

# Innovation Ireland



**IRELAND ONLINE:  
A GUIDE TO IRISH EXCELLENCE AT LE WEB**

Enterprise Ireland is the **IRISH STATE DEVELOPMENT AGENCY** focused on transforming Irish industry. Our core mission is to accelerate the development of **WORLD-CLASS IRISH COMPANIES** to achieve strong positions in global markets resulting in increased national and regional prosperity. We work closely with international buyers to identify and introduce them to Irish suppliers who can best meet their needs.

Speaking in October this year, Enterprise Ireland's CEO Frank Ryan stated that by 2020, 70% of Irish exports will be in traded services and for this digital infrastructure will be a prerequisite.

Frank Ryan said it is vital Ireland as a country takes advantage of the strong global telecoms and internet ecosystem in the country, which comprises global telephony giants Vodafone, 3 and O2, as well as global technology companies like Microsoft, Google, Facebook and Intel. "Allied with this is the world-class research teams that are basing themselves here and the work of world-class research centres like DERI and TSSG."

The Economist Intelligence Unit (EIU) ranks Ireland in 17th place in a global scoreboard of digital economic activity. That's one place ahead on the previous year's score in 2009, within a whisker of the UK's ranking (14) and ahead of leading European economies such as Germany (18) and France (20).

Ireland is home to a vibrant Internet ecosystem. In Skype founder and Atomico CEO Niklas Zennstrom's words "The technology revolution today is not dependent on Silicon Valley, there's no reason why the next Google or Skype can't come from Ireland." Ireland has created real firepower in its technology companies and the opportunities the industry presents for entrepreneurs and the economy at large are significant. Dublin has been described by some as the new internet capital of Europe – Google, Facebook, Microsoft, Zynga, Amazon, Yahoo, IBM, Intel and HP are there. Other cities like Cork boasts Apple since 1984, Limerick and Dublin still have important functions for Dell and Galway has had Nortel, now Avaya, in the city for more than 30 years and now has landed a major operation from EA Games. It's no surprise that along with these global Internet giants comes a growing community of innovative Irish start up companies with exciting B2B and B2C solutions.

Enterprise Ireland supports a dynamic and growing cluster of companies in the Internet space. In 2008, 40% of the overall software start-ups that EI supported were Internet related.

Ireland has a number of notable successes in this space and is reputed for the industry's innovation. To name but a few of the 'clever people' behind Irish Internet success stories, Ray Nolan with Web Reservations (hostelworld.com), Colm Lyon with Realex, Dylan Collins with Jolt Online...

The following is a cross-section of Irish companies, which represent the **CURRENT INNOVATIONS** and **SOLUTIONS** for the online community.



## Cauwill Technologies

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**NOMINATED FOR LE WEB'S START UP COMPETITION 2010**

### PRODUCTS & SERVICES

PinPoints helps you easily navigate to places. PinPoints does this by programming the navigation software on your smartphone with just one click.

The clever thing about PinPoints is that on mobile devices it figures out, in realtime (no need to download anything), what type of phone it is and what navigation software is available. It works on all the Smartphone platforms.

A PinPoint can be delivered to a smartphone by SMS, Email or social network and works just like a URL e.g. <http://directions.to/leweb>

PinPoints is used by business that needs a way to describe a location to their customers. This is a need that exists across a range of business from the travel sector e.g. Hotels & guesthouses to commercial businesses e.g. hairdressers & florists.

### KEY CUSTOMERS

- Aró
- Wales Tourism UK
- Rendezvous353
- Mobanode
- uMobilize
- TravelAce

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## Teamwork PM

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**THE BEST WAY TO MANAGE TASKS, PEOPLE AND PROJECTS ONLINE.**

### PRODUCTS & SERVICES

Based in Cork, Ireland, TeamworkPM is an online project management software application that helps teams work together more productively online. The SAAS web based collaboration tool has an easy to use interface that neatly manages tasks, time and resources within one easy-to-use dashboard.

TeamworkPM helps manage projects, teams and clients by fostering the sharing of ideas, notes and files. The end result is that teams stay focused, plan effectively and meet deadlines.

