



# corporatevision

Future of Better Business

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First Class Supply Chain  
Titan Solutions

## Vaccines Manufacturing and Innovation Centre Fast Tracked

Construction of the UK's new vaccines centre by Glencar Construction starts well ahead of schedule as timelines are fast tracked due to Covid-19.

# Welcome to the April edition of Corporate Vision magazine. As always, we aim to bring you all of the latest news and features from across the global corporate landscape.

It would be safe to say that the world of business is practically at a standstill, with industries facing what was previously considered an impossible situation. We've had seemingly unstoppable firms face difficult choices, as they plan and decide on how best to continue. For many, it has (and will continue to be) a baptism of fire.

But, that's not to say that there isn't any reason to still celebrate successes, because – let's be clear here – there are still things to celebrate. Arguably, now more than ever, we need those successes to remind us that this situation is not normal and while it may take some time to recover, recover we shall. For now, let us keep positive and focused.

In the meantime, I hope you all stay safe and well. Corporate Vision will be here to deliver the latest features for the future of better business.

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# Vaccines Manufacturing and Innovation Centre Fast Tracked

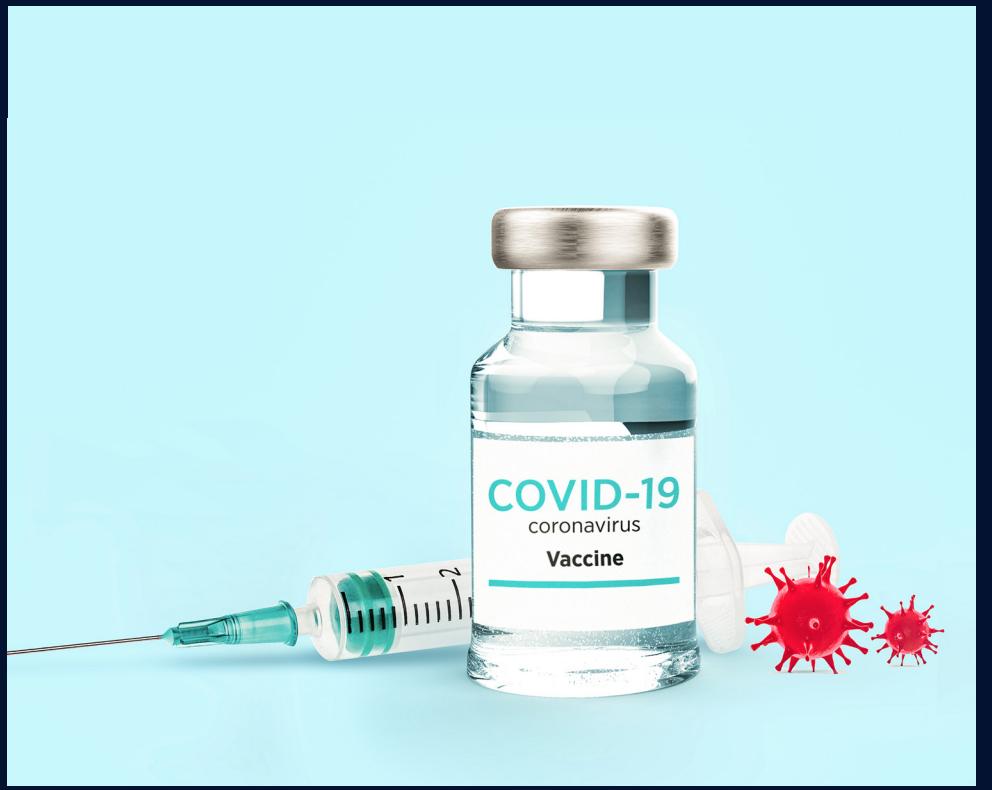
**Construction of the UK's new vaccines centre by Glencar**  
**Construction starts well ahead of schedule as timelines are fast tracked due to Covid-19.**

Construction work has begun ahead of schedule to build the highly specialist facility that will house the Vaccines Manufacturing and Innovation Centre (VMIC). VMIC, a not for profit organisation, will provide the country's first bespoke strategic vaccine development and manufacturing capability.

A rapidly accelerated programme will aim to see the 7,000 m<sup>2</sup> (75,000 sq ft - footprint) state-of-the-art facility opening its doors in 2021, ahead of the original scheduled date in 2022. An unprecedented collaborative effort between The Vaccines Manufacturing and Innovation Centre, Harwell Campus,

Vale of the White Horse District Council, UK Research and Innovation, and Glencar Construction, the main contractor, has accelerated the construction of this complex build in order to bring the facility on line early so that it can provide an emergency response capability for the UK.

Ground works began on the site at Harwell Campus in early April and have focused on site clearance, preparing the site for construction and the early order of the steelwork. Glencar expect to see the basebuild ready for early access for fit-out, in late July/early August. Design and fit out are underway and led by WHP Engineering.



# Next Generation Console for Full-Cycle Automation Analytics

**ConsoleX provides enterprise-grade tools to analyse deployed automation projects, maximise performance, and solve problems in real time.**

Kryon®, one of the leading full-cycle automation solution provider known for its customer-centric approach to robotic process automation (RPA) and process discovery, today unveils ConsoleX, an advanced web-based management and monitoring dashboard that lets its users configure, schedule and manage virtual workforces comprised of Kryon robots from any location, all in real time. ConsoleX further strengthens Kryon's Full Cycle Automation v20.3 offering, delivering an improved robot performance monitoring, actionable insights, advanced user experience, and optimal performance.

Based on the NGINX server platform, ConsoleX boasts a new dashboard providing a condensed and informative operational view. It allows users to spot changes very quickly in expected robot execution, identify bottlenecks, easily identify their sources, and perform corrective actions. Customisable advanced analytics provide immediate, actionable insights that highlight areas that require attention.

Similar to overseeing human workers, ConsoleX enables businesses to manage virtual workers with full visibility by assigning workloads, monitoring task status and performance, and accessing smart analytics to help optimise overall performance.

"An automation project isn't over just because it's up and running. As more and more businesses implement automation processes, they need stronger tools to continually monitor, analyse, troubleshoot and scale up their RPA solutions," said Harel Tayeb, CEO of Kryon. "Kryon's Full-Cycle Automation Suite, the only solution of its kind on the market today, lives up to its name by ensuring optimal performance from start to finish. Most importantly, it already has a proven track record in the field and a rapidly growing base of happy customers."

ConsoleX creates a simplified visual understanding of automation at work via a real-time events tracker and provides actionable insights based on data analysis. This makes it easy to analyse and take actions to improve the performance of robots, in addition to setting up notifications for events that require further investigation. Robot run time statistics clearly display the time saved by robotic work.

As enterprises across the globe continue to scale up their automation, Kryon's ConsoleX brings novel capabilities to help them monitor, assess and assign automation workflows exactly as they would with human staff. This intuitive, interactive console allows anyone in an organisation to deploy, manage and continually scale up Kryon Robots.

# Distinguished Data Protection Services



With the increasing shift towards an ever more digital society and the rapid recognition of data as a truly valuable resource, the need for data protection has never been more prevalent. Corporate Vision recognises both this fact, and the work of The DPO Centre as the Most Trusted Data Protection Consultancy, 2020 – UK. We had the privilege of speaking with the firm's founder, Rob Masson, to learn more about this increasingly vital work.

Founded in 2017 by Rob Masson, The DPO Centre is the UK's leading independent data protection resource centre. With a large team of fully employed data protection officers, or DPOs, located across the country, the firm offers services such as outsourcing those DPOs, GDPR representation, and a full range of consultancy services to clients across a wide range of sectors. In the years since the company's inception, it has worked with more than three hundred clients ranging from small primary schools, right through to large multinational organisations and leading charities, such as the NSPCC. To begin, Rob Masson, provided us with some insight into how the business has developed, what the future of data protection is, and why The DPO Centre was awarded the title of the UK's Most Trusted Data Protection Consultancy.

**CV:** Firstly, thank you for speaking with Corporate Vision about The DPO Centre's recent success. When and why did you set up The DPO Centre?

**RM:** I first considered setting up The DPO Centre during 2016, well before the GDPR actually came into force. I'd set up and run several technology and eCommerce companies previously, so was acutely aware of the increasing focus on privacy and how important it is to protect people's personal information. At the time, everyone was beginning to talk about the GDPR and how it was going to impact their organisation, but few organisations had a clear idea of exactly what it would mean. It was clear that businesses had real needs both in understanding how the new legislation affected them, and how the much wider mandated requirement to appoint a DPO was going to be resourced.

**CV:** What services does The DPO Centre offer to its clients?

**RM:** Broadly speaking, our services falls into three main areas – Providing ongoing outsourced data protection officers 'as-a-service', Article 27 GDPR representation for organisations that don't have an EU presence, and then project-based consultancy work and interim support.

Firstly, providing outsourced DPOs is at the core of our business. We employ what is probably the UK's largest independent team of experienced DPOs. They work on a client's site as an integral member of their team for anything from 1 to 8 days each month, depending on the client's need. They fulfil all the statutory requirements of the GDPR, by representing the needs of their data subjects and providing ongoing expert advice, support, and training as required. Each new client undergoes a structured onboarding process, which involves reviewing their current data flows, policies, processes, and procedures for data protection, before creating a roadmap for any necessary changes.

Under the GDPR, organisations based outside of the UK or the EU who are processing the personal data of UK or EU residents must nominate a representative based within the relevant territory. The representative acts as the main point of contact for data subjects and the regulatory authorities within their member state. The DPO Centre provides the services of an EU representative for many organisations, including SaaS platform providers, app and game developers, market research

organisations, and many therapeutics and life science organisations conducting clinical trials. After the Brexit transition period has expired, the expectation currently is that separate representation will be required within the UK and the EU, so our UK representative services are delivered through our London office, and our EU services through our Dublin office.

Finally, consultancy projects vary widely, but generally we help organisations to understand their data and the steps they need to take to comply. Invariably, this will involve mapping the company's personal data flows, compiling an information asset register, understanding how, why, and where the data is processed, and the justification (lawful basis) for the processing. We can then assess the impact of the legislation by identifying gaps between existing practices and full compliance, and defining what needs to be done to become compliant. Other consultancy services include policy drafting and reviews, data protection training for staff, preparing organisations for data protection audits, due diligence for M&A work and other one-off projects to evaluate new processes and designs.

**CV:** Who does The DPO Centre primarily work with?

**RM:** We've worked with well over 300 clients over the past two years from a wide variety of sectors. These include organisations processing high volumes of data such as software and technology and finance and insurance companies, large retailers, eCommerce, and media businesses. We've developed a real expertise in the medical and healthcare sector where there is extensive additional legislation and large quantities of sensitive personal data that often needs to be shared between different agencies. Because all public bodies are required to appoint a DPO, we work a lot in with schools and colleges, and we also work with local and national charities and particularly those protecting or working with vulnerable people.

**CV:** Why do organisations choose to outsource their data protection?

**RM:** Organisations outsource for a variety of reasons. First and foremost, outsourcing takes the headache out of recruitment. Data protection specialists with industry knowledge are hard to find and retain, and often the role doesn't need to be full or even part time, so outsourcing is very cost effective. It also means the DPO is independent from the client's team and therefore, as required by the regulation, not conflicted with other internal roles they may perform.

Our processes and procedures are continuously updated as the industry changes and our clients benefit from the knowledge of our entire team rather than just that of a single individual. Should a DPO be unavailable, we also provide back up support both from a secondary DPO and our email and telephone advice line. But, by working on site at our client's offices as an integral member of their team, the DPO becomes immersed in the organisation's culture so can take a proactive, rather than reactive approach. The DPO's activities are managed by our



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head of DPOs, so does not consume the time or attention of the client’s management team.

**CV: Why do you think you are so trusted by your clients?**

**RM:** I think our clients trust us because we focus on building close relationships with them. By working regularly on site, our DPOs are part of their team and are able to offer pragmatic advice and recommendations in the context of the client’s business. Having the support of the wider DPO Centre team that is quick and responsive also provides a further dimension to the level of service we offer. It means that when there is a significant incident or major project to undertake then we can provide the necessary resources when they are needed.

The main advantage however is that our clients trust us to ‘own’ the DPO role so they don’t have to. Ultimate responsibility for data protection of course remains with the client, but our service enables day-to-day responsibility to be left to us, enabling management to focus their attention on other pressing issues.

**CV: Thank you for your time Mr Masson. Finally, what does the future hold for The DPO Centre?**

**RM:** The one thing that is certain is that privacy and data protection is not going to go away, in fact quite the opposite. New technologies, artificial intelligence, machine learning and an increasing focus on individuals’ personal rights means that the risks of getting it wrong or being non-compliant will only increase. The benefits of The DPO Centre outsourcing model, coupled with the increasing awareness of the importance of privacy means that we will be able to continue to grow the business by providing a high quality and trustworthy service to all our clients.

# Best of Breed



Based in London and Melbourne, Certus Recruitment Group are a specialist technology and digital recruitment business working across the globe. Following their success in the 2020 Corporate Excellence Awards, we got in touch with CEO Justin Byrne to find out more.

Founded in 2001, Certus Recruitment Group are experts in sales, marketing and IT staffing, working globally to help clients plan, source, attract and retain world class talent for their business.

To start, Justin provides us with an insight into the firm's specialisms and the client base they typically serve. "As a specialist recruiter for the Technology sector, we work with innovative Tech start ups through to global 'superbrands'. We support these businesses by helping them to source the best sales, marketing and technical candidates available. Certus Graduate works with those companies looking to source great entry and junior level talent, whilst Certus Recruitment focusses on identifying the best experienced and senior level executives for our clients.

We work very closely with our clients in order to deliver an outstanding service. By taking the time to truly understand their business and vision, we are best placed to identify those individuals that are most likely to thrive and thus contribute to the growth of our clients businesses. Our service and methodology is heavily influenced by our values: Passion, Energy, Commitment, Integrity and Fun, which are evident in all that we do.

Working in such a competitive industry has resulted in Certus incorporating innovative technologies into their practices as Justin goes on to explain. "By fully enabling our people through the provision of 'Best of Breed' technologies, including Cloud based CRM with full remote working capability, our team are able to engage and deliver for our clients and candidates at all times and in all places."



**"As a specialist recruiter for the Technology sector, we work with innovative Tech start ups through to global 'superbrands'. We support these businesses by helping them to source the best sales, marketing and technical candidates available. Certus Graduate works with those companies looking to source great entry and junior level talent, whilst Certus Recruitment focusses on identifying the best experienced and senior level executives for our clients.**

Teamwork has been a core value of Certus since the company was founded in 2001, and as Justin argued a focused team of 'experts' are key to the ongoing success and growth of the business. "At Certus Recruitment Group, our people are our greatest asset. We believe a coherent and motivated team of passionate experts will always achieve more than a collection of individuals. However, our recruitment professionals must be commercially focused, whilst being able to demonstrate their sector expertise."

Currently with the recent outbreak of COVID 19 it's a challenging time for the business, however as we look ahead to the future, the firm will be looking to add to their services. Begrudgingly, Justin admits most of their future plans will depend on how the firm responds to the current global pandemic.

"Going forward, we will continue to expand on our European and Australian businesses with the introduction of some additional complimentary services, but with the ongoing crisis of coronavirus we can't be sure on our plans until we see how the market has been affected."

Finally, Justin gives us his thoughts on Certus being recognised by Corporate Vision Magazine in the 2020 Corporate Excellence Awards. "It's a great honour to have been awarded 'Best Sales & Marketing Recruiter - UK', as this is further proof of our motivation and commitment towards delivering dynamic results for our clients."

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# Most Outstanding Leadership and Coaching Provider 2020 - London

Based in Hertfordshire and London, The CTG Group are experts in leadership development and executive business coaching, delivering bespoke programmes & workshops to inspire and motivate current and future business leaders. Following on from their success in the 2020 Corporate Excellence Awards, we got in touch with Brad Solomon to find out more.

**Founded in 1996, The CTG Group aim to provide the most inspiring training experiences for a professional's career, driving leadership development through their workshops.**

To start, Brad provides us with a brief overview of the firm and its typical client base they work with.

"The CTG Group bring behavioural psychology into workplace learning through developing a unique, bite-size approach that marries the best consumer training techniques with the latest academic discoveries. Typically, our programmes are designed to appeal to individuals' self-interests to achieve sustained behavioural change and improve organisational performance. Many of our leadership and coaching programmes have been tried and tested by thousands of people, with 95% recommending The CTG Group to a colleague. Delivered by a global network of coaches & facilitators, every programme can be tailored to our clients' needs quickly and run consistently."

"By adopting this approach, our clients in Europe, the Middle East, Africa, Asia-Pacific as well as North & Latin America have partnered with us to solve their toughest people challenges, ranging from employee engagement & performance management, to reorganisation and leadership development. Generally, our clients across the globe work amongst the high-tech and media industries as well as in health and security services. At The CTG Group, we subscribe to the values of 'inspire, develop, excel and achieve' working with all our clients to deliver the most inspiring and accelerated professional development available in the market."

With a team made up of expert coaches and facilitators, the firm have specialists in their field who have specifically been chosen to address and develop the competencies required for individuals and teams to be successful in the corporate world. As Brad goes on to explain, it's the previous work done by their facilitators which brought them to the firm's attention in the first place. "The CTG Group facilitators are chosen because their work has been brought to our attention. We strongly believe in a



**"The CTG Group facilitators are chosen because their work has been brought to our attention. We strongly believe in a collaborative approach, ensuring that whoever delivers the programme will be thoroughly brilliant when working with our clients whether it be face to face training, online learning solutions or executive one to one coaching."**

collaborative approach, ensuring that whoever delivers the programme will be thoroughly brilliant when working with our clients whether it be face to face training, online learning solutions or executive one to one coaching."

Although, as a globally operating business the firm haven't faced too many challenges in their time, Brad does point out as the corporate world has become digitally focused, it has become necessary for the firm to adapt their content so it becomes more accessible. "With the corporate world becoming more digitally connected, we have adapted our materials, so the content is context rich and available to our clients at their convenience."

Like any other business, the staff at The CTG Group have a key role to play in the success of the firm, but as Brad goes on to explain by working with the people who have been there and done it before, the coaching programmes they deliver are to the point and effective. "We have built an associate model to deliver more and more value to our clients through working with coaching and facilitator experts across the

world, delivering in leadership and executive coaching across the UK, EMEA, APAC and North and Latin America."

Finally, Brad commented on the future of the business and the plans that are in place for 2020 and beyond. "In recent years, we have enjoyed the fact that when previous client stakeholders leave their employed roles and become consultants, they often join our ranks as professional coaches, therefore enhancing the value of our services. So, with this recruitment strategy in place, things should take care of themselves. On a final note, we would like to inform our readers about our plan to launch our first APP based programme in 2020 to take this digital revolution one step further."

**CTG Group**

INSPIRING DEVELOPMENT FOR ALL LEVELS OF THE BUSINESS

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# Restoring the Past For Future Use

As time goes on, the effects of it passing become ever more apparent. Buildings can begin to lose their charm, their architectural appeal, and their structural integrity. No building is exempt from the damage that time can do, but there are those who can offer protection. Real Restoration Group, operating all over the Chicagoland area, has been recognized with the title of Leading Experts in Construction & Restoration Services 2020 – USA, courtesy of Corporate Vision. Discover more about this firm's work as we take a closer look.

