

WIRELESS CONNECTIVITY MEANS BIG GAINS

IRAP Atlantic / Nunavut CONSILIENT Technologies Corp. St. John's, Newfoundland

Until recently, when New York City firefighters, NASA Jet Propulsion Lab scientists, or Oracle Corporation executives were on the road, their email and other mission-critical information was stuck at home. It was an information bottleneck that was costly and frustrating.

But it was also a great market opportunity—one that St. John's, Newfoundland-based CONSILIENT® was eager to grab. With support from the National Research Council Industrial Research Assistance Program (NRC-IRAP), the market-driven start-up is developing proprietary software technology that provides customers with unparalleled wireless connectivity.

Consilient was founded in 2000 by successful Newfoundland IT veterans Rod White (Director) and Trevor Adey (President). Their initial vision involved leveraging their wireless communications experience to provide large organizations with turnkey wireless solutions that bundled third-party applications, mobile devices, and airtime.

But when Consilient's salespeople hit the pavement, they heard another story: the popular BlackBerry PDA made by Research-In-Motion (RIM), did not support the Novell GroupWise email system. This system is used by about 15-per cent of the email market, mostly large government organizations and corporations.

irap-pari.nrc-cnrc.gc.ca
1-877-994-4727



Consilient President Trevor Adey and Prime Minister Paul Martin

Consilient went after this "unserved connectivity" niche. The question was how to capitalize on the opportunity? It would require R&D, and while the Canadian average for venture capital is about \$750 per capita, in Newfoundland it's a mere \$20.

"There's no way we'd be where we are without NRC-IRAP," says Adey. "Their support was an extremely important factor that facilitated the hiring of Consilient's initial core R&D team and enabled us to lay the groundwork for our successful Consilient2 product."

continued ...



A federal initiative, NRC-IRAP works closely with all kinds of innovative small and medium-sized enterprises, helping them grow their businesses, increase their competitiveness, and enhance their impact in the marketplace.

Developed and rolled-out in 12 months, Consilient2 software provides the full BlackBerry experience for clients with Novell GroupWise, and now Oracle and Sun Microsystems email packages.

Consilient's customers range from officials in the Newfoundland government to U.S. Department of Justice officials in Washington D.C. The Consilient2 product alone has helped increase company revenues by an annual average of 165-per cent since 2001. Consilient has also raised more than \$1 million from private angel investors in the province.

But Adey says the company's real strength lies in the strong relationships it has developed with the giants of the IT sector, from RIM to Oracle, and recently cell-phone leader Nokia, and wireless carriers, including AT&T Wireless Services.

With ongoing NRC-IRAP involvement, Consilient is developing Consilient3: a market-broadening next-

generation software version that will provide users with the mobile extension of business applications using push technology.

And Adey believes there's room for greater connectivity in Consilient's relationship with NRC-IRAP. "A big thing for us is working with an organization that truly understands the innovation process," says Adey. "We're looking to NRC for technology mentors who can determine if there are ways we can improve our R&D."

www.consilient.com

There's no way we'd be where we are without NRC-IRAP. Their support was an extremely important factor that facilitated the hiring of Consilient's initial core R&D team and enabled us to lay the groundwork for our successful Consilient2 product.

Trevor Adey
President
CONSILIENT Technologies Group

Guiding Innovators
to Success



National Research
Council Canada

Conseil national
de recherches Canada

Canada