in these settings.

To improve the security of their platform and better safeguard their consumers, the officials also disclosed that they are looking into ways to use cutting-edge technology like blockchain and quantum computing.

## **Final Note**

Finally, Stellar Cyber is a pioneer in security operations, offering a cutting-edge platform that its users highly regard. Stellar Cyber is well-positioned to assist enterprises of all sizes in better managing their security operations and reacting to threats because of its focus on automation, ease of use, and interaction with a wide range of security products. We are interested in learning more about the organization's innovative plans for the future.

# LXT Mohammad Omar

Co-founder & CEO



Custom data collection and annotation solutions to fuel AI projects for organizations  
of all sizes, from startups to Fortune 500 companies

**LXT.AI** is a forward-thinking technology company pioneering artificial intelligence and machine learning technologies. They specialize in developing cutting-edge AI-powered goods and services for businesses across multiple industries. LXT.AI is committed to providing cutting-edge solutions that support growth and success, changing how organizations operate and fully utilizing AI's potential.

LXT.AI, a technology startup, is dedicated to providing cutting-edge artificial intelligence (AI) solutions to businesses worldwide. Their zeal for creativity and attention to excellence inspires us to develop AI-driven solutions and services that alter industries and empower businesses to prosper in the digital era. LXT.AI has established itself as a prominent player in the AI business by focusing on customer-centricity, research, and development.

## Vision

They intend to provide AI-driven technology to enterprises worldwide to improve their productivity, flexibility, and operational effectiveness. They intend to develop themselves as a leading global provider of AI solutions, bringing about substantial advancements across various industries.

## Mission

Their mission at LXT.AI is to leverage AI's potential to improve society and business. They work hard to develop cutting-edge artificial intelligence solutions that boost productivity and operational performance and promote long-term growth and socioeconomic advancement.

## Products and Services

LXT.AI offers various AI-driven services to fulfill the needs of various

business sectors and industries. Their data scientists, AI professionals, and domain specialists work directly with clients to design solutions that fit their strategic goals. Their key services include:

### AI-powered Software Development

Their AI software development services prioritize producing scalable, intelligent, and user-friendly solutions tailored to company requirements. They ensure that AI seamlessly integrates into existing operations, enhancing efficiency and effectiveness. This includes AI-powered automation tools and intelligent platforms.

### LXT is a solution for machine learning.

They are professionals in building and implementing cutting-edge machine learning algorithms that enable businesses to gather valuable information from massive, complicated datasets. Their ML technologies enable sentiment analysis, anomaly detection, recommendation systems, and predictive analysis, among other things.

### Natural Language Processing (NLP)

AI uses NLP's powerful capabilities to construct language-aware software to understand and interact with human language. With their NLP solutions, which include sentiment analysis, language translation, chatbots, virtual assistants, and voice recognition systems, they help businesses increase customer engagement and support skills.

### Computer Vision Solutions

Using their experience in computer vision, They assist enterprises in making sense of visual data. They

develop AI-driven solutions for image and video analysis, object detection, facial recognition, augmented reality, and autonomous vehicle applications to improve decision-making and operational effectiveness.

### Data analytics and insights

LXT.AI's cutting-edge data analytics services transform raw data into meaningful information. Their extensive reporting, trend analysis, predictive modeling, and data visualization services provide clients with the tools they need to make data-driven decisions and gain a competitive advantage in their sectors.

### Core Values

LXT.AI serves a diverse range of company sectors, enabling them to realize the transformative development potential of AI. Among their services are:

### Innovation

Innovation is at the heart of all They do. They constantly study new concepts, rely on cutting-edge technologies, and push the envelope to build ground-breaking AI solutions.

### Customer-Centric Approach

They are adamant about recognizing and meeting the unique needs of each client. Because of their customer-centric business approach, They offer personalized AI solutions that yield noticeable results.

### Integrity

Their corporate ethics are founded on integrity. They uphold the greatest honesty, openness, and responsibility standards in their relationships with customers, partners, and

stakeholders.

## Teamwork

They recognize the importance of both diversity and teamwork. Because of the easy collaboration of their diversified team, which mixes information and opinions, They can produce comprehensive and all-encompassing AI solutions.