### KEY CUSTOMERS

Universal, Hawaiian Airlines, Pfizer, University of Texas

### KEY FEATURES

- Key Benefit: Deliver projects On-Time
- Key Benefit: Collaborate
- Task Management
- Milestone Tracking
- Messages
- File Management
- Time Tracking
- Manage People & Contacts
- Notebooks (store important information)
- Calendar
- Customisation
- iPhone Integration
- 3rd Party Integration e.g. Freshbooks
- Powerful Secure API
- Amazing Customer Support
- Low cost

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FEEDHENRY™

## FeedHenry

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### **FEEDHENRY MAKES ENTERPRISE MOBILITY EASY AND AFFORDABLE.**

FeedHenry provides end-to-end solutions for the development, deployment, integration and management of mobile business applications in the cloud.

With a single click, native business apps can be deployed across all smartphones, tablets, web devices and social networks. FeedHenry's unique technology supports these business apps through server-side functionality which includes business logic and storage, access control, secure integration, api management, and lifecycle analytics....all in the cloud.

Organisations can quickly build scalable mobile app solutions that integrate securely with internal IT systems and business processes, all made affordable by transparent on-demand pricing.

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## Gruupy.com

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Gruupy.com was established to become the leading buying community for consumer electronics in Europe. With free shipping anywhere in Western Europe supported by our extensive logistics backend, Gruupy.com delivers one highly targeted deal every day.

Using our group-buying platform and proven social game techniques, we are rapidly growing to become the leading destination for fans of gadgets and consumer electronics. Although still in Beta, Gruupy.com has already become the leading site of its type in Ireland.

Gruupy.com was founded by a team of serial Internet entrepreneurs, Philip Meagher (CEO), Mike Brennan (CTO), Paul Abbott (Director) and Dylan Collins (Chairman). Gruupy.com is based in Dublin, Ireland. The team has been involved in a range of Internet companies in the consumer, online gaming and ecommerce space.

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# Miximo

## Miximo (Infacta)

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Infacta Ltd (founded in 2001) designs, develops, markets, sells and supports group messaging solutions. The company's flagship product, the multi award winning GroupMail, makes communication management easy by allowing users to send highly targeted personalized e-mail messages to large groups of recipients.

Infacta has a client base of +60,000 customers in 160 countries. The US and Europe account for approximately 40% of total sales each, with the remaining 20% being spread across the rest of the world.

Infacta products and services are valuable to individuals and organisations in every industry and geographic region who communicate electronically. Some larger organisations that have already purchased Infacta's products and/or services include Tier 1 companies such as Dell, HP, Adobe, Microsoft, Sony & Intel. However, there are also a large number of individual users of GroupMail. Currently sales are shared 70/30 between business and consumer users.

Infacta is self-funded and growing organically into a sustainable, profitable business.

In addition, PollDaddy was developed, managed and financed in late 2006 within Infacta. It is an online service that allows users to create polls and place them on their websites, blogs, social networking profiles etc. for free and is now the number one provider of polls on the internet. Polldaddy was spun off into its own company in early 2008 and was later acquired by US-based Automattic.

### MIXIMO

Group Communication Simplified. SMS. Email. Social.

Miximo doesn't change the way people communicate, it makes the process smarter, easier and more affordable. Share your messages on Twitter, add your signup form to Facebook, link to your Salesforce contacts and more. Connect with your audience.

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# LouderVoice

## Customer Reviews

### Loudervoice

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LouderVoice is Europe's leading provider of customer reviews solutions to SMEs. A simple review on a website becomes a powerful Sales, Feedback, SEO and Social Commerce tool when powered by LouderVoice.

The company has clients in the UK, USA and Ireland in the areas of hospitality, e-retail, local services and entertainment. From small businesses like Puddleducks and West Cork Hotel to global brands like Riverdance and Klipsch, LouderVoice's solutions work everywhere.

As the only reviews system globally to seamlessly integrate On-Site Reviews, Social Media and SMS, LouderVoice's clients know that its customers can give invaluable feedback by whatever means they like.

LouderVoice recently became the sole vendor of e-commerce customer reviews solutions to WSI, the world's largest Internet consulting firm with over 1500 franchisees worldwide.

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## MXSweep

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MXSweep is a global provider of SaaS security services including email security, email archiving, content control, email compliance and disaster recovery services for the SME, corporate and public sector markets.

MXSweep's cloud services are provided through online SaaS provisioning and billing platforms to SaaS distributors and resellers to provide to its customers.