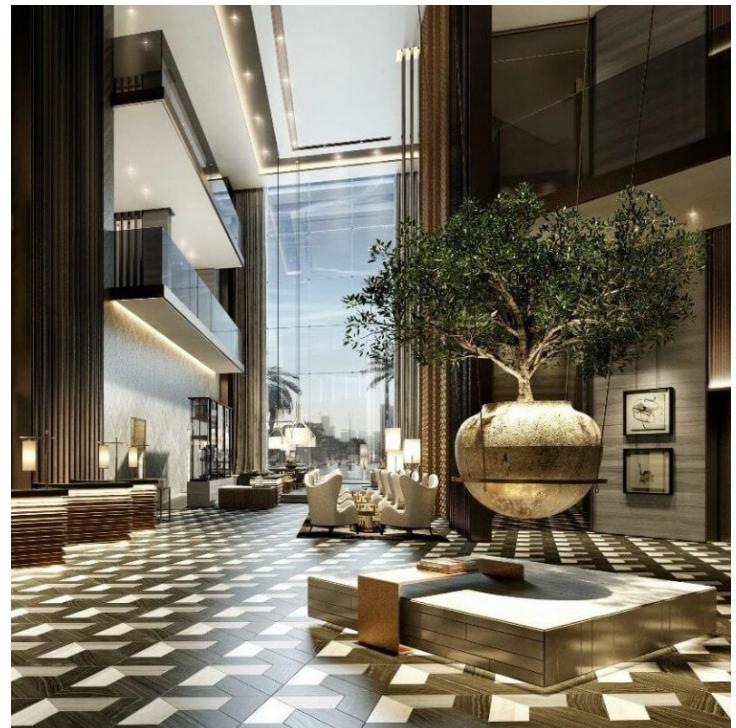
A professional construction and restoration firm, Real Restoration understands that no building can escape the passage of time and the damage it can bring with it. For some however, there are more risks than simply time. Fire, water, mould, and wind damage can all cause problems within any property type, so having a restoration firm on hand to help is imperative, particularly in and around The Windy City itself. Real Restoration has been responsible for building new homes, restoring old homes, and remodelling homes all over the metropolitan area of Chicago, Illinois. Alongside the residential work, it also serves to take care of those properties whose purpose lies elsewhere, such as offices, restaurants, retail centers, nightclubs, industrial parks, and countless other property types. Regardless of the property, the firm works professionally to manage client plans for commercial and residential spaces within budget, on time, and with extraordinary quality.

Proven as a professional construction and restoration services company dedicated to surpassing client expectations, Real Restorations has gone from success to success in recent years. What started as a small family office is now a powerhouse of the industry, embracing growth and opportunity without losing that family feel. Founded by Morris Gershengorin, the firm has benefitted hugely from his personal leadership, fostering and maintaining the core values of the company by living them out every day. Now, the firm is recognized across the industry for its ability to take on projects of any size whilst giving a client personal attention.

Recently, the firm was responsible for finishing a sixty-unit project on Chicago's North Side; one that completely transformed a dilapidated building carcass into a flourishing residential community with a huge emphasis on community living through incredible amenities and co-living spaces. Using and repurposing many building materials from the existing structure, Real Restoration demonstrated its skill and expertise in creating spaces that allows current residents a chance to enjoy elements of the past.

Crucially, when restoring a home or a workspace, Real Restoration take the time to learn exactly what it is the client wants to achieve. The clients' best interests are always at the forefront of every decision we make, whether on a design drawing, or striking a nail head into a wall. Value is created through constant communication and transparency. Preconstruction work is held just as valuably as daily duties once a project starts. The team help clients set a strategy, and then provide them with options and alternatives to help get the job efficiently and cost-effectively.

There is something special about rebuilding or restoring a home or workspace. Giving a client back a place they can call their own. This impeccable level of care and dedication sums up what Real Restoration is all about; bringing together a talented group of men and women who are well-trained, hardworking, and filled with pride to see homes and workspaces restored to their former glory. Real Restoration's family-oriented workplace facilitates an open door policy, ensuring that employees feel comfortable, and can therefore deliver the best service



when working on a project. Mr Gershengorin has established not only a state-of-the-art facility that encourages togetherness and refuelling, but also exceptional work practices that ensure every client can get back to doing what they do best.

Despite the drastic decline in skilled labor as the older generations cycle out of work life, Real Restoration is partnering and working with different organizations to allow people from all walks of life to train in certain trades. Should they prove to be interested and skilled, the firm then endeavours to place them within the company, with subcontractors, and other vendors. Educating young people in skilled labor is just one way in which the firm is seeking to develop new skills in people everywhere.

Highly sought after for its work in commercial and residential restoration and construction, Real Restoration is doing far more than rebuilding and repurposing some ancient and decrepit structures. Instead, this is a business that gives people their independence back, their lives back, and their freedom back. Expertly fusing the past with the present, Real Restoration gives people a future to look forward to.

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# Ensuring Systems Can Self-Heal



At a time where everything is turning digital and businesses are running on software, the need for those systems and operations to be functional is very important. Appnomic is a company focused on just that. Corporate Vision has recognized the firm as the Most Innovative Autonomous IT Operations Platform 2020 – USA. We highlight the firm's success as we take a closer look at its product suite.

**A** To put it simply, Appnomic helps companies become self-healing. Appnomic is the provider of a game-changing innovation using artificial intelligence to foresee and eliminate application and IT system failures. Founded by Paddy Padmanabhan, Appnomic began when he started using his knowledge of architecting a core banking solution and battling performance issues plaguing customer applications. On the lookout for a way to quickly solve the problem and provide a lasting solution, Paddy found that he could potentially replicate the actions and decision-making criteria of IT operations and software engineers into a learning system with cognitive actions, preventing problems from occurring. To this day, that has remained the core mission of Appnomic.

Appnomic has developed the industry's first self-healing software that can predict and prevent problems before they happen. Its newly branded product, HEAL, is an IT software for the digital era that uses artificial intelligence algorithms and machine learning models to help enterprises run without a hitch. In this fast-paced digital world, it is no longer enough to simply flag up IT issues after they have taken place.

HEAL analyzes all the aspects of a smooth-running IT system and reacts every time something abnormal happens to interrupt the normal. Thanks to its uniquely designed cognitive abilities, HEAL helps prevent IT system failures, and ensures businesses can focus on doing what they do best without worrying about a potential system performance or failure.

**With a foundation in banking customers, Appnomic has since expanded to include e-commerce and telecommunications, and has embarked into cloud-native and enterprise companies.**

The people who bring the innovation every day are, unquestionably, one of the most critical factors in the company's success. Every part of the company works together to ensure value from the product is harnessed every day. Everything, from the people and the patents, to the technology, culture, and the firm's unique ability to bring it all together, fuses into this exceptional product that customers benefit from.

Self-healing addresses a very specific problem, one which has plagued IT systems for years since their inception. By introducing HEAL, and the self-healing solution from Appnomic, companies and businesses all over the world can unleash their own limitless potential without having to worry about the IT systems maybe going down. As for the company itself, Appnomic remains squarely focused on global expansion and continuing its innovation to help complement many technology vendors. There are currently



multiple expansive partnerships, and a direct presence in multiple geographies opens up even more partnering opportunities.

It is hard to overstate just how important a step forward this latest offering from Appnomic is for businesses everywhere. Companies now are shifting their work towards digital methods, and the reliance on a strong IT system has seldom been more prevalent. At a time of such monumental industrial change, Appnomic's HEAL solution is perhaps one of the most vital advances made in self-healing solutions today. Paddy Padmanabhan had the foresight to see it; now the company will continue to make it happen. This latest success is another in what is sure to be a truly impressive legacy.

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# A Rich & Unique Supply Chain Orchestration Platform for the Global Industry

In a rapidly globalised world, the importance of supply chains has become increasing obvious. Ensuring that perishable goods and time sensitive freights get to their destinations is imperative. Offering a solution to these logistical challenges are the team at MPO, the world's only natively unified cloud platform for multi-party supply chain orchestration. Having earned the title of Most Influential Leader in Supply Chain Technology 2020 – USA in Corporate Vision's Corporate Excellence Awards, we look more closely at the company to find out more.

Founded by Martin Verwijmeren and Paul Van Dongen, MPO started with a strong background in the supply chain industry. Both men had worked for impressive qualifications; Martin has a PhD in Distributed Systems for Integral Inventory Management and Paul holds a Master of Science degree in Industrial Engineering and Management Science and specializes in system architecture and software design.

The simple aim of MPO (a SaaS platform for Supply Chain Orchestration) was to allow businesses to better manage the needs of modern industry pressures and challenges, but the result has grown into a phenomenon all its own. Hundreds of manufacturers, distributors, retailers and logistics service providers now leverage this SaaS platform to offer their global customers greater service options, faster delivery, reliable performance, and lower costs.

With the rapid growth of the internet, Martin and Paul quickly realized the market landscape and supply chain were undergoing significant changes. As businesses expanded their markets internationally to meet growing customer demands, they also began outsourcing specialized services like manufacturing, distribution, and logistics. To stay competitive, businesses were forced to produce high-quality, diverse products at a lower cost and with faster and more delivery options. The technology of the time was far too rigid to meet these customer demands profitably, so businesses often had to choose between better customer service and lower operational costs.

The answer, as Martin and Paul saw it, was in the cloud. MPO is a cloud-based SaaS platform and an innovative technology that gives businesses the tools they need to rise to the challenge, and better manage their global multi-enterprise business networks. Instead of having to compromise on either customer service or operational costs, the MPO platform allows businesses to have it both ways and consistently deliver on the perfect order.

MPO has since become the backbone of support to some of the world's leading brands. The platform empowers businesses to innovate and consistently deliver an outstanding customer experience, while maximizing operational excellence. It manages this effortlessly, with a focus on flexibility of operation and an infinitely configurable approach. There are no practical volume limits, which opens many opportunities for business development.

What the platform also offers is its own unique array of capabilities. Multi-Level Order Management, Multi-Leg Transportation Management, and Multi-Tier Inventory Management are just some of the options available to clients using the software. One of the more impressive features is the ability of MPO to optimize every customer order through any stage of its lifecycle - from sourcing to fulfilment. Working under the

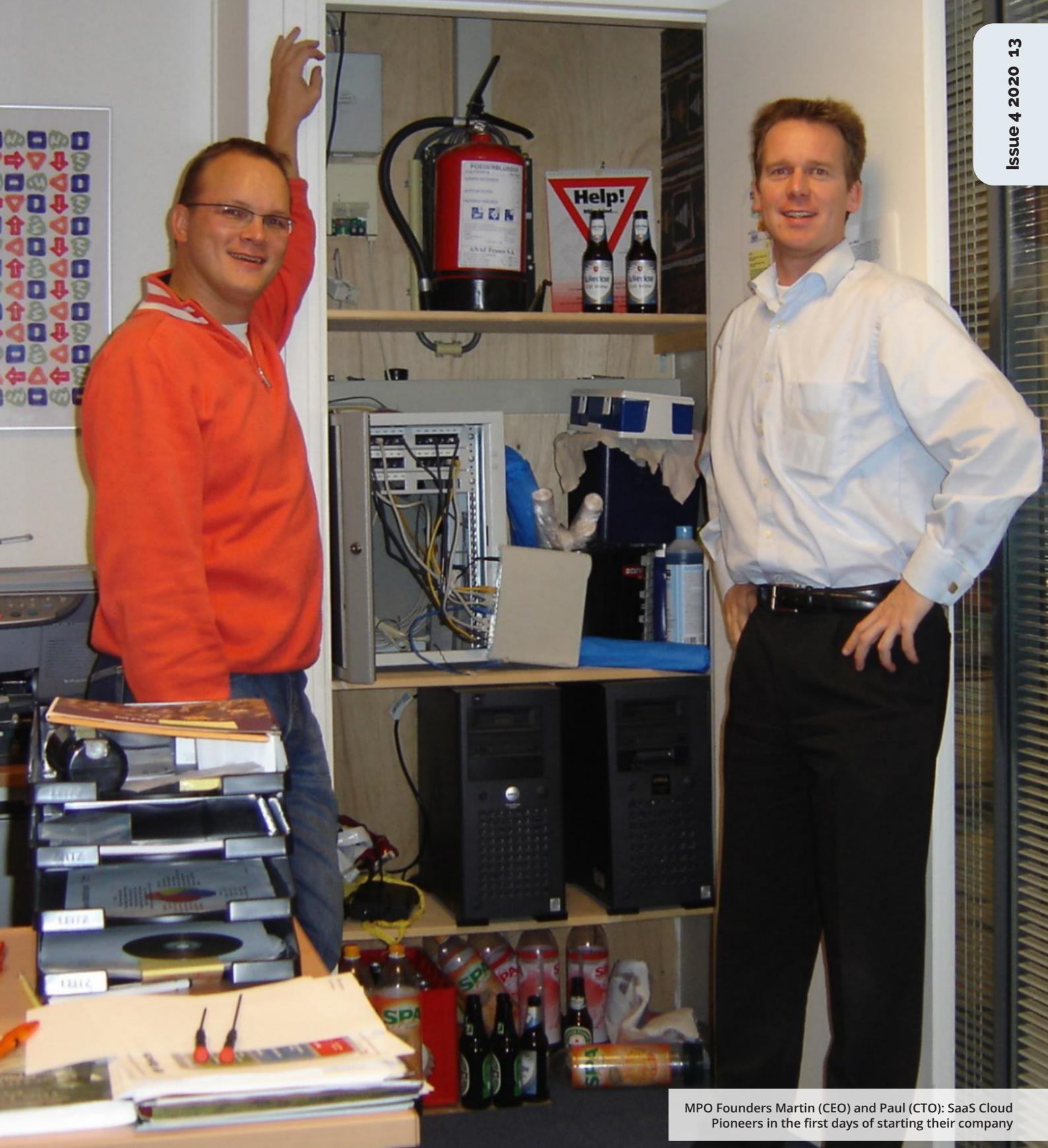


title of "Customer Chain Control" this real-time, continuous optimization is based on each customer's exact requirements, meaning that every customer order effectively gets its own "Micro Supply Chain". This way, businesses can dynamically control costs and service level execution with unmatched precision and granularity.

Another area in which MPO excels is in its ability to provide supply chain visibility and control into all flows – inbound, outbound, reverse, and aftermarket – all on a single cloud platform. In short, this means that businesses are able to more clearly see contextual insight into how decisions affect one another within the greater supply chain and allows them to be more strategic as a result.

Many businesses have begun to digitize. But ERPs and WMSs only offer partial supply chain visibility and do not allow businesses to master supply chain orchestration. The problem with this approach is that these efforts tend to lack the data model, dynamic business rules, and systems integration necessary for end-to-end visibility, collaboration, and optimization – the three essential components for multi-party supply chain orchestration.

The ability to provide such wide-ranging capabilities is one of MPO's greatest strengths. The platform's ability to provide support with a Digital Control Tower and Supply Chain Visibility for multi-enterprise networks, as well as order management, transportation management, reverse logistics and spare parts management all in one equation is what really sets this solution apart, elevating it to the next level. The MPO platform remains the only one of its kind to use smart



MPO Founders Martin (CEO) and Paul (CTO): SaaS Cloud  
Pioneers in the first days of starting their company

business rules and algorithms to process such broad considerations and constraints on a single platform. The platform also acts instantly, in the moment, and upon the latest network data.

In one of the most complex, demanding times the world has ever known, MPO ensures its customers remain competitive, innovative, and able to take advantage of any opportunity. MPO's platform retains enough flexibility to optimize complex flows at every stage of fulfilment, under any condition. Leveraging the MPO platform, customers with complex, global supply chains have improved customer service, reduced costs, and achieved faster and more efficient supply chains.

Far from being merely a background function, the importance of supply chain management plays a pivotal role in defining the customer experience. It's a consideration often ignored, but an opportunity not to be missed by businesses. Instead of focusing on the challenges, the team at MPO have created ways to work with the huge potential offered by globalization and networking. It's a move that will not only benefit the customer, but the consumer and businesses as well. It's this forward thinking that has ensured MPO has become an incredible success.

Company: MPO

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# Built On Innovation

AVTECH offers the leading proactive environment monitor worldwide – Room Alert. They have a diverse customer base, ranging from small businesses with just a few employees all the way through to every branch of the U.S. military. Recently, we profiled the business to discover how they established themselves as one of the best in environment monitoring solutions.



From their base in Rhode Island, Room Alert can be found protecting data centers, facilities, and critical assets in 186 of 196 countries. Room Alert is designed to help monitor the physical environment in any type of facility. Many other users have Room Alert protecting restaurants, warehouses, medical and pharmaceutical sites, residential and commercial real estate, and more.

Room Alert users can also take advantage of the patented Monitor360 technology, which allows them to create virtual sensors and alerts based on any combination of the sensors that they are currently using along with their Room Alert monitors. Only Monitor360 can tell the user why there's a problem, helping them to respond even faster and drastically reducing any potential downtime or damages.

AVTECH was founded in 1988, and they originally focused on providing monitoring software for computers and supporting hardware network-wide. With the rapid rise of data center growth, they recognized that data center operators would need to monitor the key environmental factors that could lead to downtime – temperature, humidity, flood, power, smoke, air flow, and more.

Security has always been a primary focus for organizations when it comes to preventing downtime and data loss, and rightfully so. However, many organizations don't realize that almost 30% of their outages are directly due to environment factors. Therefore, Room Alert is a crucial safeguard at every facility to help protect them against costly downtime.

Room Alert offers a wide range of sensors that allow users to make sure that they're monitoring every possible area within their facility, and the factors they are most concerned about. They also offer two different software monitoring platforms, the Room Alert Account portal that was called "one of the best online platforms in the world" by a leading international telecom provider, as well as a local software client that users can download and install on their network. Users can combine or use these platforms separately to customize their alerts and reporting from Room Alert monitors.

Customers normally find AVTECH after they've experienced environment-related downtime. In many instances, they simply weren't aware budget-friendly environment monitors existed, and after they've

lost productivity and revenue, they research ways to prevent that from happening again. Once they find Room Alert, they are able to quickly purchase and install the monitors and sensors to set up early warnings to prevent further costly downtime.

They also have a wide range of authorized Room Alert Resellers across the globe, many of whom will introduce their customers to Room Alert while they are reviewing their business continuity plans.

As a hardware & software developer with over 30 years of experience in the industry, innovation is a core concept that has helped to build and drive the company. Employees from every department are encouraged to think of new ideas and processes that would improve customer experience, as well as employee experience.

Nearly all the firm's employees are located in the primary corporate location in Warren, RI and everyone works together on a daily basis. Interdepartmental meetings are the norm, and company communications go out to everyone on a regular basis to keep all staff members updated on what other departments are currently working on. That familiarity gives everyone the comfort level to approach other team members, or company leadership, with ideas that can quickly grow into new features or products in a relatively short amount of time.

Technology has always been a male-driven field, so it's an encouraging sign that 50% of AVTECH's engineering team identify as female. These employees were hired due to their skills, background and merit, and it shows in the quality of their work and in the way that they are so highly valued by their co-workers.

AVTECH is very lucky to be located in a region that's surrounded by excellent schools, colleges, and universities. They take part in multiple campus job fairs every year to meet new people that could end up becoming an AVTECH team member in the future. They run internships year-round that attract extremely qualified candidates who are approaching their graduation.

AVTECH have recently introduced their newest environment monitor, the Room Alert 32S. This new monitor is the most secure and advanced Room Alert to date. Users are growing more conscious of their data safety and security, so they developed and released a Room Alert that offers key security features. These features help many of their users follow data security best practices, while meeting security requirements in some specific industries.

They expect to have new Room Alerts in the marketplace later this year, that they anticipate to be extremely popular with users who have a focus on data and network security. Due to continued growth, they opened an international sales office in the Middle East in March 2020 to better serve the firm's rapidly growing user base in that region. Lastly, AVTECH's international distribution facility, which opened in Ireland in 2018, has led to even faster international sales growth than anticipated.



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# Most Innovative Customer Loyalty Software 2020

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Based in St. Louis, RoboRewards are a leading provider of custom loyalty program solutions. Following their success in the 2020 Corporate Excellence Awards, we got in touch with CEO Jonathan Ingram to find out more.