## Excellence

Their objective is to strive for excellence at all times. They work hard to provide high-quality results, exceed expectations, and set new benchmarks for AI technology.

## Why Should You Use LXT.AI?

### Proven Expertise

Their team comprises premier data scientists, AI experts, and industry professionals who have spent years developing effective AI solutions.

### Tailored Solutions

Because they understand that every organization is unique, they tailor their AI solutions to fit your demands perfectly, resulting in the best performance and value.

### Scalability and adaptability

Their solutions are designed to scale with your company's needs while adapting to them as they evolve, protecting your investment in AI technology.

### Data Security and Privacy

They prioritize data security and privacy, putting strong safeguards in place to secure sensitive data.

### Continuous Support and Maintenance

As part of their commitment, they provide continuous support and maintenance to ensure dependable performance and user happiness.

### LXT.AI serves the following industries.

- LXT.AI serves a diverse range of company sectors, enabling them to realize the transformative development potential of AI. Among their services are:
  - E-commerce and retail are instances of personalized suggestions, demand forecasting, inventory control, and improving the user experience.
  - Healthcare encompasses medical imaging analysis, medication discovery, precision medicine, and the life sciences.
  - Finance and banking include fraud detection, risk assessment, algorithmic trading, consumer segmentation, and personalized financial advice.
  - Manufacturing and logistics methods include predictive maintenance, supply chain optimization, quality control, and warehouse automation.
  - Driver behavior analysis, traffic control, and predictive car maintenance.
  - Marketing and advertising include targeted advertising, sentiment analysis of consumer behavior, and content optimization.
  - Intelligent tutoring systems, adaptive learning platforms, and the transmission of personalized instructional materials are all examples of education and learning technologies.
  - Traffic control, citizen services, smart city projects, and data-driven governance are

examples of government and public sector activities.

## What makes LXT.AI different from others?

- LXT is an innovative technology. They maintain a competitive advantage in the AI market by investing in cutting-edge technologies and staying up to date on the latest breakthroughs.
- Their team is composed of highly skilled experts with in-depth subject knowledge, they can develop AI solutions that are both highly applicable and efficient.
- They are adaptable and nimble, they can tailor our AI solutions to meet the changing needs of their clients and industries.
- They prioritize security and privacy, and they ensure that their AI solutions adhere to industry norms and legislation.

## Final Thoughts

LXT.AI is committed to driving AI innovation for business transformation. With their entire variety of AI services and customer-centric approach, they are ready to push your organization to new heights of success. Join us on this technological journey as they assist your organization in realizing the full potential of artificial intelligence. LXT.AI is dedicated to speeding up the AI revolution and allowing businesses and organizations to thrive in a rapidly changing digital landscape. With their cutting-edge AI solutions, they hope to impact enterprises, society, and the global economy positively. They invite companies from around the world to join us as they continue on their road of AI-driven innovation and contribute to creating a future enabled by the almost limitless potential of artificial intelligence.



Sedona Soul Adventures

*Debra Stangl*

Founder

My life has taken on a devotion to service that I have never experienced before. My goal and my prayer is to assist everyone in living their best life and having the relationship of their dreams.

## Relieve Your Soul With Sedona Soul

"Awarded "Best of Sedona" for Retreats 2020, 2021 and 2022 and "Best Marriage Retreats in the US", 2015-2022 - 2020."

Debra Stangl is a prime example of how second chances can happen. In 1999, she was in an unhappy marriage; she was a divorce lawyer in Omaha, Nebraska; she was depressed, 40 pounds overweight, and hated her work.

She first visited the spiritual paradise of Sedona, Arizona, through an odd series of events, where she had a spiritual reawakening that transformed her life. She shut down her legal firm and spent the following three years returning to Sedona, every other month to work with the Master Practitioners there on her healing (in the US, the word "recovery" is synonymous with alcohol or drug addiction, which was not happening with me. In 2002, she founded Sedona Soul Adventures, with the incredible healers drawn to the area from around the world.

## What Is Sedona Soul Adventures?

Sedona Soul Adventures has been creating private, custom-tailored retreats for individuals and couples using a network of over 60 of Sedona's most amazing healers for over 20 years.