MXSweep provides its partners with a unique commercial offering and a simple entry point into the fastest growing SaaS market and its customers with business critical services requiring no upfront investment or commitment.

MXSweep is a privately held company based in Dublin, Ireland with established SaaS distribution partners in UK/Ireland, Scandinavia, Benelux, Germany, France and the US.

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## Realex Payments

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Many of the world's largest and best businesses use Realex Payments to process their online payments. Realex process approx €10bn worth of online payments for thousands of online retailers across Europe. Its clients include Virgin Atlantic, Vodafone, Party Poker and HMV Tickets.

Realex helps you optimise the online payment process. The company can connect you to a large number of financial institutions; provide you with tools for managing fraud, currency conversion and all at highly competitive prices.

With clients in thirty countries across the world, Realex Payments is positioned to provide you with the best in payment gateway services and expertise. So if you are selling online for the first time or looking for a better payment gateway for an existing high volume business - talk to Realex.

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## Temetra

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Temetra is a web based service for meter reading, meter data management, analysis and billing. Specializing in extended data available from automatic meter reading systems, Temetra is the most widely used meter reading system for water in Ireland, and provider of gas meter data management to industrial and commercial gas users in Ireland, including end-user access through customer portal meter.ie

### PRODUCTS & SERVICES

- Cloud-based meter data management
- Handheld meter reading using low power RF
- GSM-based meter reading (SMS & GPRS)
- Integrated billing and issue management services

### KEY BENEFITS

- Provides latest technology to small networks using Internet delivery
- Fully managed service, with transparent, per-endpoint pricing
- Vendor neutral system integration with leading AMR technologies
- Hosted, internet based service, allowing secure access from the field
- Scalable data management suitable for high volume meter data collection

### KEY CLIENTS

20 Local Authorities in Ireland for water metering, including Kerry, Kilkenny, Cork City, Limerick City & County etc.

Bord Gáis Networks for I&C metering.

Guernsey Water

### PARTNERS

System integration for: Itron, Iskraemeco, Gero, Elster, Elgas, Telic

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THE WORLD'S TRUSTED NETWORK OF PEOPLE WITH SKILLS

## Weedle

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### OPPORTUNITY

Weedle represents an opportunity to create a massively scalable and highly profitable global social utility. There are billions of people with skills worldwide. There are billions of people searching for someone who has a particular skill. But currently, there is no large scale, simple way of connecting people with skills to the people who need them, within a trusted environment. Weedle solves this problem, enabling a more "efficient market" in which a supply of human skill is easily connected to demand for human skill – to the betterment of its users' lives and with disruptive effects on existing alternatives.

### OVERVIEW

Founded in 2009, Weedle is a social utility that connects people with skills to the people who need them. Weedle combines semantic web, algorithmic skill search and social graph technologies which are developed in-house, with input from University College Dublin, Clarity Research Centre. Weedle enables anyone to sign up, connect with the people they know and to leverage their trusted connections to find people who have the skills they need and also; to get found by people who need their skills. Skill types of all descriptions are represented and Weedle has users in over 160 countries.

Weedle is first to market with a large scale social utility for connecting people with skills to the people who need them, within a trusted environment. Whereas there exists no direct competitor to Weedle, companies such as Google, Angie's List, SkillWho, eLance and oDesk are, to a greater or lesser extent, currently used by users to find people with skills. However, none replicates the core usefulness, functionality or technology approach of Weedle.

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## Worky

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Next time a potential employer or business contact googles you, make sure they see your Worky profile not your Facebook one!

Worky.com allows individuals build their professional presence online. Member profiles are promoted on search engines, and within the network, helping users source new opportunities including jobs, customers and new business.

The platform, available online and as a mobile app, comprises:

- Maximum coverage on search engines for your profile
- Detailed traffic analysis showing who is visiting your profile, and when
- Automatic job matching against over 2 million jobs
- Reference and recommendation engine
- Comprehensive messaging and networking features
- Optional yourname.com registration and hosting

Companies too can showcase products, attract followers and advertise job vacancies on Worky for free. Jobs are automatically matched against members' talents and can be promoted to selected members for a small fee.

### KEY CLIENTS

Real Insights, RevaHealth.com, HR Locker,

X Communications, Echolibre, and Hostelworld.com.

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