**▲** Founded in 2009, RoboRewards have established a strong reputation in the customer loyalty program space. Providing the best loyalty software technology available, they continue to innovate in delivering the most exceptional solutions possible for their clients.

To start, Jonathan gives us a brief overview of the firm and the type of clients they typically service. "RoboRewards is an all-in-one customer loyalty and automated marketing software provider, instead of simply sending customers coupon discounts; we specialize in building smart customer loyalty to increase visit frequency and spend per transaction."

"Typically, businesses seek our help if their marketing department requires an all-in-one solution with email, SMS, and PUSH messaging to stay in touch with their customers. Alternatively, they may be frustrated with their POS System or current loyalty software if it's not doing what's promised when initially sold to them. With an international clientele, we specialize in supporting clients in the foodservice, automotive, and entertainment industries."

With hundreds of loyalty software companies in the market, RoboRewards keeps up with the advancements in technology to deliver the most current solutions their customers demand.

"As leading innovators, we work hand-in-hand with our clients to build customized loyalty solutions, specially tailored for their business. Unlike many of our competitors, we offer a 'true' all-in-one marketing solution. Our programs have automated marketing funnels that send the right message, to the right member, on the right device, at the right time, and get them visiting more frequently."

"We listen to our clients and keep up with technology, which many of our competitors fail to do. Our software is never complete, and we continue to add more money-making features to help our clients generate more revenue from their loyal patrons."

As for the internal work culture, Jonathan accepts his employees will make mistakes as they are only human. He goes on to explain, "RoboRewards is a fun and exciting place to work, and we generally encourage our employees with the work they do. Working in such an experimental industry means mistakes will occur, but we show forgiveness as mistakes rarely happen twice."



**"We listen to our clients and keep up with technology, which many of our competitors fail to do. Our software is never complete, and we continue to add more money-making features to help our clients generate more revenue from their loyal patrons."**

Finally, Jonathan comments on the future of RoboRewards and discusses the plans that are in place to ensure the firm remains the leading customer loyalty software provider.

"Going forward, we are looking to recruit top-notch sales account executives and expand market share, as well as, continue rebuilding our software from the ground up to handle the most strenuous demands. Whether the demand entails intricate API integrations or millions of transactions in one month, we are

excited about the development of RoboRewards version 2.0 and the expected results it will bring our clients."



**RoboRewards**  
Automated Reward Programs

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# Banking Success

Founded in 1981, UnionBank is one of the leading financial institutions in the Philippines, offering a range of services including both personal banking and corporate banking. Recently, we caught up with their Communications & Events Manager Bianca Dinglasan-Gelido to find out more about the company and their plans for 2020 and beyond.

UnionBank have always tried to embrace technology as they look to maintain their status as a leader in digital banking across the region. With this, the firm are righteously recognised as one of Asia's leading companies, ranking among the country's top universal banks in terms of profitability and efficiency.

Offering a broad range of services, which include deposit and related services, corporate and middle-market lending, and electronic banking, UnionBank has long been known, not for its size and branch network but, as a thought leader in the industry who has introduced pioneering innovations in the market.

The clients at UnionBank, especially those in the cash management business, recognise the firm for the customised products and services they have delivered, born out of their deep understanding of their specific pain points.

As a company, the firm aim to elevate lives and fulfil dreams in the community through their core values, do more, do better and do greater. As for the culture in place at UnionBank, their digital transformation strategy has reinforced our commitment to deliver superior customer experiences and promote inclusive prosperity in the country. For several years, the Bank was renowned "Best Digital Bank" by prestigious institutions, and recognised in areas of transformation, people, and culture. With a drive to be an enabler of the Philippines' push to be a G20 country by 2050, UnionBank stands firm in its promise to power the future of banking by co-creating innovations for its customers and for a better world.

In the heat of its digital transformation journey that commenced in 2016, UnionBank has been relentless in its delivery of a suite of digital services to keep pace with the rapidly changing world. With 90% of their capital expense going to digital transformation, UnionBank has shown total commitment in its transformation initiatives to leapfrog ahead of its competitors and achieve its vision of becoming one of the top 3 universal banks in the Philippines by 2020.

After yielding phenomenal results from its digital products from EON (the first selfie banking in Asia), The ARK (the first fully digital, paperless bank branch in the country), Chatbot Rafa (the country's first banking chatbot) and UnionBank Online (its application which allows clients to bank from the comforts of their home or office), the bank has opened other fronts in its digital journey. To date, close to 80% of all UnionBank interactions with customers are now routed through digital channels. The Bank continues to trailblaze digital banking in the Philippines with artificial intelligence and robotic process automation, using blockchain to reach rural lenders to develop a blockchain-based interbank switch.

Although they have achieved great strides throughout the years, UnionBank have had to overcome several challenges in order to stay ahead of the competition. With the Philippines being part of the emerging Asia basket, they are unfortunately exposed to the global dynamics (e.g. monetary policy changes from developed countries and trade war issues, etc.). Due to current political ramblings in the Philippines, the firm have seen significant budget



underspending, and as a result the growth of the Philippines market has derailed slightly. Digital disruption and competition from Fintech organisations has also proved to be a significant obstacle to overcome, however through the commitment of the employees and the firm's superior technology, the company has managed to stay ahead of the curve.

Going forward, the bank's future projects are in line with our digital transformation strategy. Firstly, their main aim is to develop UnionBank into a fully agile and digitally transformed organisation. Hence, the team shall continue to launch products and services that will enable the bank to increase efficiencies at the back end, while improving productivity and customer experience of its customer channels. Some of these include applying further enhancements in the UnionBank Online app, launching more transformed branches, introducing self-service branches, and automating more back-end and front-end processes. In addition to this, the firm will also be looking to develop their subsidiary CitySavings into a digitally transformed mass market bank.

With this, the bank will aim to not only diversify into other mass market segments, such as motorcycle loans and SME loans, but also digitise processes with the help of technology and applying a shared services model across its other mass market subsidiaries of the bank. Lastly, as the bank heads towards a future of embedded banking, it plans to work on retail-focused marketplaces and continue its experimentations in the areas of asset tokenisation and fintech investments.

 **UnionBank**

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# Putting Small Business First

The joys of running a small business come from being your own boss, able to ensure a connection with a small team and staff and loyal customers on the lookout for good service. The challenges, however, come in the form of paperwork for taxes and trying to ensure the business is fit for the future. The team at Palfreyman Chartered Accountants is fully equipped to help with this, offering a wide range of services to businesses around the world. Proud winner of the 2020 Corporate Excellence Award for Best Specialist Small Business Accounting Firm 2020 – Australia, we turn our attention to this talented team to find out more.

Based in Hunter Valley, famed for its fine wines, Palfreyman Chartered Accountants has made its name helping small businesses to make the most of the resources available to them. Not providing a specific service, this group of experienced business professionals have a unique interest in educating and empowering its clients to become more effective businesspeople.

To achieve this aim is no easy task, and involves a combination of all the talents available to the firm. Led by industry leaders, it's no surprise that businesses turn time and time again to this formidable force for assistance. The team at Palfreyman Chartered Accountants is able to provide its clients with constant tax planning and strategic management opportunities, ensuring that they always know that their businesses are heading in the right direction and that their obligations are clear. The provision of financial services is just another service that the company offers to help businesses out.

Small businesses may seem like an oddly specific choice, but the need for specificity is crucial when accountancy has so many potential client bases. The market is quite sustainable, with the potential for significant service growth. Providing clients with top quality advice at a reasonable price is the Palfreyman Chartered Accountants approach, working alongside their businesses and twisting them to best suit the market of tomorrow. This can take a number of different forms from mentoring, strategic planning and performance reviews all the way through to taxation, business and software advice. As the company pays such attention to ensuring that none of their clients is left behind, they have been able to achieve an impressive success rate.

One of the ways in which Palfreyman Chartered Accountants differs in operation is in how it runs. Instead of the standard management model used in the finance industry, a holacratic approach takes the power out of the hands of the partners and places it in the hands of the workforce at large. Because all staff members have the opportunity to initiate change and self-manage, Palfreyman Chartered Accountants



***“...Palfreyman Chartered Accountants can be incredibly beneficial. Invested in making sure that companies make the best decisions from the options available, it’s this respectful attitude that keeps people coming back for more.”***

has become an incredibly dynamic, evolving practice. It means that the company has an impressively broad perspective, with each of its procedures, visions and ethics being the product of multiple peoples' experiences and thoughts. This is just one of the ways in which the business is able to ensure that its suggestions are applicable to businesspeople from all walks of life.

Taking such a personal approach is key to the way that Palfreyman Chartered Accountants operates, and is reflected in the interactions the business has with charity. Keenly working alongside community groups and not-for-profit organisations, the team has gained a great deal of kudos for its ability to truly make a difference. Not only does this work have a

positive effect on the community locally, but it feeds back into the business. The staff at Palfreyman Chartered Accountants have an exceptional ability to adapt their service delivery to suit their audience, allowing them to deliver compassionate, logical service to their clients.

The work of small businesses is difficult, and having a helping hand from a team like Palfreyman Chartered Accountants can be incredibly beneficial. Invested in making sure that companies make the best decisions from the options available, it's this respectful attitude that keeps people coming back for more.

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# First Class Supply Chain



Supply chain specialist, Titan Solutions, structures and delivers bespoke programmes that are tailored to clients' specific needs. We speak to Director of Services, Julian Carroll, in the wake of the company being awarded the prestigious accolade of Ireland's Most Innovative Supply Chain Technology Firm – 2020.

Originally established as a single point of contact between shipping providers and businesses, Titan Solutions' dedicated network of partners not only ensures that clients' supply chain solutions are structured and organised, but it has also evolved to include programmes and technologies to unite the entire supply chain from start to finish. Julian tells us more.

"We work with clients all around the world to provide simple solutions to complex supply chain issues and equip their businesses with the processes they need for future growth," he begins.

"With our deep industry knowledge and operations expertise we provide targeted outsourced programmes that pinpoint and correct supply chain weaknesses, thus releasing trapped business value through better margins, reduced capital and improved service performance."

"At Titan Solutions, we serve a wide range of customers spanning hi-technology, medical devices, retail and industrial sectors with consulting and managed outsourced programs. We employ consultative engagement whereby we educate our customers in supply chain performance measurement, analysis and improvement relative to their industry peers, before identifying performance gaps for Titan improvement programs. In addition to this, we target all areas of supply chain that contribute to free cash flow and business value."

Julian describes the company's ethos and what it strives to offer its clients to ensure customer satisfaction each and every time.

**"Our value proposition is that we leverage our deep industry and supply chain expertise, as well as innovative technology and partners to improve customers supply chains and deliver company-wide value."**

"Our mission is to elevate customer supply chain performance to the upper quartile of their industry peers, delivering tangible business value in the process for customers and Titan stakeholders."

"Our key values are our honesty and professionalism along with our uncompromising focus on customer service."

Industry statistics continue to highlight the widening gap between those leading companies that excel at supply chain management and the laggards, those companies that are under performing their industry peers on a number of critical performance measures. Titan analysts are available without obligation to help decipher the numbers and plot a route to improved supply chain performance. Julian touches on just what sets the firm apart from competitors in the same industry space.

"We employ cutting edge technology platforms to transform how customers operate their supply chains today. The way we connect these various technology platforms ensure complete end to end system connectivity from store front to last mile delivery, and returns and support manufacturing and distribution services, including e-commerce."

"Our technology platforms include: Titan Design (Network Design and Optimisation); Titan Inventory (Inventory Optimisation); Titan Transport

(connected multi-carrier TMS ecosystem); Titan Warehouse (scalable cloud-based WMS); and Titan Analytics (integrated BI analytical functionality).

**"Depending upon the particular requirements of our customer, these platforms may be employed separately or as an integrated solution set providing complete end to end supply chain visibility and control."**

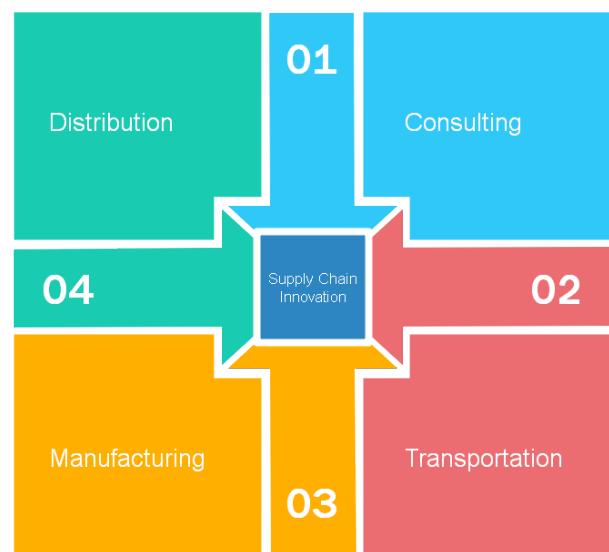
It's not all about the technology, however, and Julian is quick to sing the praises of the dedicated and hard-working staff members who serve Titan Solutions.

"We recognise and value the contribution of our staff and ensure they share in the continuing success of our business through competitive and flexible employment contracts, work life balance, and progressive reward systems. In addition we are mindful of issues that are important to our employees, their local communities and our customers and actively promote environmentally friendly supply chain practices at every opportunity."

"Ours is a 'can do' culture employing professional well educated multidisciplinary teams that know and understand how to plan customer engagements and deliver change. We continue to draw seasoned professionals to us with the lure of our exciting customer programs, fantastic technology and career development and support programs."

"Like everyone else we recognise the importance of recruitment to our continuing business success. As we continue to gain international brand recognition, we are seeing considerable interest in our company as reflected in the volumes of traffic to our web site and on LinkedIn. Also, we employ recruitment companies to assist on an ongoing basis."

## Titan Services



# TITAN

POWER TO DELIVER

Supply Chain  
Strategies,  
Transform  
Business

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With the current COVID-19 outbreak taking its toll on a number of business and professions, the pandemic illustrates the essential role of supply chain. During this time of great stress and uncertainty, innovators, such as Titan, facilitate the flow of essential medical, food and other essential supplies, despite the unprecedented logistical challenges posed by the virus and efforts to contain its spread.

With regards to the future, Julian foresees challenges along the way, ultimately culminating in continued success. He concludes:

"While there is great excitement about the technologies coming our way, there are still some time off from broad based industry application. Meanwhile, there are ample opportunities to help customers reduce costs, reduce inventory levels, scale foot prints to match their revenue profiles and of course address the continuing problem of too much inventory. Our technology platforms play a crucial role here with attractive paybacks and the means to take advantage of the digital supply chain into the future."

**"Our immediate focus right now is our continuing roll-out of integrated BI Analytics which is completely revolutionizing how we communicate supply chain and business performance to our customers. Our integrated analytics, coupled with end to end supply chain visibility and control tower support has propelled us to our top supply chain innovation ranking."**

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# Small and Mighty

Based in South Africa, McD Squared is a marketing, communications and digital agency specialising in IT and telecommunications. With a portfolio filled with successful projects and a plethora of dazzling testimonials from clients, it is no wonder that the firm has established a reputation for being one of the most outstanding IT and telecommunication marketing agencies in South Africa. Having recently been recognised in Corporate Vision's 2020 Corporate Excellence Awards, we profiled the firm to discover more about the award-winning services the team consistently provides.

Established in 2013, McD Squared provides strategic communications, crisis communications, media relations, marketing advice, and social media communications services to local and multi-national organisations who want to position themselves as thought leaders in their respective fields in the South African, African and Middle East markets.

Today, the firm's objective is to provide every one of their clients with a creative, integrated approach to all of their communication needs by projecting one voice across multiple channels, while growing their brands. McD Squared is able to deliver this extraordinary level of service so effortlessly as they ensure that each client receives hands-on attention by the team. In addition to this, the team also treats each brand with the same respect as if it were their own.

Throughout the years, the key to McD Squared's success has been due to all of their campaigns driving not only visibility but also business value. Therefore, the team is keen to ensure that they get to know their clients' business strategy intimately, as this influences every creative idea formed.

Alongside thoroughly getting to know their clients' business strategy, another factor that allows McD Squared to be a successful agency is their remarkable in-depth knowledge of the ICT market in the region. Using this knowledge to their advantage, the team simplify complex technical information and communicate it in a manner that their clients' clients understand. As well as their vast knowledge, the team at McD Squared is also highly creative in their approach and believes in doing communications that make strategic sense.

Whilst the firm is only boutique in size, the vast array of services they offer and the quality of their work is world-class. Being a small agency means that each person involved in the business has an important role to play. Each member of the team treats the agency as if it were their own, and so trust is another important factor in the business. McD Squared places a lot of emphasis on building longstanding relationships with their clients, which is clear in the passion the team has about those they work with.

**Throughout the years, the key to McD Squared's success has been due to all of their campaigns driving not only visibility but also business value. Therefore, the team is keen to ensure that they get to know their clients' business strategy intimately, as this influences every creative idea formed.**

As many businesses wish to expand their company size and grow their team, McD Squared prefer to remain small, opting for a gig



economy approach when additional resources are required. The reason the firm has chosen this route is it allows them to partner alongside other small agencies when they need to. In addition to this, it also allows the team to remain agile and flexible, whilst also ensuring that they can deliver an exceptional service to clients. A combination that has proven successful for the award-winning agency.

The future looks bright for the team at McD Squared, especially following their recent expansion where they have grown their business to serve not only Africa but the Middle East as well. Whilst many believe that bigger is better, it is not always the case as proven by McD Squared. Ultimately, it is the delivery that counts, and clients that choose to work with the firm can rest assured knowing that McD Squared will always deliver, and even exceed expectations.

**McD<sup>2</sup>**  
Communications Redefined

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# Old Grazing Systems Put Out to Pasture

Pasture.io

Founded by Ollie Roberts, a dairy farmer by trade, Pasture.io is a pasture management platform designed to allow fellow farmers within the Australian dairy industry a place to fully utilise their pasture measuring data for making the best grazing decisions. Following their recent success in Corporate Vision's 2020 Corporate Excellence Awards, we profiled the unique platform to discover more about one of the most innovative pasture management solutions.

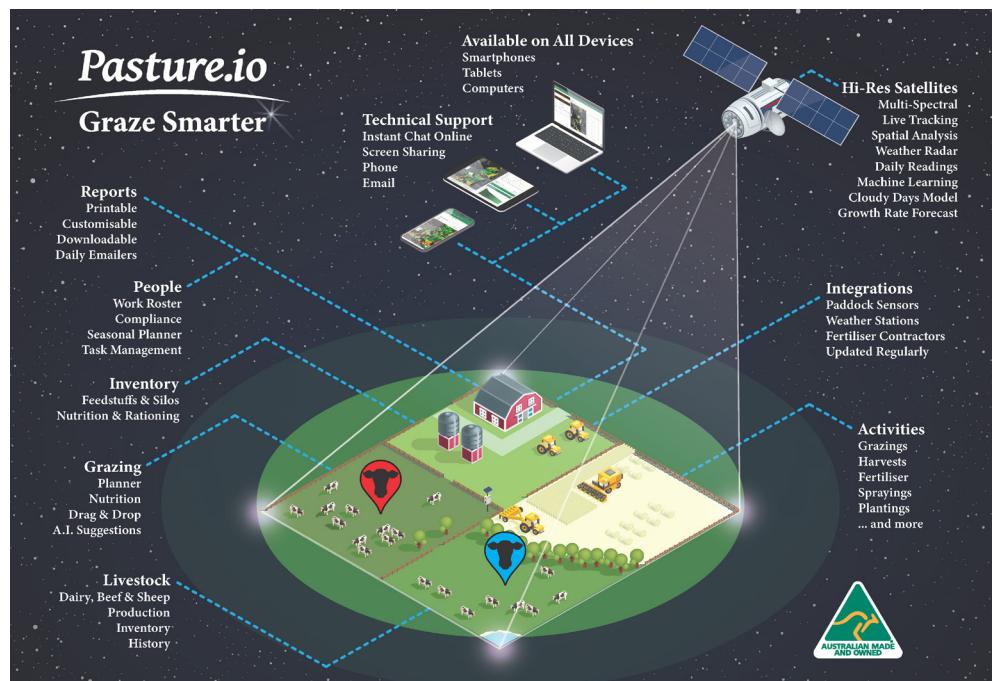
**A**There is a huge lost opportunity in livestock grazing systems due to farmers making decisions of where to graze their livestock without known information. Pasture.io is a revolutionary platform which provides this information automatically using satellites and local weather information. By using this, farmers can best manage their pastures and do a better job in looking after their animals. Being able to fully utilise the data that the farmers have at their disposal means that they are able to increase their productivity and profitability.