Their retreats are so transformational and life-changing that they were awarded the "Best of Sedona" for Retreats 2020, 2021, and 2022 and "Best Marriage Retreats in the US" 8 years in a row (2015-2022). Retreats that can save relationships and change lives are custom-designed for each person, taking you from where you are to where you want to be!

Their Master Practitioners practice

virtually all available modalities (emotional clearing, EMDR, breathwork, Radiant Heart Healing, meditation, yoga, massage, etc.).

## Effective Process Of Sedona Soul Adventures

SSA's Founder, Debra Stangl, told us, "Most people live in a state of disconnection, and that is causing them a great deal of misery. Most of this disconnection started in their childhood when they took on wounds, hurts, and limiting beliefs such as "I'm not enough", "I'm not good enough", "I'm not smart enough", and "I'm not lovable", "I'll never amount to anything", "I'll never be happy", etc. These become self-fulfilling prophecies where they don't feel loved or happy and are dissatisfied with their lives.

When people contact Sedona Soul Adventures, they speak with one of our Soul Guides. The Soul Guide digs deep, talking with them about what they want. What do they want in their life? What do they want in their relationship? The Soul Guide starts the process of discovering what keeps them from living their best lives. What is keeping them from having the

relationship of their dreams? The Soul Guides start the process of finding these wounds and hurts and limiting beliefs, and then they custom design a retreat based on our Sedona Proven Process, so that we discover, delete the sand release these wounds and beliefs, and then bring people back into connection on all levels – physical, mental, emotional, and spiritual.

## Heal Yourself With Sedona Soul Adventures

Sedona Soul Adventures' motto is "Transforming Lives, One Soul At A Time." The Soul Guides and Debra Stangl take great care in the screening procedure. The SSA is used to determine whether a potential client is a good fit for the work. They want to ensure that they fulfill the genuine desire of the people who come to Sedona Soul Adventures to transform their lives.

Sedona Soul Adventures has been doing this work for more than 20 years, and it's been so rewarding to make a difference in the lives of so many individuals and help clients feel the warmth of spirit.

## Sedona Soul Adventures Helps You Take To The Next Level



For its powerful energy vortexes that transform people, Sedona is well-known worldwide. As a result, practitioners are attracted to this area to do their work. The specialists are from the United States, England, Germany, South Africa, Ireland, the Netherlands, Australia, and England.

Sedona Soul Adventures provides almost every modality you can imagine, including Spiritual Response Therapy, energy work, energetic clearings, yoga, chakra balancing reiki, holistic breath work, couples transformation, couples communication, Family Constellation, life coaching, Emotional Freedom Technique, spiritual transformation, karmic clearing, past-life regression, Soul Touch, hypnosis, psychic readings, four different types of astrology, channeling and all forms of bodywork and massage.

#### What makes Sedona Soul Adventures Trustworthy?

"Our motto is "Transforming Lives, One Soul At A Time" and we take that very seriously. People who come to us have a deep desire to transform their lives and we want to make sure that's what we deliver to them. We are very careful in our vetting process which the Soul Guides do to make sure that people who come to us are a match for the work we do. For example, we do not work with people who are actively abusing drugs or alcohol, as we are not a medical facility (although we have worked very successfully with many people after they have gone through rehab to address the emotional and spiritual underpinnings of their addiction). So we turn away people that we believe will not benefit from our work."

Stangl says.

She continues "We assign each person a Retreat Coordinator who is connecting with them before, during,

and after their retreat, to make sure that everything is going the way we want and for them to be assured that they are in a safe container.

We also include two coaching sessions after the clients go home so that we can make sure that the transformations they've had will stay with them and become part of their lives."

"One of the best ways to see how trustworthy Sedona Soul Adventures is, is to see what our clients say about us", says Stangl. We've only been on Trustpilot [the third-party verified review site], but we've already amassed over 700 5-star reviews with people saying things like "'his was life changing', 'Sedona Soul Adventures saved our marriage' or 'best money I've ever spent'. That is so incredibly satisfying." Stangl further explains that.

#### Unique Approach Of Sedona Soul Adventures

Sedona Soul Adventures' retreat is tailored to the individual or couple, and Sedona Soul's methodology is distinctive. These are not generic retreats; each is created especially for each person or couple. The retreats are intended to be transformative and life-changing, and they certainly are! Before you travel to Sedona or do an At the Home retreat, they get to know you, genuinely connect, and learn what obstacles keep you from the life or relationship you want. The retreat is then explicitly created for your specific requirements.

