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## **After 13 years, startup expects to turn a profit**

### **Infoglide: Market finally catching up with our products**

Austin Business Journal - by [Christopher Calnan](#) ABJ Staff

The market may have finally caught up with Infoglide Software Corp.'s technology.

The Austin-based company that develops a type of data management software has grown slowly since it was founded in 1996, but it is reaching a milestone this year as the popularity of such tools catches on. Company officials say the amount of information that technology has generated may finally have created a demand for Infoglide's product.

This year, the 31-person company is projected to reach profitability for the first time and generate \$6 million to \$8 million in revenue, CEO Michael Shultz said.

Infoglide's software, which the company categorizes as "entity analytics," is designed to ensure that aggregated data is also reliable. The product is designed to enable users to cross check multiple databases to verify identifications.

Although such technology has several applications, it's especially popular with law enforcement agencies that need to identify criminals and fraudulent identities.

In April, the Transportation Security Administration revealed that it was using Infoglide's software to match names from the airlines' watch list with the TSA's Secure Flight program.

This month, Infoglide reached an agreement with the University of Arkansas at Little Rock. Researchers at the university's Entity Resolution and Information Quality Laboratory are planning to use the software for teaching courses in mining today's ever-growing sources of data, officials said.

ERIQ director and professor of information science John Talburt said Infoglide is sponsoring a scholarship and providing an internship for students in his program, which focuses on the emerging science of managing aggregated information.

Such specialization is needed because innovations in collecting information have outpaced the improvements in software needed to manage what is collected, he said.

“It’s kind of reached a tipping point where technology is commoditized, and now we’re being inundated with information. And it’s not always clean,” Talburt said. “The [information technology] world is shifting from the T to the I.”

Talburt established ERIQ in 2005 through an association with the information quality program at the Massachusetts Institute of Technology, he said.

Infoglide officials connected with Talburt and his program during a conference in San Antonio in 2007.

Teaming up with university researchers benefits the company by fueling innovation and improvements to the software while cementing Infoglide’s reputation in the industry, Chief Marketing Officer Bob Barker said.

Infoglide’s technology is based on 50 similarity search algorithms that compare data such as name, gender and date of birth to identify possible relationships.

Within IT networks, access has historically been based on Internet protocol addresses versus user identities. But during the next two years, 30 percent of enterprise IT networks will incorporate what is called “identity aware” technology, research firm Gartner Inc. projects.

Several large technology makers, including IBM Corp., develop entity analytics software among their suite of products. But only a few pure-play software makers, including Colorado-based Silver Creek Systems Inc., sell such software.

In a related business, the identity management market is projected to grow from nearly \$2.6 billion in 2006 to more than \$12.3 billion in 2014, according to Massachusetts-based Forrester Research Inc.

Infoglide has garnered \$26 million in venture capital since it was founded 12 years ago.

Investors include Austin-based Sanchez Capital Partners LP, Connecticut-based CCP Equity Partners (previously called Conning Capital Partners LP), Connecticut-based Stone Point Capital LLC (previously called MMC Capital Inc.) and North Carolina-based Intersouth Partners LP, its lead investor.

The steady decrease in storage costs has fueled the demand for data management tools, Shultz said.

“The ubiquitous nature and relative cost of storage has created mountains and mountains of data,” Shultz said. “Now the question is, What’s in the data? The technology Infoglide has developed since 1996 is now front and center.”