Pasture's values haven't changed since they were established. They hold strong principles in their goals of doing business. Ultimately, they want their customers to succeed and this is driven by their personal connections to the land and their broader quest in feeding the world in a cost-effective and sustainable manner.

Pasture's successes are down to the pragmatic and fun way they tackle the issues that their customers deal with daily. They are also very experienced in dealing with these issues firsthand. The problem of pasture management first arose on their Founder and CEO's own family dairy farm. They use these direct experiences in order to know exactly what their customers want and how to approach any issues that they encounter.

Their client base is predominantly made up of farmers with livestock that graze pasture. They also have broader distribution channels which are up of consultants, service providers, and large corporate farming entities. In 2014, the company has able to increase their customer base by converting their program into a web-based one, and four years later were able to further widen their net by being able to overcome the limitations of satellite imagery. This meant that they were able to deliver their results automatically.

Employees at Pasture.io all remotely and rarely see each other face to face. This has proven to be a successful model for the business as it allows them the freedom to work autonomously, take responsibility, use initiative and to find a good work-life balance. Their company culture is relaxed and fun and this leads to everybody getting stuck in to any unexpected or urgent problems arise. Pasture.io take great pride in the way they



**Throughout the years, Pasture.io have been able to foster a free and empathetic workplace culture, which has been crucial in the success of the company.**

approach their work and challenge themselves. Throughout the years, Pasture.io have been able to foster a free and empathetic workplace culture, which has been crucial in the success of the company.

Each staff member plays a significant role in the success of the company. Mostly, the roles consist of customer success and a long-term focus on developing and fostering strategic relationships. There is a lot of overlap between many of the different divisions of the company. This is a very positive thing because it enables everyone to develop an understanding of what every aspect of the business does. As the business continues to grow, this understanding helps the staff to prioritise their tasks.

Currently, Pasture.io does a lot of outsourcing. By doing things this way, the business can headhunt the best people who they fit with and importantly it gives new recruits the opportunity to fit work out if they fit with them. They source recruitments worldwide, and in essence, they believe this is how they can scale

their workforce with highly skilled, capable and friendly people.

The market that Pasture's target audience operates in has had a very tough time of late. However, the silver lining of this is that they can use Pasture.io's services for a multiple of 40 on their return on investment with them. The tough side for Pasture.io is that cost-cutting measures can sometimes be pushed harder than profit drivers in tight terms. Recently however, the tide has started to turn. The price of goods is up and the customer base is optimistic for the future.

Pasture.io have some big developments that they have coming up. One of these is the release of a Version 2.0 service. They are saying goodbye to their legacy problem and are moving on to the most advanced user experience in the field for their services.

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# Customer Communications Centre Champions

A good customer service experience can change your perception of a business, transforming it from the target of frustration to a font of goodwill. VeriCall Ltd are experts in this area, making sure that every conversation is a delight and that customers feel valued and supported in any and all business transactions. This incredible achievement has seen them acknowledged as Recognised Leaders in Customer Centre Solutions, 2020 – UK in Corporate Vision's Corporate Excellence awards. We took a closer look to find out more.

One of the keys to engagement with a brand or business is being able to make customers feel remembered. Making the effort to ensure this is the case is what allows them to become advocates of a business. These advocates are the people who will pay more, stay longer and more importantly tell others about what is available.

VeriCall has assembled a top-quality group of 'Customer Champions'. No matter what business they are representing, their clients are secure in the knowledge that valued customers always receive the highest possible standard of service across a wide range of platforms. Serving businesses through voice, SMS, email, live chat and social media, no vital conversation is left unresolved and every customer is satisfied in the message that is communicated.

A major part of this ground-breaking approach is the desire to upgrade the contact centre so that it is fit for the next generation. As customers change the way in which they interact with the world, customer centric organisations have faced immense challenges in trying to find ways in which they can adapt to better serve these evolving needs. VeriCall has made its name in answering these challenges, with the technology that the company pioneers able to ensure that the same experience that people have become accustomed to on voice being transferred to new platforms.

**The solution allows team members to take secure, PCI Compliant payments across social media channels, meaning that all business can be conducted on the customer's platform of choice. Staying consistent throughout the process alleviates a huge source of frustration on the customer's front and making the process simpler makes business simpler too.**

The clients that have made use of VeriCall's services are varied, crossing a number of different sectors. Able to handle enquiries on topics including directory enquiries, payTV, financial advisors, travel & tourism, catering, service desk, telecoms, medical insurance, housing repairs shows the incredible range that the team is able to handle. Most clients are approached through a mix of trade shows, industry contacts and inbound enquiries, with the number growing ever higher by the day.

Currently, the business is undergoing a major period of growth. It has managed to achieve an impressive level of success incredibly quickly, with the business only formed in October 2017. While originally headquartered in London, last year saw the company move to Fife in Scotland, with the help of a £1million RSA Grant from Scottish Enterprise. Creating a new centre that is fit for purpose has been one of the challenges that the business has faced recently, along with coordinating staffing levels to ensure that the same exceptional service that clients and customers have come to expect can be maintained. Looking forward, VeriCall are currently rolling out its new social media payments proposition, while working on a number of new initiatives to ensure that it remains at the forefront of CX delivery for the next decade.



Keeping customers at the heart of a business is key to success, and VeriCall play an essential role in ensuring that this remains the case. It's good to see that VeriCall has been able to establish itself in the industry as not only a vital service, but a tremendous success.



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# Connecting all the world's digital systems, services and devices with NATS.io

The team behind the software and services at Synadia have always been ahead of the curve. While many businesses still operate in the data economy Synadia sees the future as having a different focus; the connective economy where the real value and innovation is not in collecting information but in ensuring that applications, services, and devices can communicate easily and securely in an increasingly hyperconnected world.

 Synadia offers guidance for companies leveraging NATS.io in their journey to implement modern distributed systems through expert support, consulting, NRE, and training. NATS.io is the most comprehensive open source communications technology for modern distributed systems enablement.

NATS.io provides true multi-tenancy, distributed security, and self-healing features that enable developers to provide faster time-to-value and a resilient system for operators to confidently deploy at scale. Many traditional technologies can be fragile to onboard new applications or roll out new versions of applications and operators mitigate risk with onerous software deployment processes for development teams, costing time and money and opportunity. NATS delivers on true utility computing. Through multi-tenancy and distributed security, one shared utility can be extended to multiple operational organizations and with flexible topologies support a centralized SaaS shared utility, private infrastructures, or a combination to offer the best of both worlds. Development teams can safely develop and self-manage in their own space with little risk to the system as

a whole, avoid delays in any bureaucratic red tape in provisioning, and can better utilize agile development methodologies. The self-healing features of NATS create a highly resilient system reducing the workload on operators. Traditional messaging technologies that require a team to manage will only need one or two part-time operators with NATS allowing employees to focus more in their areas of expertise.

Synadia helps companies best leverage NATS through their extensive messaging and distributed systems expertise. Deployments that took weeks or even months to complete with other technologies take only days to set up with NATS backed by Synadia's solutions team. In addition to NATS support, consulting, and NRE Synadia also offers NGS, the world's first secure global utility, powered by NATS.io, designed to connect all digital systems, services and devices. NGS provides a multi-cloud, multi-regional NATS presence at a fraction of the cost it would take for a company to manage and operate their own.

Looking forward, the team sees vast opportunities beyond cloud messaging and legacy system replacements. Work is underway to better service the IoT market with native MQTT support in NATS as well as further addressing the mobile and web vertical markets through web sockets and additional scalability features. True multi-tenancy, decentralized security, topologies that can extend to the edge, and the ability to bridge security models allow for an easy extension of a shared utility to different operators, security models, and SLAs - a strong value proposition in 5G and edge computing.

Answering the secure distributed communications and data sharing needs of businesses is what Synadia does best, having a team with over 150 years of collective distributed systems experience and members who are responsible for some of the most mission critical production systems that have been running for over 20 years. Taking a proactive, innovative approach, the team has been able to offer guidance and services that are desperately needed for companies to succeed in this new world of hyper-connectivity.

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Derek Collison, creator of NATS

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 **SYNADIA**  
CONNECT EVERYTHING

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# Leading the Way in Clean Transportation Technology

The world of clean technology has grown massively in the past few years, with the need for humanity to change how it operates becoming ever more important. Few have been more successful in this endeavour than the Canadian Urban Transit Research & Innovation Consortium (CUTRIC). Recognized in Corporate Vision's Corporate Excellence Awards as the Most Influential Leader in Clean Transportation Technology – 2020, we are delighted to be able to turn to the company's CEO Josipa Petrunic to see how she earned this incredible accolade.

Many are just opening their eyes to the need to turn attention to cleaner technology, with the environment becoming an increasingly important issue to consider. That said, finding the organizations and businesses to support the development of this vital work is not always easy to come by.

Once a researcher in public policy, shaping electric car technologies and their adoption in Canada, we started our interview by asking Josipa Petrunic, Executive Director and CEO of CUTRIC, what led her down this path. In 2015, with the help of a volunteer Board of Directors of dedicated individuals from core agencies like Brampton Transit, Thales Canada, and the Canadian Urban Transit Association (CUTA), I launched CUTRIC to revolutionize public transit technologies across the country and deliver better shared mobility options to Canadians."

From these humble beginnings, it has been possible for Josipa and her team to focus on spearheading, designing, and launching technology and commercialization projects that advance next-generation "low-carbon smart mobility" technologies across Canada. Josipa explains that "our vision is to make Canada a global leader in low-carbon smart mobility technologies across heavy-duty and light-duty platforms, including advanced transit buses, coaches, rail vehicles and non-revenue service cars and trucks owned and operated by public fleets. Our mission is to do this all through technology projects that commercialize great ideas through massive integration trials that monitor technology performance and help transit agencies and cities move towards large-scale procurements. These projects range from industry-led collaborative research with universities, through to large community-based business-to-business demonstration and integration trials that bring innovative design to Canada's low-carbon smart mobility eco-system."

The biggest challenge to this work is the difficulty of growing a low-carbon eco-system in a country based primarily on fossil fuel extraction. Fortunately, this industry has been growing on a global scale, and there are extraordinary opportunities for both the company and Canada at large in the foreseeable future.

Though CUTRIC's mandate is deeply tied to public transportation, many of the company's projects are based in the private sector, a unique collaboration that Josipa was keen to explain: "The taxpayer is already burdened with core social services to deliver, and technology innovation is not best pursued within the houses of government. Unless there is a profit to be made over the long-term, projects will not get off the ground. We see the private sector as taking a necessary leadership role in the fight against climate change, and as having the financing and profit-motivation to do so."

In addition to their work in technology and commercialization, CUTRIC aims to address the hurdles society faces in using transit. She went on to explain the societal problems with public transport, and how removing this stigma could be a positive change in and of itself. "For too long, transit has been treated in North America as the mobility mode of last resort – something people are forced to use when they can't afford a car. In our view, transit customers deserve better than that. We value the reputation of transit, and aim to make it the place to go to



get around, to meet people, to commute faster and more comfortably than you can do in a car in all cases across all of Canada – from the dense urban centres of Toronto to the sparse rural areas of northern Saskatchewan and the North West Territories."

All this work is undertaken for a range of core clients in a variety of industries. Each sector has its own contrasting demands and expectations, which can be clearly illustrated by comparing the needs of private industry with public transit agencies. While private industry expects long-term business opportunities to justify investment, public transit agencies need to see the improvement over the status quo that can be offered, especially when it comes to operational savings. CUTRIC assists by ensuring industry can make these investments, and that public agencies can measure and quantify the benefit.

With much of its work focused on development and innovation, it's understandable that CUTRIC has had a number of challenges to face. "At times, we have faced failures in project development," Josipa agrees, "but we have always emerged with long-term successes to boast, because of the dedication, commitment and loyalty to the cause by CUTRIC employees. Our employees are trusted to carry our brand, carry our message, present to diverse stakeholders, advocate for our initiatives and face criticism when it comes" Josipa notes, with a touch of pride that "CUTRIC is a place where people come to change the world."

With such importance placed on employees, we thought we'd ask how the company is able to find such exceptional people to place in its employ. "Today, we look for talented and diverse individuals who we believe will add great value to the team," Josipa explains. "We use a



**“Today, we look for talented and diverse individuals who we believe will add great value to the team,” Josipa explains. “We use a three-step hiring process that includes assignments, video interviews, and in-person presentations as part of the hiring process to ensure we have the right candidate for our team and to ensure that we can find those “unicorns” when we go hunting for them.”**

three-step hiring process that includes assignments, video interviews, and in-person presentations as part of the hiring process to ensure we have the right candidate for our team and to ensure that we can find those “unicorns” when we go hunting for them.”

Our interview turned to the future, with the need for action taken in the realm of climate change more urgent than ever before. Josipa explains that in several Canadian jurisdictions, provincial governments have opposed and continued to fight against climate action policies that could make a real difference to the crisis. “The result is that we face a challenging provincial landscape in terms of commitments to environmental action, and innovation investment in areas like electrification or automation of transit services. This has created investment delays and a perceived sense

of uncertainty at times as to whether Canada is indeed ‘open for business’ in low-carbon technology innovation.”

Regardless, the company has big plans looking forward. The launch of the ACES Big Data Trust – ACES standing for Autonomous, Connected, Electric, Shared – will encourage the real-time collection and sharing of electric and hydrogen fuel cell electric bus data and charging system data across multiple jurisdictions. It’s the opportunity to access an enormous amount of data that can be fed into new designs and create better products in the future.

Our time with Josipa is now at an end, but we feel enlightened about her work and what her and her team are trying to do in a challenging climate. The need to act is ever more important, and any positive steps to making that happen should be applauded. Certainly, we think that Josipa, and the work of CUTRIC is sure to continue its incredible success.



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# Modern Market Trading Triumph

In a rapidly changing, technologically advanced world, it's easy to think that there must be better ways of accessing markets around the world. Moneta Markets is the solution that people have called out for, offering the fast and easy access that people have come to expect with a host of exciting platforms. Now seen as 2020's Most Advanced Web-Based CFD Trading Platform, we take a closer look at Moneta Markets to see what they can offer.

Trade is happening at an incredible rate currently, with people around the world taking advantage of the ability to buy and sell regardless of location. One of the ways in which many people will do this is through Moneta Markets. This leading regulated CFD broker offers access to over 250 tradable markets ranging from currencies and indices through to commodities, share CFDs and cryptos. Everything is effortlessly managed through the company's cutting edge WebTrader and AppTrader platforms.

**Looking forward, the challenges that are facing Moneta Markets are the same as those facing everyone in the financial sector. Continually fluctuating legislation means that it can be a challenge staying on top of the sector. As a broker that operates globally, the team at Moneta Markets take a great deal of time to ensure they are always one step ahead of new rules being imposed.**

The starting point for Moneta Markets was simple – there was a demand and it was created to supply it. What was needed was an easy and transparent way for traders and investors of all levels to access a huge range of markets at the lowest cost, on any device with no downloads required. The team went to work, creating an all-in-one web-based trading platform that was able to manage account creation, funds management, charting, order management and of course fast and easy access to over 250 tradable assets. This simple approach has guided the company to great success, allowing the platform to evolve with the industry and the needs of its clients.

The focus on customers naturally means that the app must appeal to a wide range of people, whether they have no expertise and are looking to test the waters or if they're experienced traders. Most people who use the company's services are retail clients who don't want to spend a fortune on the upfront costs of market data, overly sophisticated trading platforms and high commissions. What the team have effectively done is democratise the system, offering all of the opportunities that other traders have.

Success comes from the way in which the company operates, and behind the customer focus is a talented team committed to the way that Moneta Markets is run. Needless to say, that the group is incredibly diverse, drawing on a mix of backgrounds and expertise to offer an exciting perspective on the industry. The result is an incredibly tight-knit team where everyone knows the role that they play within the business. This means that they are able to be accountable for their role, operating with the minimum of micro-managing.

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The screenshot shows the Moneta Markets website. At the top, there are navigation links for 'CONTACT US', 'ENGLISH', '12:16:17', 'WEBSITE', 'TRADING', 'CLIENTS', 'MONETA MARKETS' (with a logo), 'ABOUT US', and 'PARTNERSHIP'. Below this is a section titled 'Experience the Future of Online Trading' with sub-links for 'FOREX | INDICES | COMMODITIES | CRYPTO | SHARE CFDs'. A large image of a laptop screen displays the trading platform's interface, featuring multiple charts and data tables. Below the laptop are promotional banners: '250+ CFDs to trade', '500:1 leverage up to', '\$200 minimum deposit', '\$0 deposit fees', 'Fast & Easy Account Opening', and a 'GET STARTED' button. At the bottom, there are tabs for 'Platform', 'Trade', 'Risk Management', 'Account Opening', and 'Deposit'. A note below states: 'Access 250+ trading instruments anywhere, anytime through the powerful Moneta Markets WebTrader platform and MobileTrader app for iOS and Android.'

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As the company develops, the team intend to increase their range of instruments, particularly Share CFDs from various stock indexes around the world. There is always a need to keep working on improving the platform as well, based on how the markets are changing and how clients interact with it. Ensuring that it continues to run an evolving program is how Moneta Markets will thrive in the future.

Upon seeing a demand, the team at Moneta Markets jumped at the chance to fill the need. The result has been a product that has grown rapidly, appealing to its customers for being reactive to what is required. This attitude has brought the business incredible success, and will continue to do so for years to come.

# Spanish Firm Seals The Deal on Success

A key part of envisioning any corporate future is the successful management of funds and corporates transactions. Corporate finance is a crucial element to the continued success of any business, and enlisting the services of a firm that has been awarded the Most Influential Leader in Corporate Finance 2020 – Spain, an easy decision made. Discover the success of Aglaia Capital, and its outstanding services within the realm of corporate finance.

**A**Prior to founding the firm she now heads up, Angela Alvarez developed her professional career leading executive international positions in big entities within corporate finance, mergers and acquisitions, investment banking, and financial services. With her impeccable vision of what the industry would need in the future, she set about anticipating the needs of clients and thus, Aglaia Capital was born. Today, the firm is an independent corporate finance boutique advisory business that is headquartered in Madrid, and specializes in real estate transactions, hotels, and financing, as well as fintech, blockchain and digital assets. Founded with the mission of mixing traditional corporate finance business with the new digital world, Aglaia Capital is now one of the most pioneering leaders in the ongoing transformation of the industry.

Aglaia Capital primarily handles off market investment opportunities across Spain and the rest of Europe, as well as some selective projects in Latin America, the United States, and Asia. Their experience, knowledge and international capabilities through cooperating business models with partners allow them to deal effectively with any corporate finance issues, helping clients in a myriad of ways. Aglaia Capital has also a second line of business of Venture Capital for Distributed Ledger Technologies Fintech at early stage projects, aiming to support a new generation of financial infrastructure, where the invested companies are aiming to be synergic among them and with Aglaia Capital. It has also an Investment Club seeking to make it easier than ever before to efficiently make investments.