#### Great Success Of Sedona Soul Adventures

Sedona Soul has received multiple awards, including 'The Best Marriage Retreat' in the US (2015-2022), "Best

Couples Retreats Around the World" (Bride's Magazine), and "Best of Sedona" for Retreats 2020, 2021, and 2022

They have also been featured on the Today Show, USA Today, Forbes, Washington Post, Elle, and Yoga Journal. Debra was selected as one of the Business Talk Magazine's "10 Most Successful Entrepreneurs Revamping the Future, 2022," The Chiefs Digest's "10 Influential Women Leaders in Business, 2022," Silicon Review's "30 Best Small Companies to Watch, 2020," and The CXO Fortune's "10 Best Companies of the Year 2020." Sedona Soul Adventures was also named to the 2019 Inc. 5000 List of America's Fastest-Growing Private Companies.

#### Why choose Sedona Soul Adventures

The retreat sessions at Sedona Soul Adventures are led by experienced guides who create a safe and supportive environment for participants to explore their innermost thoughts and feelings. Through group discussion, individual reflection, and experiential activities, participants can identify and release limiting beliefs and patterns that are holding them back from living their best lives.

In addition to the personal growth participants experience, they also enjoy the beauty of Sedona, with its red rocks and towering cliffs. The area is known for its powerful energy vortexes, which are said to amplify the healing and transformative effects of the programs.

If you are looking for a soulful experience that will help you connect with your authentic self and experience personal growth, Sedona Soul Adventures is a perfect choice.



# DEEPAK THAPLIYAL

CEO of Chain

Enter the world of Web3 with access to leading blockchain software solutions and bring your business into the new era of technology. We are reimagining the Web3 experience for brands across the globe, who wish to get a headstart in this revolutionary industry.

**H**eadquartered in Saint Kits and Nevis suburbs, Chain is a soon-to-rise name in the blockchain industry. Even though the blockchain industry is still in its infancy, it is crucial to stay ahead of the curve by investing in a business that will offer long-term solutions once this technology becomes widely used. By acquiring Chain, the owners proudly continue the mission of establishing a more sustainable global financial system through blockchain and cloud technology.

The Chain was established in 2014. Later, it was acquired again from Lightyear Corporation in 2020 to carry out its mission of using blockchain technology to create a more interconnected and transparent global financial system.

With a new board of directors, management, and stakeholders under the direction of Chain's CEO, Deepak Thapliyal, Chain is now a privately held company.

To understand the working context of a Chain, one needs to have comprehensive knowledge of the blockchain industry and how it functions.

There are four primary types of blockchains as follows:

- A blockchain called "Public" is open to all users and lacks a central authority.
- Then there are blockchains with permissions, such as "Private" and "Consortium," managed by a particular organization or group.
- Then there are "Hybrid" blockchains. They aim to harness the most outstanding qualities of both public and private blockchain technologies or integrate aspects of both public and private blockchains.

There is a fundamental idea that

underpins blockchain technology. A digital trust foundation provided by the blockchain makes it nearly impossible to alter information once it has been used for some transaction. Once transactional data has been inputted, it is virtually impossible to tamper with it, and all involved participants of the blockchain network can verify and trace each transaction. This is because the blockchain offers a digital trust platform.

Blockchain is a safe way for people to conduct direct business with one another. It is a public digital ledger of transactions that stores information securely, making it challenging to hack into or tamper with.

Blocks of records are connected using cryptography. Similar to how email is made possible by the internet, blockchain technology makes it possible for cryptocurrencies (digital currencies protected by encryption) like Bitcoin to operate. Blockchain technology has a wide range of applications, including supply chains, economics, and even entertainment.

Unlike every other industry and technical service, blockchain technology has its fair share of challenges. For instance, it is essential to stick to long-term objectives in the face of short-term fluctuations because the industry is dynamic and constantly changing.

The company has survived multiple "Crypto Winters" in its history by keeping its operations customer-focused and promptly responding to the markets. Despite how the general public sees blockchain and cryptocurrencies, the company continues to sell its services and support itself and the audience up to date on the most recent advances in the field to stay ahead.