Serving industries and clients of all kinds, the team at Aglaia Capital typically work with funds, family offices, ultra-high-net-worth individuals, businessowners, financial joint venture partners, and corporates looking for funding or financing for their companies. These individuals or entities have access to their deal flow according to their investment strategy as well as business owners have access to their network of investors, partners and financing providers, and the scope of the advice would be depending on the needs of the client.

Passion is core to the service at Aglaia Capital. Being proud of innovation, diversity, balance, knowledge, and a uniqueness to the manner

in which each transaction is completed. Hard work, integrity, talent, commitment, passion, and creativity, are their core values that are led by her founder Angela Alvarez, and have accompanied them also on the imprint of her vision on the industry. Among others, the belief that humanity and technology can co-exist, making the world a better place whilst enabling the proper funding of those corporates who are trying to do so.

There is a reason why this firm has been awarded Most Influential Leader in Corporate Finance 2020 – Spain. It is thanks to its leadership in a new generation of corporate finance business, combining the knowledge, the traditional discipline of an investment banking business, and the strengths of a technology-oriented business. In everything, Aglaia Capital maintains a holistic approach, adapting to the trends and demands of the world as it is. Each transaction requires an innovative and personalized approach, as well as mastery over new technologies and digitalization to shape the evolution of the financial sector for the clients that are looking those type of services and investments. The firm, armed with its wealth of technological expertise, is fully inclusive of these new trends, including tokenization and investing in digital assets, in consideration with current market adoption.

Humanity is now in a time of a digital revolution, where technology and finance are becoming ever more interlinked. Technology, Financial services and Transactions are at the Ethos of Aglaia Capital, and the foundations where it was born, combining the tradition of the finance world with the rapidly expanding digitalization of the world as a whole. It represents an unparalleled opportunity for Aglaia Capital to become the foremost pioneer in the ongoing fusion of the two industries together. Now in a state of near-constant evolution, the firm's success in corporate finance will see it continue to advise investors, family offices, ultra-high-net-worth individuals, and funds interested in off market deals, as well as business owners looking for financial partners, financing or selling non-core assets.

Ultimately, this new era of digitalization is one that will undoubtedly present many new and exciting opportunities for corporations in search of their next investment, or for corporates the next transaction, restructuring or transformation



**Each transaction requires an innovative and personalized approach, as well as mastery over new technologies and digitalization to shape the evolution of the financial sector for the clients that are looking those type of services and investments.**

to be made. A steady, guiding presence, and one that is backed by a wealth of knowledge and insight, is perfect for any new investment opportunities, corporate, assets strategic transaction, or funding, and a role that Aglaia Capital is all too happy to fulfil. After this latest success for the firm, and the growth of fintech, it is surely set to continue long into the future.



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# Wonder is their Watchword

A watch you can pay for dinner with sounds like a gadget from a James Bond film, but the incredible team from BIOWETRICS SA has managed to achieve what seemed impossible. Their delightful product is the stuff of dreams, acting as wallet, password manager and exceptional timepiece. As the team claim Corporate Vision's Corporate Excellence award for Most Innovative Wearable Authentication Solution – 2020, we take a closer look at their spectacular achievement.



BIOWETRICS was founded with one aim, namely to free people from the pain and frustration of having to continually prove their own identity both off-and-online while also providing them with better protection from identity fraud. Needless to say, they have achieved all of this and more with their stylish, yet inconspicuous watch.

Specialising in end-user authentication, a BIOWETRICS smartwatch is able to perform roles far beyond that of a normal watch. Through complex systems built into the system itself, the W Watch is able to double as a cards and password wallet with all this information secured by the unique wrist biometrics of the user. Authentication solutions take many forms, but whether key or card, PIN or password, all have the ability to fall foul of a determined identity thief. What makes BIOWETRICS' solution so impressive is its use of a digital identity that unifies the user experience for authentication while strengthening security.

The unique selling point of BIOWETRICS is the proprietary IP and algorithms that it holds on wrist vein pattern recognition. Thanks to the work of an incredibly talented team, the user's wrist can be recognised by the W Watch by the unique shape of the wrist veins. This security means that it has a wealth of different potential uses in industry and beyond, but BIOWETRICS has turned its attention

first and foremost to pharmaceutical companies. This would see the watches used for access control and to ensure continuous authentication in the labs. Corporate access control as a whole is the company's next step to spreading impressive device.

One of the challenges that BIOWETRICS has had to face is the matter of funding in its Swiss location. As with any innovation, the need for more investors never goes away and the team are raising funds to develop their products ever further. In places such as Silicon Valley, this would be a more straightforward process. That said, Switzerland offers many of its own benefits, with the development of the W Watch being handled with incredible ease by the workforce there. In the future, it's hoped that the W Watch will progress from a B2B item and become directly accessible to customers.

In all, the W Watch is a true innovation, adding added layers of security that will protect businesses and individuals. As the business continues to grow and develop, we are sure that the products they produce will be enormously successful.

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# Building More Than A Brand

Building award-winning cultures and the most attractive employer brands all over the world is no mean feat, and one that should be left to the most professional of cultural architects. Fortunately, Blu Ivy Group is on hand to help. Unearthing a company story, this worthy winner of Most Outstanding HR & Employer Branding Consultancy – 2020 can help clients attract, retain, and blossom from within. We profiled the firm to learn more.

**A**Connecting with employees is just as vital to a company's success as connecting with clients in a way that truly embodies everything about that company. Shaping a culture and living out an employer brand story is key to cultivating a better workplace that people want to come to on daily basis. That is the founding mission behind the team at Blu Ivy Group, partnering with executives to build award-winning people practices that inspire extraordinary employee pride. Not only does an excellent workplace inspire those who work there, but it can also inspire potential customers to partner with a company that values its own workforce so highly.

Across all industries, sectors, and markets, there is always a need to have a compelling workplace. Even at the most basic level, an appealing and engaging workplace will attract the best talent during the recruitment process. Serving all manner of clients, Blu Ivy Group has invested heavily in SEO and thought leadership, resulting in partnerships with companies that are interested in developing an employer branding strategy.

Within the business itself, from the top down, Blu Ivy Group works to ensure that all clients can see its own commitment to employee branding. The team, comprised of sales, marketing, HR, communications, operations, creatives, and senior executives, bring together a diverse range of skills to ensure that every client has their expectations far exceeded. Always doing what is best, the firm works as partners to help its clients stay ahead of the curve with an impeccable branding story that can be used to establish strong, long-lasting, and meaningful connections with potential customers of their own.

Having worked with some of the largest and most complex international multi-brand clients, Blu Ivy Group brings with it a wealth of experience that simply cannot be matched when looking for that perfect brand storytelling service. Inspired by employer branding and employee experience, the firm welcomes the opportunity to be challenged by all the possibilities and exciting outcomes that a client



could achieve. Clients always come first, and Blu Ivy Group always goes above and beyond in every service.

Delivering exceptional employer brand strategies doesn't come without challenges, however. Some businesses require education on what employer branding actually is, why it is so very important, and how it is different from the corporate brand. Now that more companies realize the importance of employer branding, it becomes more of a challenge for Blu Ivy Group to make clients stand out; truly getting to the heart of their story, and telling it in such a way that it is different from competitors. Being innovative some years ago might have been a great differentiator, but now it is an expectation from so many. The bar continues to be raised in employer branding, but Blu Ivy Group remain exceptional at finding new ways for clients to stand out, and connect with potential recruits through content that is engaging and inspiring.

Creating an incredible employer brand strategy is one thing, but measuring the success of that strategy is another thing entirely. Blu Ivy

**B**eing innovative some years ago might have been a great differentiator, but now it is an expectation from so many. The bar continues to be raised in employer branding, but Blu Ivy Group remain exceptional at finding new ways for clients to stand out, and connect with potential recruits through content that is engaging and inspiring.

Group, capitalising on its most recent success, is launching some tools to help clients measure the impact of their employer brand, employee experience, and culture. Regardless of size, whether the client be a Fortune 1000 company or a brand new SME, these insights are critical to ensuring the work has the right impact, and that future decisions on talent are based on data-driven insights.

Ultimately, Blu Ivy Group is about more than just creating exceptional employer brand strategies, or ensuring that businesses have all the buzzwords they need to be trending. Whilst these tools are vitally useful, it is always about the people. Taking care of a workforce can see results come back that far exceed any expectations. Creating workplace culture that make those Monday mornings totally worth it is where Blu Ivy Group truly thrives, and the success is fully deserved.

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# Helping Healthcare at Home and Field

Given the particularly troubling coronavirus sweeping the world now, there has never been a more crucial time to introduce a revolutionary and innovative piece of healthcare technology to help. Fortunately, Real Time Touch's vision includes decentralizing clinical vaccine trials using wireless remote-controlled dispensers, and video-connected, remotely controlled ventilators. Medical industry partners are required to get these urgent projects under way. Having been crowned California's Most Influential Leader in Healthcare Technology 2020, the firm is excited to collaborate immediately to address the needs of people in this pandemic. To discover more about this potentially life-saving platform and associated plans for connected treatment devices, we took a closer look at what Real Time Touch has to offer.

Despite the advancements in medicine and pharmaceuticals bringing a plethora of ways to help advance life for those able to get to a hospital, there has yet to be a major development in the pursuit of a medical solution that solves one of the most crucial needs. While upwards of 75% of people living in developed countries currently have access to a nearby clinic or hospital, much of the world's rural population does not. At a time when people face novel health challenges, ensuring that people can have easy remote access to medical professionals and knowledge is paramount. That is the mission of Real Time Touch, through its patented innovative platform that aims to develop a variety of devices for physically augmented, face-to-face virtual healthcare visits.

Real Time Touch's platform seeks to bring about a new era of telehealth, telemedicine, and virtual healthcare with its platform and plans for a variety of tele-treatment devices. Rural residents can now get the treatment they need. Among many of those who are unable to travel from rural areas due to health conditions, mobility issues, and transportation costs, is the growing elderly population. The firm's new technology enables easier access to quality healthcare for everybody, ensuring people can virtually interact with a medical practitioner for real-time treatments, therapies, pain relief, and medication release.

Remote video chatting with doctors, nurses, and patients through a mobile device for medical consultations and procedures is the next step in getting proper medical care for everyone across the world. This amalgamation of technologies is a promise to help hospitals, clinics, and pharmacies reduce costs, whilst serving those in need through high quality care and proper patient-provider relationships without the physical interaction. Limiting in-person clinical visits protect the most vulnerable from unnecessary exposure to communicable disease.

However, what distinguishes Real Time Touch as truly innovative and influential within the realms of healthcare technology is its commitment to go beyond simply enabling patients to meet with their healthcare providers. The firm also holds a pending patent for a wide range of devices for therapy, medication, training, and exercise for use within the home, workspace, or as a wearable piece of technology. The technology also enables veterinarians and pet lovers to remotely release medications and treats for pets and animals within their care.

Crucially, these planned devices will need to be approved by the FDA in order to make the full impact as one of the most important developments in healthcare technology. Real Time Touch aims to integrate this platform and these devices with existing providers of virtual healthcare. While some hospitals and clinics already provide similar services, the firm's offerings go one step further in ensuring a strong and stable connection to patients for remote monitoring, programming, and controlling of wearable, mobile and home medical devices.

Virtual healthcare visits and other forms of technology can help overcome many of the barriers currently facing those who must isolate themselves from viruses like COVID-19 and those who are unable



to get to the hospital when they need to. One of the major issues is transportation; many people either don't drive or live in an area without a means of transport. Virtual healthcare visits can allow doctors to meet with patients and clients while reviewing their vital signs and healthcare records without leaving home or office. This is a rapidly evolving industry alongside technology, as virtual healthcare now seeks to take advantage of camera-equipped smart devices, faster Internet speeds, machine learning, secure data connections, and much more.

Everybody on the planet requires affordable and reachable healthcare, whatever form that takes. Real Time Touch's latest offering addresses that need through virtual meetings and remote-controlled home medicine dispensers to help maximize the comfort of patients in their homes. Independence is a key part of life, and the firm's offering ensure that seniors can now virtually meet with doctors on their own, take their medication properly, and ultimately reduce drug dependency or accidental misuse for those living alone.

Given the meteoric advancement of technology in all industries, it is perhaps the healthcare industry that can benefit the most, and the innovation of Real Time Touch is the perfect example of that. As the firm continues to work towards revolutionizing the global healthcare industry by enabling remote and digitally controlled treatments wherever a signal can be found, it will no doubt continue to ensure greater access to a greater number of people in need.

# Power Games

When the power goes, the consequences come thick and fast. In these moments of crisis, it is vital that people not only have the ability to keep their heads, but the infrastructure in place to ensure that there is no need to panic. From the team at Instant On (IO) comes an impressive skillset that has seen them awarded the title of Most Outstanding Microgrid Integrator, 2020 – California in this year's Corporate Excellence Awards.

**There's nothing to cause panic like a power outage. Uncertainty creates a situation where people not only begin to panic, but act recklessly and thus cause more problems.**  
The importance of being able to respond to a situation with a clear head and straightforward answers is incredibly valuable. The IO team know that the first priority in these moments of tension should always be keeping power going, which is exactly what they do.

Microgrid technology has been a mainstay of the power industry for years, but few have managed to perfect the art of integrating them into the system quite like IO. A microgrid stands separately to the main power grid, able to provide energy in emergency situations such as storms, hurricanes or wildfires. The aftermath of the Californian fires created many problems, some of which can be solved by the work of IO. If the main grid goes down, there is an alternative supply that can provide consistent power to homes. In an ever technologically dependent world, being able to guarantee power is incredibly important to everyone.

IO brings together an incredible amount of resources in order to create a one-stop-shop for solar contractors and their consumers to create a solution that matches their residential, commercial or industrial needs. Instead of leaving consumers to find ways in which different aspects of these technologies interact, IO provides peace of mind by ensuring that every single one of their solutions has been thoroughly vetted and tested. The result is a fully functional way of working that gives the best results, while saving time and effort for others. In a world where false claims and promises are rife, IO offers a solution that combines methods and technologies to provide a sustainable way forward.

Key to the way in which IO operates is the ability to have access to power where it is needed, when it is needed because it is needed. This motto has inspired the company in several ways, namely in the continuation of its innovative track record. No solution is perfect in the team's eyes, and often members will challenge themselves to better meet the needs of the clients they are serving. A transparent approach means that it is easy for clients to gain a level of trust in the business, and so continue to use their services, while its impressive level



AJ Perkins, President of Instant On, speaking at Microgrid Knowledge 2019.

of insight means that clients are assured of enhanced understanding that it is able to bring to any project that requires it.

Dealing with such forward-thinking technology means that IO is a company that is constantly looking to the future. With bigger, longer blackouts ahead, the need for more intelligent solutions is obvious. IO has made its own platform not only AI powered, but useable with any platform to appeal to customers. Their technology solution allows customers to see and control their energy consumption and production, allows solar and battery companies to deliver an even greater return on their customers' investments and allows energy providers to better anticipate and manage supply and demand and avoid excess over-production.

Currently, the team is working on new solutions for those systems that already exist in the community. Working alongside companies that have expertise in one area, the team at

IO aims to fill the gaps in knowledge in order to build a complete system. Instead of seeing competition, IO sees potential collaborators and partners. Much of the way of thinking behind the business is based on the principle of being better together. In order to best serve people and companies, there is a clear and urgent need to offer combined solutions.

In all, it's clear that the team at IO have pitched an impressive approach that has brought them great success. A forward-thinking attitude places them in a prime position to help customers and clients achieve their goals, especially when facing the potential difficulties that are yet to come.

**INSTANTON**

Contact: AJ Perkins

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# Best CFO, Direct Reports and Teams Recruitment Company – Germany

When it comes to filling a CFO position, or indeed that of any top-level executive position, it can be hard to find the right person. Whether a role is permanent or interim however, it is imperative for both parties that the person and position is right to ensure maximum productivity and positivity. Focused entirely on recruiting CFOs and their teams all over the world, one German firm is ensuring that when opportunity arises, there is no better teammate than “The CFO Partner”.

Founded in 2014, Finance People Solutions does exactly what it says it does. For more than five years, the firm has been helping corporations in need of a Chief Financial Officer fill their positions with the right person, who is qualified and highly motivated to do the best job possible. Under the sage guidance of founder and CEO Paul Taaffe, the firm has grown from strength to strength organically, working hard to become one of the country's best for interim and permanent recruitment within financial departments.

A specialised globally-operating direct search firm offering interim and permanent positions alongside career advisory services, FPS is renowned for its ability to identify and match the perfect prospective CFO with the right firm. Not content to simply place an individual within a firm however, Paul and his team also specialise in hiring those who would report directly to them as well, giving them a strong and able support network to maximise the chance of growth and continued success.

**“Realising that there are two sides to every employment situation, Finance People Solutions offer the same level of care and attention to both parties.”**

Realising that there are two sides to every employment situation, FPS offer the same level of care and attention to both parties. For companies, Paul works hard to put himself in the shoes of their CFO and understand exactly what they require from a candidate. On the other hand, open and honest dialogue with candidates can foster strong relationships from the earliest stage and ensure that the candidate gets all the available support they need when career planning or searching for a permanent position.

Support comes in many forms, all of which are aimed at establishing and cementing those strong relationships throughout the process. Through their professional aptitude and experience at partnering clients with candidates, the team at FPS know that it is often more about the person behind the CV. Fitting with a culture and an ethos is just as important as having the technical prowess to do a job, which is why initial phone calls to get to know the candidates are so important.

The career advisory services offered by FPS complement the search and recruitment services perfectly, designed by CFOs for CFOs, or those who aspire to be. Ensuring that the chief financial officers of the future can access a truly beneficial coaching programme, the process differs amongst individuals, but often includes an interview, personal and CV-focused analysis, and advice on what to do next in achieving goals. After a few hours of personal meetings, each set of tailor-made results are ideal for specific situations and how best to progress in search of that perfect CFO role.

One of the ways that FPS continues to stay ahead within its niche field of specifically finding CFO candidates for top-level, executive financial roles is through recognising what the future holds. Innovation is constantly happening, and big companies are finding it harder to move fast enough in an ever-evolving world. Having remained small, agile and versatile within their market, Paul and his team have gradually grown alongside the innovation to increase their presence in the market.

Despite the rise of automation, digitalisation and other tech-savvy innovations permeating industries across the world, recruitment is perhaps one of the industries where human interaction will always be better. People make companies great, and recruiting the perfect candidate into a CFO role will always be best done through people like Paul and his team at FPS.

Understandably, it can be hard for those who have not been in executive positions themselves to know the details of the tasks and challenges that a CFO will have to face. That's the experience that stands FPS apart from their competition. Championing the firm himself, Paul brings a wealth of experience and expertise to identifying the right person with the right skills for successfully running and supporting a company.

Beginning his journey almost thirty-five years ago, Paul is one of the most experienced CFOs and business executives working in the world today. Having worked alongside global companies such as Pepsico, Nike and DELL, it is almost effortless for Paul to step into a CFOs shoes. That way, he can begin to truly understand a firms needs, and how best to offer them a solution that fits with their practice and ethos. For companies who need an experienced individual to identify needs and offer pragmatic solutions, they don't come much better than Paul.

Paul's experience working as a global CFO stretches far beyond the usual duties. Having constantly driven himself and those around to succeed, Paul has also overseen turnaround and restructuring work, as well as the implementation of new growth strategies to maximise the chances of success. From his own extensive personal experience in doing everything he can, Paul knows the requirements that the modern CFO must live up to, and FPS set about making sure that all of its clients receive the right candidate who is capable of delivering nothing but the best.