Deepak Thapliyal, the CEO of his business, has been concentrating on acquiring new technology to broaden Chain's product and service offerings. The Chain recently received MDT (Measurable Data Token), and to give its customers more value, it has bought more services. Thapliyal, who has a background in both technology and business, handpicks the best personnel for his strong team of blockchain developers.

Deepak Thapliyal builds strategic alliances inside and beyond the NFT and cryptocurrency communities in addition to releasing the native token XCN. One of the rarest CryptoPunks owners, Thapliyal, recently worked with Tiffany & Co. chief Alexandre Arnault to develop NFTiff. It is a unique program available only to CryptoPunks owners. The well-known Web3 entrepreneur is also committed to using the power of blockchain technology to serve communities all across the world through Chain Gives, his philanthropic foundation. Due to the decentralized nature of cryptocurrencies and the blockchain, Chain Gives makes it possible to send money quickly to needy people.

The company works on certain guiding principles at the core of its functioning. First, the business is committed to innovation and using the blockchain's ground-breaking technology to create a more resilient and peer-to-peer economic system. Investors create the blockchain cloud infrastructure and encrypted ledgers that support the conventional financial sector.

Through blockchain's numerous use cases, they provide innovative solutions for businesses wishing to build a foothold on Web3.

The company has several objectives to be attained in the immediate run.  
• To help top businesses in the



- retail and entertainment sectors enter the blockchain realm successfully while exceeding their business objectives through our full range of services.
- To continue building enduring relationships with companies from various industries and assisting them in achieving their Web3 objectives.
- To broaden the market reach of more retail and entertainment businesses this year while integrating them into the blockchain ecosystem.

Certain fundamental concepts underpin a blockchain and aid in removing security risks. The blockchain has a more robust line of defense against cybercriminals because it is a decentralized network. To alter a blockchain, a hacker must have more than 50% of the devices in the same distributed ledger, which is highly implausible. In addition, changing the cryptographic hashes on the blockchain or each new block would be nearly impossible, making this system unchangeable and impervious to hacking.

A surprising fact is that the blockchain system's costs can also be doubled. Blockchain can prevent attempts at "double spending" in

payments and money transfers. Users of cryptocurrencies have good reason to be very concerned about these attacks. A "double-spending" attack involves a user using their cryptocurrency twice. It's an issue that doesn't arise when using money. A particular cryptocurrency's blockchain requires the entire network to agree on the transaction order, confirm the most recent transaction, and make it publicly known.

The business's success is incomplete if the CEO doesn't pay heed to his responsibilities. Deepak Thapliyal, Chain's CEO, is in charge of all business activities. He oversees the business's organizational structure and works closely with executive leaders to plan and steer its objectives. In addition, Thapliyal makes it a point to react to market volatility, which helps him stay one step ahead of the competition. He ensures that ChainChain is guided on the correct route by upholding its mission and being flexible in response to the expanding business.

He is particularly interested in hiring outstanding personnel for Chain'sChain's range of services and acquiring new business possibilities that align with Chain'sChain's goal.

In addition, Thapliyal keeps strong connections with several brands in the financial, retail, and entertainment industries and the Web3 community.

Success at ChainChain, according to Deepak Thaployal, is the capacity to benefit clients and support them throughout their Web3 journey. He wants to maintain client satisfaction by streamlining Chain'sChain's services as much as possible. Thapliyal is adopting new technologies to suit the needs of our clients better. Thapliyal works to broaden Chain'sChain's activities across various industries by acquiring new technology to better serve our clients' interests.

He prioritizes keeping the team's talent from within by assembling a talented management group that encourages employees to be adaptable, content, and great communicators.

The Chain can guarantee the most significant level of services for its customers thanks to a solid human resources staff that actively seeks out highly qualified individuals in all areas, from development to marketing.

To maximize earnings for the stockholders, ChainChain continues to reinvent its products and services. In addition, Deepak Thapliyal has formed several strategic relationships with organizations from other industries to use his platform and reputation in the Web3 arena.

Finally, he thinks that achievement is meaningless unless it is combined with giving back to the community that has supported him throughout his career. So he started "Chain Gives" to make it easier for families and communities worldwide to get funding quickly.

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