**“..if you have the right people  
you cannot prevent success.”**



# Perfectly Processing Payments

Whilst money may make the world go around, processing that money to ensure it goes where it is supposed to is a serious business. All businesses, whether big or small, fresh-faced or franchising, require a payment processing system that works for them. In last years' Franchise Awards, Corporate Vision awarded Franchise Payments Network (FPN) the title of Best Payment Processing Company 2019 – USA. Join us now, as we take a closer look at the award-winning services the firm offers.

Founded in 2006, FPN was created to work exclusively within the franchise space. Even the biggest companies in the world today need payment processing systems that are able to do the job successfully. Almost fifteen years on from that initial founding mission of working exclusively within the franchise space, the firm provides payment processing, Royalty Collections, and Gift and Loyalty services through its innovative POLN8 platform. Serving almost 190 franchise brands across the globe, the team at FPN truly go above and beyond in their servitude of franchise brands in the world today.

Ensuring success within payment processing for franchisors, franchisees, and franchising brands alike, is something which FPN takes enormous pride in, driving it forward through close relationships with clients. Each client can benefit from a wealth of services in relation to payment processing, utilizing only the most cutting-edge technologies that enable clients to stay well ahead of their own respective competitors, regardless of the industry. However, the key to FPN's success lies in enabling the clients to forget about the technology that helps them to grow so much.

**Rather than spend their time focusing on something that is not their core offering, FPN would rather see its clients focus wholly on their customers whilst the technology works seamlessly. In order to ensure this, the firm works to automate as much of the payment processes and loyalty programmes as possible. Simply put, FPN functions as a unique outsourced service team for its clients. Its uniqueness comes from the fact that it is the only merchant processor whose focus remains entirely on the franchise space; everything is moulded to accommodate the needs of both the franchisor and franchisees it services.**

Most merchant processors work with banks and cold calling agents in the field, who may be good at helping individual merchants but have very little insight into how to help a chain of merchants meet standards and deliver product consistency across a lot of merchants bearing the same name and business model. At FPN, there is no lack of consistency or excellence in service delivery. Individual franchisee locations all communicate amongst each other, and if there is a lack of service to one, then all of them will know about it. Ensuring this does not happen, and a franchise can continue to expand as planned, the firm delivers the best product all the time to each and every franchisee.



Given the evolving relationship between technology and finance, it is no wonder that the team at FPN are constantly doing research on what others are doing in the industry in a bid to stay ahead of the competition. By venturing to trade shows in search of new technologies, and listening to what clients want, the firm is able to keep developing new products and features that cater for those wants and needs. Asking if something is possible has resulted in the firm making it happen itself, striving to make sure that there really is nothing that cannot be done for the client.

The payments and loyalty spaces are changing swiftly and dramatically, as has been evidenced by the meteoric rise of mobile, cashless, and contactless methods of payment being used more frequently in everyday life. It is entirely plausible that the next five years will see consumers ditch cash and physical cards altogether in favour of virtual accounts that are attached to wearable devices, facial recognition software, or mobile phones.

Ultimately, technology and finance are moving at a breakneck speed, and if franchises want to continue growth, then they must keep up. FPN does more than allow them to simply keep up; it offers its clients the chance to experience some of the best payment processing systems currently available in the market. As we live in an increasingly mobile and cashless society, there has never been a better time for franchisors and franchisees alike to get involved with FPN, and its outstanding payment processing services.

Company: Franchise Payments Network

Contact: Tom Epstein

Website: <https://franchisepaymentsnetwork.net/>

# Excellent Reputation

Based in Barrie, Concept of Movement are a physiotherapy and wellness centre, offering physiotherapy, massage therapy, acupuncture and a range of other health services. Following their success in the Canadian Business Awards 2020, we got in touch with Co-Owner Kylee Swales to find out more.

**A**s a physiotherapy and sports performance centre, Concept of Movement have treated all sports related injuries and complicated recurring injuries since forming in 2011. To begin with, Kylee gives us a brief insight into the firm's services and the approach they take in order to serve their clients.

"Concept of Movement (COM) is one of Simcoe County's leading privately PT-owned physiotherapy clinics offering physiotherapy, massage therapy, athletic therapy, movement training, PEMF and acupuncture. With a highly skilled team of movement experts, who integrate their knowledge of the way the human body responds to movement training, manual therapy and motor patterns into their daily treatment, we have gained a great reputation which continues to grow."

In the region of Barrie there are several physiotherapy practices, however with a personal one-to-one approach clients' can be safe in the knowledge that Concept of Movement (COM) are the leading facility for all physiotherapy treatments. Kylee added

**"By offering a standard of care that we believe to be exceptional, we have gained a significant reputation in Simcoe County. Offering one on one extended treatments in a positive and fun environment, we are able to both educate and promote mental and physical well-being."**

As a practice, Concept of Movement are focused on helping each of their clients achieve their individual goals, taking into account any symptoms, medical history or health restrictions they may have. As Kylee goes on to explain, it's the welcoming atmosphere and positive environment which encourages clients to attend the practice for their treatment. "A family-first atmosphere is essential to our beliefs of building a great company. We dream big but strive to build a team culture that is grassroots."



Having treated a wide variety of clients including Professional Hockey Players, Olympic, National and Provincial Athletes, the practice has grown to become the leader in physiotherapy treatment in Simcoe County.

As Kylee explains further, by working with such a varied client base, the team have significant experience in delivering the specialist treatments these athletes require. She added "We treat all sports related injuries and complicated recurring injuries that continue, due to imbalances in the body. From working with these clients, we have not only provided the treatment they need but also taught them how to move better. By understanding where and how movement is generated, you'll learn how to move more efficiently, which helps prevent further injury."

As a practice, Concept of Movement want to ensure members of their team are happy within the workplace. As Kylee goes on to explain by offering opportunities to grow and develop as part of a team, their staff members feel valued and are keen to learn. "A position at Concept of Movement is not just a job, it's a career

that offers opportunities to grow and develop your talent in a fun, collaborative, creative environment. We promote continued education and career development, so whether you're a practicing Physiotherapist, Massage therapist, Athletic therapist or Strength coach, we're ready to inspire and support your career goals."

Finally, Kylee commented on the future of Concept of Movement and what they hope to achieve in 2020 and beyond "Since the practice was founded in 2011, we've been very successful treating such a wide variety of clients and with a 4.9\* Google rating, it's clear we are doing something right! Going forward if we can add to our existing client base and continue to help our clients achieve their goals, we will be extremely pleased."

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**Physiotherapy & Performance Wellness**  
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# Leading Specialists in Business Security Solutions 2020 - UK

Based in Hampshire, Dacha Security Solutions Ltd are a leading provider of security systems to the leisure and commercial industries across the UK. Following on from their success in the Corporate Excellence Awards 2020, we got in touch with Tim Edmonds to find out more.

As a family-run business, Dacha Security Solutions Ltd have been offering bespoke security systems and 'off the shelf' solutions to suit the requirements of their clients since 2009. To start, Tim offers more insight into the firm's specialisms and its existing client base.

"The team at Dacha are specialists in protecting and enhancing our customers businesses and operations. As recognised experts in the installation and maintenance of CCTV, access control, visitor management, meeting room management, car park management and intruder systems, we are well equipped to handle most things that are thrown at us. In addition, with our innovative approach to integration and linking these systems alongside other BIM systems, we are able to give customers useful data and information at their fingertips."

**"Traditionally, we have worked within the leisure sector, but the last few years has seen us take a chunk of the logistics and public sectors as well. Our approach to new business is driven by our leadership team, who are fastidious about looking in to serving a new industry. Collectively, we need to know and understand the companies, their challenges and their opportunities to be able to offer them our unique service. Only when we are confident in our knowledge in that sector can we even think about approaching clients."**

Since forming in 2009, Dacha's approach to their clients has always been to treat each one individually, assessing what kind of security system they would gain most from. Tim added "While some companies can get stuck in a rut pushing out the same system time and time again, we understand that each one of our customers has a completely different



set of threats and opportunities and by taking these into account, we can help them drive their businesses forward. It is truly our passion and innovation that makes us stand clear of others."

Although the firm have endured success delivering security systems to their clients, in the early days this wasn't the case across Europe, particularly in relation to the leisure sector as Tim goes on to explain. "The firm's biggest challenge is one that has shaped the way we approach new business. Our unique and vast knowledge of the leisure industry meant we were the experts in Europe for a reason. However, this was a challenge to our growth plans as we felt it would be difficult to replicate how we work with our customers in other industries. The decision was made to focus our efforts on a single new vertical at a time and to really learn it before we took on new customers. How we have overcome this challenge has certainly helped define our growth strategy."

As a business, Dacha aim to deliver a quality service to their customers, with every member of staff collaborating to achieve one goal. As Tim goes on to explain, by going that extra mile, the firm deliver what they have promised "We're a team of self-starting, mission-driven individuals with a passion for purposeful innovation and going that extra mile. Throughout the team, we are lucky to have an over-riding principle that we all believe in - which is to deliver quality unrivalled service at a fair price for our customers."

Like many others, the staff at Dacha have an integral role to play in the success of the business and as Tim points out without their staff's contributions, they wouldn't be the renowned firm they are today in the security industry. "Our staff are key to every decision we make, every job we do and every customer interaction we have. In addition, keeping our staff well trained and happy is further integral to achieving Dacha's goal, and something we continually do and strive to improve upon."

In regard to recruitment, staff retention is clearly something the firm feel quite strongly about and as Tim goes on to explain, a candidate's career aspirations must be considered prior to offering any kind of position. "We take a leading approach to growing our team. Rather than looking at a candidate and just their experience we try to get to understand the individual who wants to become a part of our journey. As a firm we place a heavy emphasis on career development, so we need to be the right fit for them and vice versa."

Finally, Tim commented on the future of the firm and the plans that are in place for the coming year and beyond. "Going forward, whilst we have been great at delivering our solutions and services, we haven't been great at shouting about it. With a recent restructure we have a new sales strategy with a clear message about what we do and why, to bring new customers into our excellent fold. As we continue to grow rapidly, we will be on the lookout for innovators and disruptors to join us on our journey!"

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# Planning for Success

As businesses become more complex and interconnected, the need for more sophisticated systems has become increasingly obvious. The team at Exceedra understand exactly what a modern business requires, providing exceptional work in the field of integrated business planning and revenue management systems for CPG. As we continue to showcase example of Corporate Excellence, we turn our attention to Exceedra, named as Most Outstanding Business Planning Solution, 2020 – USA.

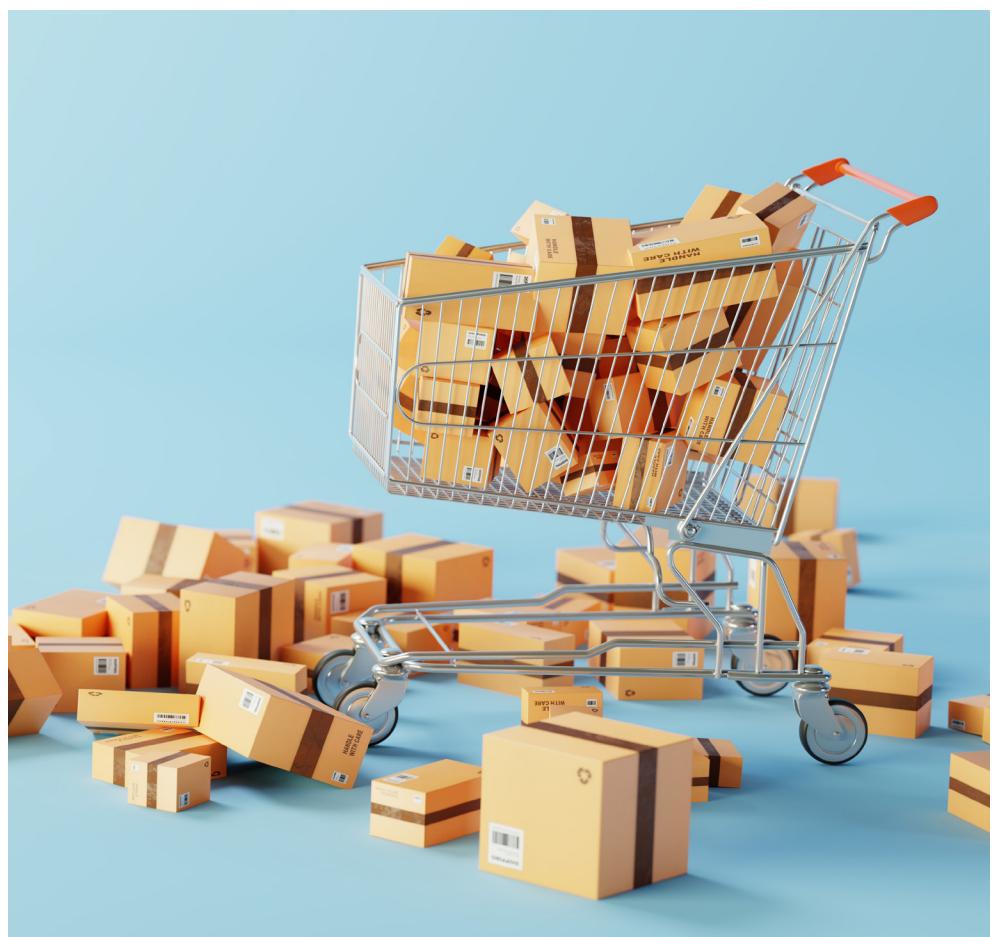
**I**n the last two decades, Exceedra has grown from a small integrated business planning company, operating primarily in the UK into an award-winning, multi-national organization. It is hard work, business acumen and innovative thinking that has transformed this company into such an amazing success.

When it comes to integrated business planning and revenue management systems, the team at Exceedra have made the process as straightforward as possible. A modular approach gives clients the ability to make their system work for them, allowing businesses to draw on an impressive range of capacity and sophistication. The range includes Trade Promotion Management (TPM), Trade Promotion Optimization (TPO), Trade Promotion Management Foodservice, Customer Business Planning (CBP), Joint Business Planning (JBP), Demand Planning, Sales & Operations Planning (S&OP) and Retail Execution. It allows companies to have support when they need it, in these key areas.

Often, the companies that turn to Exceedra for assistance need a little more help to find the best possible solution and the team have become adept at understanding the needs and demands of each customer, so that the right solution can be established. Not only do businesses find an impressive level of customer service with Exceedra, but they are given a roadmap that provides guidance on how best to allow the system to mature with the company. This highly capable and easy to use solution is the secret behind the team's impressive success.

In order to achieve success, Exceedra's software is designed specifically to provide immediate benefits to a business, not only in terms of capacity, but with regards to speed and efficiency in the planning and execution process. What clients receive is not just the software, but the knowledge of how to leverage that software to their advantage.

Although it boasts humble beginnings in the United Kingdom, offices in the US and Australia ensure that Exceedra has a truly international attitude. Not content with exploring the possibilities of Great Britain and Northern Island, the team have been planning the most effective way of disrupting the global market. The aim is ambitious, but straightforward, focusing on



becoming the de facto solution for integrated business planning and revenue management for consumer goods companies worldwide.

E-commerce has made an incredible difference to the way in which this market runs, and Exceedra has had to adapt not only to the new big names in the industry, but the ease with which people are able to join it. Exceedra has made its business in adapting to new ways of working, and is already striving to make improvements to its products that will help clients to combat these challenges. The pressures that clients face are mirrored in the roadmap that Exceedra provides, and ensuring that their roadmap is always accurate keeps the company grounded.

Looking forward, the Exceedra team plans to focus on customer value generation, looking for

ways in which it can maintain its position as the leading global provider of purpose-built software to the food distribution industry. This process has already begun, with the company well on the way to delivering real value in TPM and JBP, thanks to the introduction of machine learning.

Finding new ways to work has been key to the success of Exceedra, and it's a way of operating that has opened new possibilities for this impressive company. It's what has allowed them to achieve such incredible success.

 **EXCEEDRA**

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# Brilliance in Hotel Booking

Organising corporate travel is no easy task, requiring the highest quality, often at short notice. Bringing a clarity to complex systems, ehotel AG has been a pioneer when it comes to keeping business travellers on track. It's no surprise that this hardworking team has won the award for Germany's Best Hotel Booking Platform for Business Travellers – 2020 in this year's Corporate Excellence awards. We take a closer look in this month's issue of Corporate Vision to find out more.

For the last nineteen years, ehotel has been a one-stop-shop for all business travellers. Directly targeted at corporate users, it's no surprise that they have become increasingly adept at handling the varied and specific requests that these travellers make of their bookers. Their continued success, however, demonstrates clearly how the approach that the team has taken is paying off.

At the heart of ehotel is something more potent than its rivals. Not content with targeting the business user, the team makes use of sophisticated meta search technology in order to deliver the widest range of accommodation possible, combined with impressive rates. There are almost seven million offers available on the site, with six hundred reservation systems, processed and presented through ehotel in a clear and understandable way. Finding a service that is able to present this much information with such ease is truly exceptional and the reason why using ehotel is not just a sure-fire way to discover a great night's sleep, but it's a way in which costs can be reduced and employee satisfaction increased.

The company's commitment to innovation does not end there, with the proprietary central payment and billing solution making the challenges of invoicing easy. All the systems at ehotel are designed to work together, meaning that best rates, manage payment and correct VAT invoicing can all be found in one place. Needless to say, the automation of this process has delighted saving time and improving the adoption rate of company internal booking procedures and travel policy.

Of course, the perpetual challenge for business users is that of VAT – ehotel has worked tirelessly to improve and integrate the problems of reclaiming this into its billing solution. Currently, corporate customers are able to get an invoice with separate VAT in 22 European countries, and this can be reclaimed by ehotel on behalf of their clients. The next phase of this project will see the same principles being applied to the USA, with plans already afoot for this endeavour.

Hotels are able to feel the benefit of ehotel's exciting approach to the industry. For those accommodations looking to secure additional sales and higher occupancy rate, ehotel is well equipped to recommend and put in place systems that will keep business travellers coming back for more.

ehotel also finds ways in which these hotels can better serve the needs of business travellers. This is just another way in which the travellers and the hotel are able to benefit from the considerable experience that ehotel has to offer. Making use of all of opportunities that ehotel presents couldn't be simpler, with independent hotels having direct and easy access to ehotel extranet, thus enabling them to control their own data and availability. For those organisations that boast a GDS connection such as DHISCO, Pegasus UltraDirect or Amadeus, it is incredibly easy to make a property visible on ehotel at the touch of a button.

Serving the business traveller means that the team at ehotel must find and uphold the highest data security standards possible. The team has adapted quickly to ensure that each of their clients is not only safe and comfortable, but feels it too. This process has been the same since the beginning of the company, when ehotel used traditional methods to communicate with customers and hotels. Nowadays, the business offers a unique and certified security mechanism, PCI-DSS certification in order to guarantee the ultimate in data security. Trust has always been paramount to the success of ehotel, and the team has worked hard to ensure that it continues to have an impressive level of value.

At the heart of the ehotel model is the ability to provide hotel bookings and related services in its totality for business customers, and this comes right back to the formidable amount of experience that its talented team possesses. The once-innovative WAP technology of 2000 saw the beginning of the company, transforming into the business's integrated payment and settlement solution in 2006. Constantly looking forward to the next big development is just one of the factors that has guided the company into new and exciting territory. This continual drive is how the business has been not only able to innovate, but to grow into the world's largest hotel content holder. The corporate culture encourages innovative and entrepreneurial activities of its employees, which benefits the company and its users in equal measure.

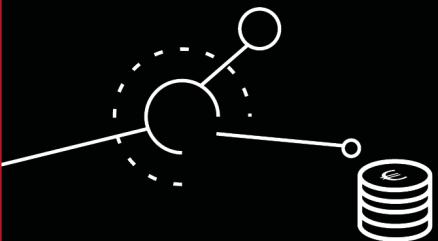
**For those who work at ehotel, the importance of an entrepreneurial attitude has given the company an impressive amount of flexibility in the way that it operates. There are always opportunities available for those who have ideas that can be implemented to the betterment of the company. New innovations and suggestions from the team are treated with equal importance, assessed by risk management and ultimately all will play a part in influencing the decision-making process. Success can be found when a new project is positively introduced.**

Currently, ehotel has its eyes on the future, with its growth causing constant work to ensure that its systems are operating at peak efficiency. The need to close the last system gaps for companies in travel booking in order to offer a complete digital cycle has become ever more pressing and is a priority for the coming months. Similarly, the team has generated exciting plans that will ehotel take its place as an aggregator in hotel distribution. This will create considerable savings potential for companies who use new ehotel digital processes, especially when it comes to travel expense and hotel services.

In all, it's no surprise that the team at ehotel has managed to achieve great things. The commitment to entrepreneurial innovation is to their credit, and has allowed them to advance swiftly in changing times. Secure, safe and carefully targeted at the business traveller who wants something done easily, swiftly and effectively, the reasons behind ehotel's success are clear. This award is just another amazing achievement for an amazing company.

**ehotel**® #processoptimization  
#hotelbooking  
#billing

Company: ehotel AG  
Contact: Christoph Metz  
Website: [www.ehotelag.com](http://www.ehotelag.com)



## KEEPING BUSINESS TRAVELLERS ON TRACK

Book hotels  
worldwide,  
pay central &  
receive  
automatic  
billing

# processoptimization  
# hotelbooking  
# billing

**e**hotel®

# Building Up Brilliant Business Professionals



**CLAIRE BUCK**  
Lifestyle & Business Coaching

High-performing individuals often find themselves working in environments that are also highly stressful, be it through job-imposed deadlines or self-imposed goals that can sometimes be unachievable. Every business owner and professional encounters problems in both their business and personal lives, but there is a solution. Claire Buck is the Business Coach of the Year 2020 – United Kingdom, recognised by Corporate Vision. We took a closer look to find out more about the services she offers to clients.



For five years, Claire Buck has been instrumental in helping both business owners and professionals overcome seemingly insurmountable problems in their work and personal lives alike. Since founding her own firm, Claire Buck Lifestyle & Business Coaching, in 2015, Claire has wholly dedicated herself to helping those individuals by specialising in building high-performing, emotionally-intelligence environments whilst keeping a person-centred approach. Working on either a one-to-one basis, or with small teams of up to twelve people, Claire has successfully brought lasting change to many professional's lives, empowering them to solve their own problems, reaching greater heights than before, but in emotionally sustainable ways.

Deeply ingrained into everything that Claire does are qualities such as honesty, truth, integrity, and compassion. Both business owners and professionals are made to feel comfortable around her, delving into personal topics that could be a root cause for stagnation or any other issues that may arise during a course of coaching. However, what is arguably at the heart of Claire's success is her ability to listen exceptionally well. Rather than probe and ask invasive questions, she allows her clients to open up in confidence, believing that Claire can help them get to where they want to be.

Armed with a wealth of vast experience, combined with unparalleled training and personal development, Claire has enabled herself to put

together a coaching model that is truly empowering for clients. More than confidence and empowerment however, it provides solutions to real problems for business owners and professionals across a myriad of areas. Some are personal, some are team-based, and some are a combination of both. Issues that business owners and professionals can face include not getting enough from a team, a lack of team alignment, employees resisting a change in culture, a lack of agreement on a new strategy, not being confident enough in approaching difficult conversations, and many more. The more personal issues can include burnout, feeling overwhelmed, a lack of trust, needing a succession plan, or simply having to work alongside people that they don't get along with.

**Claire's solutions work quickly and effectively to get to the root of the problem, before efficiently managing those problems. Whether that is through a one-to-one session, a group session, a group alignment, or a group away day, Claire seeks to bring people together in a search for the answers to these business and personal problems. How can teams become more aligned, and how can professionals stop themselves from feeling overwhelmed and getting burned out? The discovery session can all be managed either inhouse, offsite, or through technology and virtual meetings. Claire's desire to bring people together in searching for these answers and providing this help is what has seen her continue to achieve success and be crowned this years' Business Coach of the Year 2020 – United Kingdom in Corporate Vision magazine.**

At the core of Claire's work is the belief that everyone, business owner or professional employee, has the ability to empower themselves in life, relationships, and business. These are three core areas of everyday life for so many people and getting them right is imperative to success. Claire helps her clients resolve conflicts, overcome obstacles, secure success, and achieve alignment. Businesses all over the country can benefit from what Claire offers as a business coach, but most importantly, the people working in those businesses can find meaning in their work again. Claire Buck is an exceptional business coach, and one of the finest that the United Kingdom has seen.

# Securing A Safer Cyber Future

As the world becomes ever more comfortable with technology, Synack is ensuring that technology is safe for people to use. Synack is the first company in the world to combine human and artificial intelligence in the fight against malicious online actors, and has thus earned the title of Most Innovative Security Testing & Intelligence Platform – 2020 in Corporate Vision. In the evolving battle between man and machine, Synack plays a vital role in the protection of the former. We find out how.

**With more than three and half million open cyber security jobs predicted by 2021, one of the largest challenges facing the industry can be attributed to difficulty scaling.**  
As more and more companies and industries are also digitalizing, it is becoming increasingly difficult to protect against devastating cyber security breaches with traditional security protection methods. Security needs to get smarter in order to keep up with the digital world, and that is exactly what Synack offers. Co-founders Jay Kaplan and Mark Kuhr launched their careers with the NSA and the US Department of Defense as technical security experts, protecting the country from both kinetic and cyber-attacks. They had a shared vision to revolutionize cyber security by combining human intelligence and artificial intelligence to create a scalable, effective security solution. Thus, Synack was born.

A holistic and symbiotic solution, Synack harnesses the best of both human and artificial intelligence, leveraging them to incredible effect. In practice, Synack's platform uses new algorithmic technology to continuously monitor for detected changes in the digital environment, identify potential vulnerabilities, and engage human researchers to validate these suspect vulnerabilities. Once the researcher has found a true, exploitable vulnerability and it has been externally validated by Synack, detailed reports that include replication and remediation of those vulnerabilities found are displayed in the client portal. This optimized technique of smart scanning and human creativity allows for accelerated remediation and discovery processes, augmenting security teams, and providing new insights and security metrics all year round. Simply put, there is no other security test like this on the market that leverages human and machine intelligence to solve for ever-expanding attack surfaces and vulnerabilities that are inevitable with increasing global digital transformation.

Human hackers are only as good as their technology, and a hacking is made even more dangerous by the equipment that they have access to. By building a platform that utilizes the skillsets of ethical human hackers augmented and supported by machine-powered smart security technology, Synack is able to find and fix security vulnerabilities and flaws faster than hackers can exploit them. Bringing both man



**People at Synack put trust and privacy first, ensuring that in an ever-growing digital world, everybody else can rest assured of their trust and privacy also. Cyber security is one of the most important industries in the world right now, and having the peace of mind that comes from Synack's platform is crucial to safe business online.**

and machine together, Synack is reshaping global cyber security and its testing space. Companies ranging from Fortune 100 to Global 2000, alongside numerous governments and government agencies have successfully used Synack's augmented services to stop countless attacks, many being halted before they have even begun. The Synack Platform makes customers twenty times more effective in scaling up to prevent attacks, increase human intelligence efficiency by 73%, and allows organizations, institutions, and entities protected by the program to address critical vulnerabilities 40% faster.

From aerospace to agriculture, construction to consulting, and telecom to transport, there are fewer and fewer industries in the world that are not looking at digitalization. The necessity for cyber security has never been more prevalent, with more consumers and businesses data in need of protection than ever before. Synack's mission and company culture focuses on this, putting trust and customer protection first in everything. This mission has led to the pioneering of the Secure the Election, Synack Veterans Program, and the Courageous Women in Security initiatives. The Secure the Election

initiative offers pro bono security testing of election systems; the Synack Veterans Program aims to recruit the nation's top defenders for the cyber mission, and the Courageous Women in Security initiative encourages women to speak up for stronger security.

With digitalization happening on a global scale, the future is incredibly bright for the team at Synack, having opened offices in the US, UK, and Asia. Ultimately however, Synack is in the business of trust, both in terms of building it with clients and helping them build it with their customers in turn. At every stage of that trust-building process, both people and security are critical. People at Synack put trust and privacy first, ensuring that in an ever-growing digital world, everybody else can rest assured of their trust and privacy also. Cyber security is one of the most important industries in the world right now, and having the peace of mind that comes from Synack's platform is crucial to safe business online.

**Company:** Synack Inc.  
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# Seat of Success

The importance of the humble chair cannot be overstated. The right chair in the right place can make an everlasting difference to a person's work life and leisure. With over ninety years behind them, the Nightingale Corporation has perfected the art of designing and producing the perfect seat. After success in the Canadian Business Awards, earning the title of Best Bespoke Office Chair Manufacturer 2020, we delve a little deeper into what this company has to offer.



Since 1928, Nightingale has produced the highest quality office seating, and is now recognized as one of North America's oldest continuous manufacturers of office seating. With a commitment to excellence in every regard, this top-notch team has spent years committed to exploring innovative design in the context of office requirements. The results speak for themselves, with a breadth of products that covers over 450 models of chair with over 1000 textile, pattern and colour combinations.

Quality is at the core of Nightingale's work, and the team have perfected their own hand-assembled, high-touch production process to ensure that each chair is constructed to the highest of standards. This consideration and attention to detail is what has brought the company such success. Serving clients in industries such as government, higher education, and the commercial sector means that all of Nightingale's products must have minimal issues, maximized customization, and overall longevity.

To make sure that every product is as good as it can possibly be, the team at Nightingale always place purpose before profit. Only the top designers, engineers and research teams are used to ensure that products are not only good for the body, but good for the planet too. The company is committed to a policy of being 100% landfill free, with facilities powered by wind and solar energy.

The team have created several processes to guarantee exceptional products. The company's Certified In-house Quality-Testing Laboratory serves as an excellent place to explore new embedded features, each designed to ensure that the best available components are used. The Innovation Factory has been set up to further innovate, incubate and develop strategic solutions and features for new and existing products while the Nightingale University is the hub of the sales team. Here, sales representatives are trained, mentored and developed into seating experts, with this knowledge allowing them to engage and effectively communicate the company's superior product portfolio.

Selling a Nightingale chair is straightforward, with the diverse customer base being incredibly loyal to the business. On average, clients stay with Nightingale for fifteen years. This has helped deliver consistent sales growth and protected the business's



EBITDA earnings. Being based in Canada has been a major advantage to the business, with a diverse clientele allowing the team to design for all body types and a diverse workforce providing a range of talents. The manufacturing facility, located just outside Toronto, puts the business within 80% of the population group in Canada as well as within 50% of the population group in the north eastern United States. This has allowed the company impressive access both to North American and global markets.

Growth has also been found in the changing environment within which people work. Shared spaces, and dynamic spaces, have been on the rise, and Nightingale has had to design new chairs which suit this evolving situation. The Trullo™ is designed specifically for shared spaces, while the Next Level Chair is designed for use in the home office. Combining the aesthetics of furniture with the comfort and practicality of an office chair, the NLC is the perfect option for those considering the possibilities of working from home in the long term. Looking forward, the team at Nightingale plan to work more closely with the A&D community to increase people's awareness of the brand. This has already begun, with the Canadian company cultivating new international markets and business alliances in Europe and the Middle East. The nature of Nightingale, and its perpetual reinvention, means that there is always some new development being worked on and investigated in the Innovation Lab.

Built on the keystone of innovation, Nightingale has become a powerhouse for growth. To some, chairs might seem to have been perfected, but Nightingale is proof of the opposite. Although proudly Canadian through and through, it's clear that this business has the potential to look further afield to new horizons, and further success.

 **Nightingale**

Contact: Ed Breen

Website: [www.nightingalechairs.com](http://www.nightingalechairs.com)

# Finding The Best Possible Solutions

Founded in 1999, InXpress is an international shipping and freight consulting firm delivering solutions across the globe. Following their success in the Corporate Excellence Awards 2020, we got in touch with Global Head of Marketing Melanie Spencer to find out more.

**InXpress** is an online provider of shipping services, passionate about making shipping as effortless as possible for all businesses, wherever they are and whatever their needs.

To start, Melanie offers more insight into the firm's specialisms and its client base.

"Built on over 20 years of experience, we've pioneered world-class technology that's disrupting traditional shipping services around the globe. Our breakthrough online portal, Webship Plus, helps our customers save time, hassle and money on their shipping. This easy-to-use software is packed with features, including a carrier comparison service, a bulk upload tool to quickly manage multiple orders and integration with all of the main eCommerce platforms. Besides an innovative platform, we offer international express and import services and domestic shipping services, so whether you need a one off shipment or you process a thousand a day, we've got the global scale to deliver to Australia, France, Germany, USA and more."

"Typically, our client base features SME's and eCommerce businesses with our express and freight services operating throughout the US, Asia Pacific, UK, Africa and Europe. Priding ourselves on people, we are committed to finding the best possible solutions for our clients using innovative technology and a personalised customer service approach."

Since forming in 1999, InXpress have built a reputation for being reliable and committed to finding the most optimum shipping solution for their clients. As Melanie goes on to explain, by demonstrating these values, the word of mouth has got around and as a result the firm's client base has continued to grow. "Saving our customers time, hassle and money is what we pride ourselves on and, through our energetic and results-driven approach we have taken on new work through previous client recommendations."

Currently, the shipping and logistics industry is an extremely competitive one with companies always looking to offer better services at cheaper rates. To distinguish themselves from their competitors, Melanie points out the firm's personal customer service approach is of the upmost importance. "Our strengths lie in our people. With our expert team, we can provide outstanding customer service, unrivalled anywhere else. Ultimately, we care about our customer's parcels as if they were our own."



**"Typically, our client base features SME's and eCommerce businesses with our express and freight services operating throughout the US, Asia Pacific, UK, Africa and Europe. Priding ourselves on people, we are committed to finding the best possible solutions for our clients using innovative technology and a personalised customer service approach."**

As for the company culture in place at InXpress, it's the team's collaborative approach which has seen the firm become a renowned name in the shipping and logistics industry. As Melanie goes on to explain, implementing this approach from top to bottom has been essential. "Our people from franchisees and their teams, to head office staff across the globe are key to our success. Without everyone pulling together, we wouldn't be in the position we are in today."

Finally, Melanie commented on the future of the business and what they hope to achieve in the coming year and beyond.

"Giving back is at the heart of what we do and this year we have big plans to make even more of an impact. In the UK alone we plan to raise £20k for local charities which our

franchise network nominate. Additionally, we are planning a global Gives Back day in June, where the whole network will come together to support a charitable cause. Heading forward, by maintaining our company reputation through our dedication to customer service and attracting new clients, there's no doubt we will continue to move in the right direction."

## InXpress®

Your Promise. Our Business.

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# Well-Versed In Success

Founded in 2004, VerseOne Group is an innovative software and services company, providing complete digital transformation solutions that empower businesses to deliver exemplary customer experience through harnessing the value of their business content. The firm's commitment to innovation with a customer-centric approach has not only grown a loyal customer base of more than 120 organisations, but has also seen it win the title of The UK's Leading Digital Transformation Services Provider – 2020. We take a closer look at the firm's success to learn more.

Servicing more than twenty million people across the United Kingdom through an estimated 250 specialist applications, the VerseOne mission statement is simple: to harness the power of technology to make a positive and meaningful impact on people's lives. At the heart of everything the firm does is accessibility, specialising in building integrated digital solutions to W3C Accessibility Standards on its unified Open Standards software platform. Every one of the customer organisations' key systems are intelligently and seamlessly connected in a way that drives accessibility. This can also help maximise investment made in their existing system whilst offering amazing customer experiences by realising the value of their most valuable asset: their business content.

Any organisation with customers of its own is a potential customer of VerseOne's. Designing solutions that provide an amazing customer experience through effective content management and integrated collaboration and communication, VerseOne champions customers. From its origins in servicing the social housing market, the firm has since diversified into healthcare and local government before now bringing its expertise to bear on the commercial world whilst maintaining dominance in core market sectors. VerseOne approaches every customer with a Total Engagement Programme: a 365 wraparound and consultative approach in which it advises, shares knowledge, and essentially becomes an extension of the organisation. It is a holistic methodology that results in the creation of a best-in-class solution capable of delivering meaningful content.

This is done in a myriad of ways. Firstly, innovation. Blending deep market sector knowledge with the power that new technologies provide allows the team at VerseOne to create best-in-class digital solutions that address business issues and create differentiators through richer and personalised experiences. Secondly, a constantly maintained focus on delivering a customer-centric approach. Close consultation at all stages of the partnership with customers is essential to delivering effective solutions, and ensures the firm continues to extend its knowledge of customers' markets. Finally, as has already been mentioned, is accessibility. Creating a level playing field of engagement for everyone, irrespective of their challenges, VerseOne championing of accessibility ensures every digital solution is just as effective for every client.

In every service that the team at VerseOne delivers, there is a constant focus on three main areas; products, people, and processes. Always staying aligned with the mission statement of making a difference with great technology, the products are designed to be fully integrated, offering organisations easy access to mission-critical information across all their digital services and ensuring brand messages are delivered efficiently and consistently. Moreover, these products are soft-key configurable, empowering customers to tailor solutions without the need for costly and time-consuming custom code, creating immediate cost efficiencies in development and training.

Behind the products is the people and the processes that make VerseOne so unique as a company. Convening together great people who are passionate about empowering exemplary customer experiences was the beginning of VerseOne, and that culture still permeates the workforce today. There is still an ever-growing passion for the products, processes, and sector markets. Those processes have been refined over several decades of cumulative experience in software delivery. Drawn



**With its robust and well-developed plans underpinned by a proven digital platform and supported by a methodical expansion plan, any customer organisation of VerseOne can be confident of successful outcomes and more opportunities in the future.**

together, VerseOne offers all the facets of an effective digital solution to provide a one-stop-shop for complete digital business transformation.

VerseOne's vision of harvesting value from content to empower exemplary customer experiences continues to deepen its relevance as the digital revolution deepens its impact on the lives of people everywhere. With its robust and well-developed plans underpinned by a proven digital platform and supported by a methodical expansion plan, any customer organisation of VerseOne can be confident of successful outcomes and more opportunities in the future.

Company: VerseOne Group  
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# Celebrating Cybersecurity Success!

Phishing attacks are responsible for 46% of corporate network compromises. Playing on emotional reactions, it's easy to blame employees for reacting naturally to a challenging situation. Cofense present a better way to stop this sort of attack. Recognised in Corporate Vision's continuing series of Corporate Excellence awards, achieving Excellence in Phishing Prevention, 2020 – Cybersecurity, we turn our attention to this firm to see just how they do it.

 Phishing attacks have an extraordinary amount of impact on businesses and their employees. Purporting to be authentic, these attacks pray on emotions such as fear and shame. In the light of a major disaster, such as COVID-19, phishing emails follow. Spreading far and fast, the result can be devastating to companies and organizations.

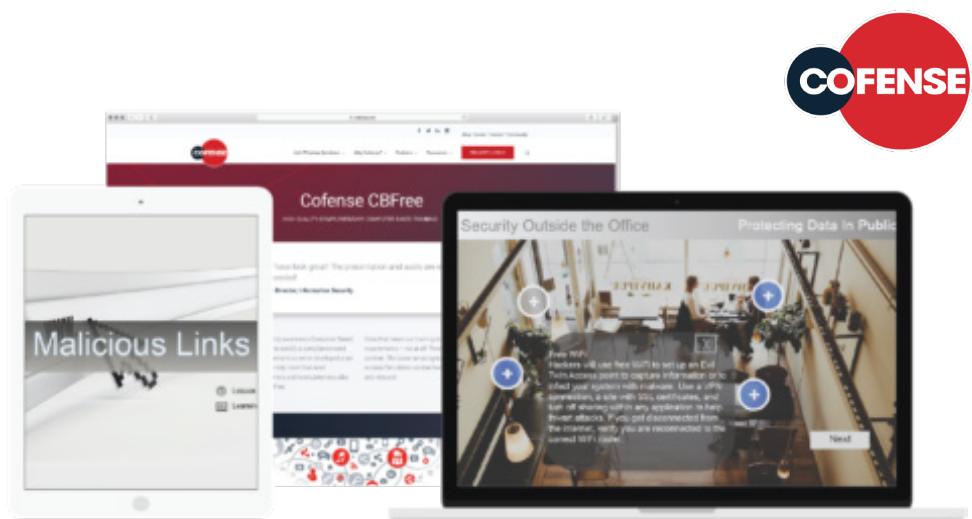
At Cofense, the principle is that users are not the weak link, rather they are the line of defence that ensures no harm comes to a system. While phishing emails can bypass perimeter technology and sail through secure gateways, reports of a phish by a user can make all of the difference. To this end, the Cofense defence covers four different aspects in its approach, those of awareness, detection, response and intelligence. Each has its own different program and systems to support users.

Awareness is covered by Cofense PhishMe, educating and conditioning users to be resilient against phishing. Cofense Reporter and Cofense Triage form the ability to detect, with the programs able to respond to threats in real time, with the ability to analyse and respond to any danger. With the right response being so important, it is possible to place this responsibility in the hands of Cofense experts. Providing support from alert to resolution, this team makes all the difference in an emergency situation.

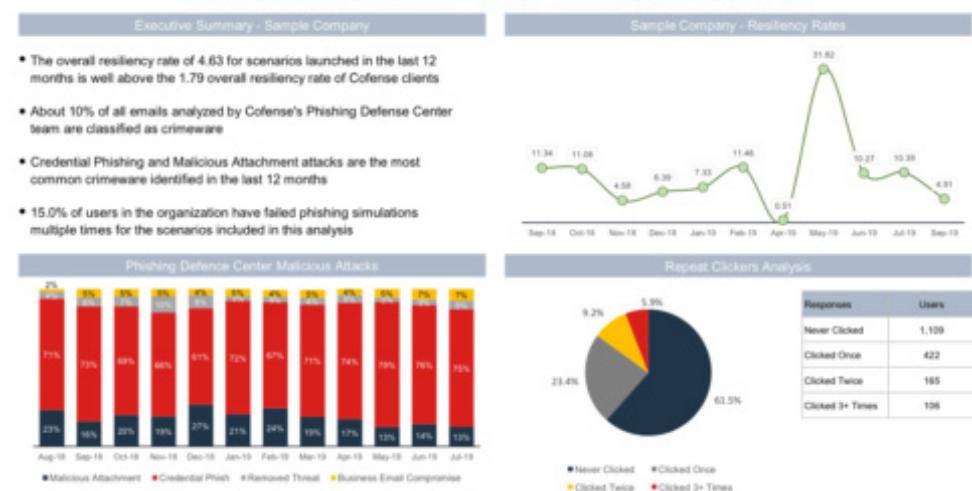
With phishing being one of the most dynamic threats, changing effortlessly to suit different environments, the Cofense team make use of Cofense Intelligence to gather more information in order to make swifter and better judgement calls on behalf of businesses. Instead of reacting to a situation, this approach is a thoroughly proactive one that means Cofense clients remain one step ahead of the scammers.

It's easy to criticize those who fall victim to a phishing scam, but assistance from organizations like Cofense avoid these problems happening in the first place. It's a forward-thinking attitude that has led the team to enviable success.

Company: Cofense  
Contact: Kevin Fliess



## PHISHING DEFENSE DASHBOARD



**With phishing being one of the most dynamic threats, changing effortlessly to suit different environments, the Cofense team make use of Cofense Intelligence to gather more information in order to make swifter and better judgement calls on behalf of businesses. Instead of reacting to a situation, this approach is a thoroughly proactive one that means Cofense clients remain one step ahead of the scammers.**

# Painting the Bigger Picture

On new buildings or restorations, paint is a key factor in creating the best possible finish. With the ability to make a stunning impact, finding the right company to handle this work is crucial. The team at LIME Painting have proven their ability time and time again, ensuring that customers see their property as a canvas to be explored. Worthy winners of Most Outstanding Commercial Painting Company 2020 – Colorado in this year's Corporate Excellence Awards, we look more closely to find out more.



Based in Denver, the team at LIME are unparalleled in their ability to create something beautiful. Not matter what the project, they are always able to find the best way to add some color. Specializing in painting, coatings, and surface restoration for custom homes and businesses, the company has found itself in high demand, and the need for this sort of work doesn't seem to be going anywhere.

The crux of the work that LIME undertakes can be found in the way in which houses are now constructed. Custom properties are now constructed with many different surfaces, each surface with its own rate of deterioration. This means that not only must each surface have its own type of coating to ensure protection in the long run, but complete and effective restoration must be undertaken first to ensure a job well done.

LIME's capable team are more than equipped to handle this work in its entirety. All the way from the initial Visual Reality Consultation to the final project audit, there are few organizations better equipped to manage a project. The use of visual reality is typical of LIME, using the latest in technology to achieve superior results consistently. As a result of this attitude, there is very little beyond the reach of the team creatively, and it means that customers are able to let their imaginations run free on their homes and commercial properties.

In many ways, it's not just the ability to utilize this creative spark that sets LIME above the competition, it's the thoroughness with which they operate. Each of the projects that LIME works on brings its own unique set of challenges. This can include the restoration of stamped concrete, or the modernization of cabinets. Some of the buildings that the LIME team have painted needed a complete retexturing of the walls throughout the entirety of the interior space. LIME's team complete all of this work with an attention to detail, a high level of due diligence and enviable expertise that can only benefit custom property owners of all sorts.

The success of LIME is down to a number of factors, with the use of the industry's highest performing preparation and finishing products. Ensuring that only the best items are used by the team gives customers the assurance that the superb end-results that LIME produces will stand the test of time. By taking a little longer at the beginning of the process, ensuring that the canvas on which the LIME team will create their masterpiece is perfect, the team guarantees an ideal result.

As well as using the best equipment on the market, LIME keeps its standards high by vetting and recruiting only the best artisans. In-house carpenters, masons, gutter specialists, drywall installers mean that every part of a property is constructed to the same high quality, while those who work for the company are considered artisan talent that is to be trained and retained as opposed to used and disposed of as and when.

In all, LIME proposes a way of high-quality work built on solid foundations. Determined to make a lasting impression, it's no surprise that the team have been able to achieve such success with their customized way of operating. It's a credit to the company that more than just providing painting services, they have transformed the way in which people see the industry.



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# Founded on Integrity and Authenticity

Recognized as an industry-leading provider of location-based digital marketing solutions, Brandify helps brands to develop and maintain stronger connections with their customers. Having accumulated years of experience and success within their respected field, we decided to take a closer look at Brandify to discover more about how they established a reputation for being trailblazers in location technology for marketing.

The screenshot displays the Brandify software's user interface. At the top, there are navigation links for 'Locations > Overview' and 'Change Location', along with a 'Last 24 hours' button. Below this is a circular dashboard summary:

Total Live Locations	Live	Pending
<b>945</b>	725	220

Next to it are two tables: 'Locations Status' and 'Data Completeness'.

Locations Status	Value
+ Locations Added	125
- Locations Deleted	30
🕒 Locations updated	85

Data Completeness	Value
NAP	80%
Hours	92%
Website	75%

Below these are search and filter options, including 'Address', 'GMB Status', 'Date Created', 'Proximity', 'Contains text', 'Add Filter', and 'Advanced'. A large 'ADD LOCATION' button is located on the right.

The main area features a map of the Anaheim and Orange regions. It highlights several locations with numbered pins: 1. Anaheim #82, 2. Anaheim #129, 3. Fullerton #3, and 3 locations near 92808. The map also shows major landmarks like Disneyland Park, Angel Stadium of Anaheim, and The Outlets at Orange.

 Since their inception, Brandify have been capturing data, as well as providing strategy and customized solutions to help brands they work with to maximize their online presence, whilst driving customers to their locations. Primarily serving multi-location, enterprise brands who maintain a unified brand across all of their brick and mortar location, Brandify's mission is to connect consumers to brands, a goal they are only able to achieve through their commitment to customer service, as well as the values that support that commitment.

Fulfilling the firm's mission is the talented individuals who are at the core of everything Brandify does. The firm considers the team as the lifeblood of the entire organization. Not only does the team go above and beyond for their clients, but the culture and relationships that

have been established internally were built by the Brandify team.

The culture they have created emphasises entrepreneurship and fostering ideas, which is accomplished through providing a collaborative and open-minded environment where team members can interact. As Brandify continues to grow, so does their team. Which is why the firm are always looking to recruit new additions to the Brandify family who have an open mind to new approaches.

However, it is not just the innovative team which plays a considerable part in Brandify's extraordinary success. As with most companies, Brandify have a broad set of competitors working within the respected industry. As for what sets Corporate Vision's Leading Location Technology for Marketing, 2020 apart from

their competitors, it is the firm's ability to offer a self-aware local marketing technology stack that empowers enterprise brands to execute unique organic and paid strategies at a local level.

Looking ahead to what the future holds for the firm, Brandify have plans in place to introduce a number of new offerings and ideas that have been designed to continue guiding marketers down the ever-changing path of digital marketing. Despite the uncertainty in today's current climate, one thing remains certain - Brandify's ability to go the extra mile for clients and effortlessly exceed their expectations.

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# Celebrating Clear Communications

When it comes to business, communication has become more and more important. Getting the right message out there can make or break a company. When it comes to working with clients, there are few finer than Perceptive Communicators, which is why they have been named as Scotland's Most Outstanding Integrated PR Agency – 2020 in CV's continuing series of Corporate Excellence Awards. We profiled the firm to see how they did it.

Since 2006, Scotland has been home to Perceptive Communicators. Driven by a talented team of PR, marketing, public affairs, event management, market research and social media experts, they have been helping clients to communicate more effectively to better achieve their business goals.

The team's success is built on using the resources that it has carefully. While some agencies put the big guns in to pitch, before passing the work to others, Perceptive Communicators always keeps the same team working on a project throughout. Not only does this build a stronger relationship, but it keeps all members of the team focused on getting the best possible result for a client.

Much of the work that Perceptive Communicators undertakes is in the field of construction and property as well as life sciences and health. This is because the team has experts in these areas, making them uniquely qualified to provide the best results. This approach has been of great benefit to the team, with some clients including large blue-chip brands like Henry Boot Developments, Thermo Fisher and Scottish Water. The team also works alongside start-ups and SMEs such as Construction Scotland Innovation Centre and Homes for Scotland.

With a laser focus on specific areas, reflected in the types of client that is taken on by the agency, the team hold to be considered the consultancy of choice in the industry. It's an aim entirely within the company's sights, as clients are frequently impressed at how Perceptive Communicators' promises are usually exceeded. As much as 98% of the firm's business has come from direct referrals. Working with clients in a crisis situation is where the team have been able to excel, not only achieving incredible results, but staying calm in a stormy situation.

The team are always looking into the latest ways of advertising businesses, with the role of technology playing an important part. The channels of influence are always changing, and vary depending on the sort of client and business that needs help. LinkedIn, for example, is an amazing tool in the right hands, and the team has trained over 1500 people on how to use this for commercial gain. Bespoke training for the media has also been a major part of the work done by Perceptive Communicators, with many companies particularly interested in what can be offered by the team's Parliamentary training. This course passes on decades of learned experience, allowing companies not only to navigate the corridors of Government, but to influence them effectively and prepare for events like Parliamentary or Committee enquiries.

The structure of the company has gone a long way to making the business into a success. Essentially flat in nature, all members of the team have an equal voice in the direction of Perceptive Communicators. The business model of only hiring experts who are experienced in PR as well as having been a client themselves enables the team to easily see the other side of a discussion. It's an empathetic approach that has paid dividends in the long run.



**Working with clients in a crisis situation is where the team have been able to excel, not only achieving incredible results, but staying calm in a stormy situation.**

Needless to say, the future looks bright for Perceptive Communicators, with exciting plans to achieve 20% growth year on year. This will be achieved by specialising in core sectors that the company is familiar with, in order to better gain the trust of businesses within it. As the digital and social media markets continue to play major roles in PR, the company also has an eye on the best way to develop in that direction.

With the role of PR ever more important, businesses must turn to companies that understand their specific needs and their specific markets. This is one of the reasons why Perceptive Communicators has not just succeeded for the last fourteen years, but why it continues to succeed in 2020. Always thinking of the next big step, this is a business that will thrive for years to come.

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# Experience the Digital Revolution

The digital revolution has presented all new possibilities in the world of events and experiences. New technologies such as Virtual Reality have the potential to change the face of events as we know them. DBpixelhouse is a pioneer in the field and has been justifiably seen as one of the world's Recognised Leaders in Interactive Digital Experiences, 2020 – Events in Corporate Vision's Corporate Excellence awards. We took a closer look to find out more.

Digital technology has developed significantly in the last few years. Once seen merely as a tool, it has grown into something more artful, that can be used for a wide range of applications. The team at DBpixelhouse, once an AV rental supplier, has seen the potential of the digital realm, creating something a little different, and far more exciting for those hosting events.

DBpixelhouse is now a provider of immersive digital experiences for events and permanent installations. This content is created for brands and their agencies, and includes technology such as Virtual Event platforms, Augmented Reality, Content Management Systems, Touch Apps, Custom Games, and other multimedia solutions. The team can offer a full-service range of bespoke solutions to clients, not only handling the latest AV tech but the software and content that is displayed on them.

Clearly, then, the business has proven to be incredibly versatile and this is one of the many reasons behind the team's success. Instead of settling into a rut, they actively search for problems to solve, which is what has led the team down this fascinating path. While many other companies are able to offer aspects of DBpixelhouse, no other organisation has combined the elements into one business.

This technology has been popular at events and exhibitions. Originally, clients were purely exhibition design agencies, but as more people learn of their services, the range of clients has broadened and grown. The team has had much work with agencies and directly with brands, with care being taken to ensure that they do not accidentally poach a brand from one of their agencies! Thanks to this effort to broaden the team's outlook, the team is now providing more services for permanent installations such as Customer Experience Centres and retail establishments. While technology is interesting to them, the team don't use technology for the sake of it. Different ways of working are often combined in order to create the most memorable experience.

Throughout its lifetime, DBpixelhouse has been committed to growth and moving forward. This is not just in a financial sense, but in terms of providing more services to clients. With this



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outward looking approach, working with new people, in new industries, in new ways, it is easy to see how the team have been able to develop their business over the last quarter century.

With growth a necessity, our attention turns to the future of DBpixelhouse. The team have made a name for themselves in their offering of immersive experiences, and expect to continue along this line. While starting out in rentals, they are now a content led company, and this approach has given them freedom not only to explore the possibilities of technology, but to better serve clients as a one-stop-shop for all necessary needs. The expansion of the business into Customer Experience Centres has proven very successful, with a permanent experience

area offering clients a multifunctional space that can be used for many purposes beyond immersive digital experiences including meeting venues and staff training.

The experience is key to DBpixelhouse, with every aspect of the company directed at trying to create an experience to remember. It's this approach, using the artistic and the practical, that sets the company apart. It's what keeps clients coming back and what has ensured their incredible success.

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# Winners' Listings

## 2020 Corporate Excellence Awards

### **Gloucestershire's Most Outstanding PR Agency - 2020**

Headon PR Ltd - [www.headonpr.co.uk](http://www.headonpr.co.uk)

### **UK's Most Outstanding Entertainment Specialists, 2020**

Carver PR - [www.carverpr.co.uk](http://www.carverpr.co.uk)

### **Recognised Leaders in Investment Based Residency Solutions, 2020 - UK**

Latitude Consultancy Limited - [www.latitudeworld.com](http://www.latitudeworld.com)

### **Best Independent Business & Finance Management Consultancy - 2020**

Axiom-e Limited - [www.axiom-e.co.uk](http://www.axiom-e.co.uk)

### **UK's Most Outstanding Motivational Speaker, 2020**

Jonathan Bowman-Perks MBE - [www.jonathanperks.com](http://www.jonathanperks.com)

### **Best for Business Consulting and Coaching Solutions, 2020 - Canada**

Avy-Loren Cohen Business Consulting & Coaching - [www.avylorencohen.com](http://www.avylorencohen.com)

### **Most Innovative Business Performance Consultancy, 2020 - Australia**

Human Tribe - [www.humantribe.com.au](http://www.humantribe.com.au)

### **2020's Most Promising Smart Healthcare Technology Solution**

Munevo - [www.munevo.com](http://www.munevo.com)

### **Best for Copywriting Services, 2020 - United Kingdom**

E-Copywriter - [www.e-copywriter.co.uk](http://www.e-copywriter.co.uk)

### **Leading Provider of Data Integrity & Financial Controls Software 2020 - UK**

Gresham Technologies - [www.aspectusgroup.com](http://www.aspectusgroup.com)

### **Most Outstanding Talent Development Coach, 2020 - UK**

James Quinney Coaching - [www.jamesquinney.co.uk](http://www.jamesquinney.co.uk)

### **Most Outstanding Specialist Content Agency, 2020**

Esthan - [www.esthan.com](http://www.esthan.com)

### **Best for Business Coaching and Consulting Solutions, 2020 - Ireland**

TIO Consulting - [www.tioconsulting.ie](http://www.tioconsulting.ie)

### **Leading Provider of Apparel Technology & Restoration Services - 2020**

Textile Restorations - [www.textilerestorations.com](http://www.textilerestorations.com)

### **Most Influential Leader in Corporate Finance 2020 - UK**

FRP Advisory LLP - [www.frpadvisory.com](http://www.frpadvisory.com)

### **Best Wireless Software Development Firm 2020 - Pennsylvania**

Smith Micro Software - [www.smithmicro.com](http://www.smithmicro.com)

### **Leading Provider of IoT Connectivity Solutions 2020 - Denmark**

ConnectedYou - [www.connectedyou.io](http://www.connectedyou.io)

### **Most Outstanding Secure Document Management Solutions, 2020**

iManage RAVN - [www.imanage.com](http://www.imanage.com)

### **Most Outstanding Capital Markets Data Automation Platform - 2020**

Inforalgo - [www.inforalgo.com](http://www.inforalgo.com)

# Winners' Listings

## 2020 Corporate Excellence Awards

**Most Trusted Data Protection Consultancy, 2020 - UK**  
The DPO Centre - [www.dpocentre.com](http://www.dpocentre.com)

**Most Innovative Customer Loyalty Software, 2020 - Missouri**  
RoboRewards - [www.roborewards.com](http://www.roborewards.com)

**Most Outstanding HR & Employer Branding Consultancy - 2020**  
Blu Ivy Group - [www.bluivygroup.com](http://www.bluivygroup.com)

**Most Influential Leader in Corporate Finance 2020 - Spain**  
Aglaia Capital - [www.aglaiacapital.com](http://www.aglaiacapital.com)

**Business Coach of the Year 2020 - United Kingdom**  
Claire Buck Coaching - [www.clairebuck.com](http://www.clairebuck.com)

**Recognised Leader in Career Coaching Services, 2020 - UK**  
Tessa Armstrong Associates - [www.tessaarmstrong.co.uk](http://www.tessaarmstrong.co.uk)

**Most Innovative Smart Energy Management Platform - 2020**  
tiko Energy Solutions - [www.tiko.energy](http://www.tiko.energy)



Most Influential Leader in Corporate Communications 2020 - Egypt





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