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Bringing to market their LightsOn™ solution, combining advanced 3D Visual Graphic Technology with Integrated Search Capabilities, Vizualiiz Inc. is enabling Datacenter Managers and Executives to more easily Understand and Track their Assets

Vizualiiz Inc.
17311 135th Avenue NE
Suite B200
Woodinville, WA 98072
Phone: 425-368-1806
www.vizualiiz.com

**Bob Cartwright
President**

**Craig Kelly
Chief Technology Officer**

**Business Services
Data Management**

BIO:
Bob Cartwright is the President and Craig Kelly the CTO of Vizualiiz, a technology company focused on innovative solutions that make asset management faster, easier and more affordable.

About Vizualiiz Inc.:
Founded in 2010, privately held Vizualiiz created the patent-pending LightsOn™ solution to help companies redefine how data center assets are managed by using innovative, 21st century technology to improve efficiency and reduce costs. LightsOn combines advanced 3D visual graphic technology with integrated search capabilities, to provide fast access to asset details and enable informed decision-making. The technology agnostic solution supports new ways of rapidly collecting and inputting asset details into the database, including capturing details from assets tagged with RFID or barcodes using wireless, hand-held tablets, speeding asset audit times from days to minutes and improving accuracy. The turnkey solution includes completely integrated software and is delivered via SaaS or premise-based with hands on support.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Kelly, Visualiiz is asset management at our fingertips; would you tell us what you do?
Mr. Kelly: Our main direction here is to use various tagging technology such as RFID to help enable datacen-

ter managers and executives more easily and understand and track their assets in their datacenter. Not only just standard server assets, but also spare component assets within their spares room. We can track this information and provide a 3-D virtual view of their datacenter and an easy web browser format.

CEOCFO: You mentioned RFID; what are some of the other techniques that you are able to use?
Mr. Kelly: We have a centralized lights-on application where people can use their web browsers, go into the application and get status about their assets. We also provide tablet-based and mobile-based platforms for use within the datacenters. Why this is critical is that you need good workflow process in the datacenters to ensure that your data maintenance is to the highest level. If you do your first initial inventory with RFID but you do not continue to use tools and process to keep that data up to date and it gets old very quickly, the value decreases dramatically. We use modern tablets and mobile devices for use by the datacenter operators to make it very easy for them to keep their data up to date.

CEOCFO: Are most datacenters aware they have a problem?
Mr. Kelly: Yes, it is known that in order to find a particular asset, we actually have this out of a study; it can be quite cumbersome and huge. At times there are studies that say it takes up to 24 hours to find a single asset because assets move within a datacenter, there is no process.
Mr. Cartwright: They did a service on datacenter managers and 26% of

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the datacenter managers told a survey that it took them one minute to find an asset, 54% of the datacenter managers that were interviewed said four hours, and then 20% said one day or more. They call these ghost servers and you cannot locate them in the datacenter. What the schools are providing, we can scan up to 1500 assets within ten minutes and go through an audit. The goal behind that is to simplify these audits, make them quick and accurate and then find these ghost servers out there that many of the customers are actually paying maintenance on, and they are not even in the datacenter. The tool itself internally, the report writer we put together, the 3-D tool we put together, all help datacenter managers actually track the assets with much more information. Not only is it the RFID we are tracking, but it is who owns those assets. It is about where they are located, how much heat they are putting out and how much power they are using, their age, when the maintenance agreement coming up and if there are any leases out there. The basic tool which has been developed is a simple, easy to integrate, turnkey, which only takes about an hour to learn how to use the tool and be an expert.

CEOCFO: Is there anything about these assets that you would like to be able to track, or is in the works that you just have not quite put in place yet?
Mr. Cartwright: We actually meet with our customers on a weekly basis and we use them as our technology advisors. Our customers are the best source to identifying additional enhancements to the product. As we meet, we prioritize those recommendations, we put them into a punch list and we vote on them as a company.
Mr. Kelly: We have been developing this for a couple years and it is a broad product at this point. I think without direct customer feedback and input, we can keep developing even a broader product. We do not know until a customer tells us, what points we are missing. That is where we are

now, these fine points that to them is huge leverage, very obvious to them and for us easy to implement and enhance.
Mr. Cartwright: A good example is a customer that had issues with tracking their spares and their datacenter cages across the US, which was a large entertainment company. Based on their requirements, we built another module to layer up on top of and actually we are seeing a great deal of traction with companies that want to track their inventory and spares from the purchase order all the way into the assets that we are actually tracking. The product itself is solid and has been production for over a year and a half now. The idea of starting this technology was put on the table about nine years ago and we shelved it then because at about six months later, at that point the technology RFID and

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> **- Craig Kelly**

the scanners cost too much and it did not work very well. About three and a half years ago we took it back off the shelf and the technology has caught up now, it is less expensive, small and easy to work with, and they have many more tools that we can integrate in there for scanning and monitoring assets with the technology.

CEOCFO: Is theft an issue?
Mr. Kelly: One of the issues that we found is many of these companies initially believe that they have a theft problem and what turns out in the end, it is not actually theft or devious behavior, it is actually employees just trying to do the right thing but maybe not in a correct process. While we can help with theft, what we are best is keeping the honest employees honest and that is the bigger problem. With security and theft, when you start tracking assets, you find that is not

the problem, the problem is really process.

CEOCFO: Are the companies excited to find out they can know where everything is?
Mr. Kelly: Yes and especially spares management, there are cages inside these datacenters that have spare parts. Some of these companies thought why are employees steeling all these little blanking plates that are worth like a dime, and as it turns out they are not stealing them, they are using them and they just do not know where they have gone. In our spares management product set, we can actually help the customers track where all their spare parts are going. It is sad that they jump to the conclusion that there is theft, when in reality, it is not the case.
Mr. Cartwright: Our customers and the customers we are introducing this to, get really excited about it because they can see the value. We met with a large telco today and they are going through doing their audits. I do not know how many times year they do audits, but they are on their last datacenter and it is going to take just for that one datacenter four to five days. There are three people on the audit. We showed them this and one of the ladies in the meeting said "Wow, I could be sitting at home doing this."

CEOCFO: How do you reach potential customers?
Mr. Cartwright: We have business relationships out there already. This is our second company we started. We are still a large company from Dimension Systems, which is about a $40 million company. My wife and I own both companies. We have a huge customer base that we are able to go in and network and to set up meetings and calls. We brought in a huge resource that has been in the marketplace for twenty years and he has been doing an excellent job in reaching out, not only just the Pacific Northwest, but he has been reaching out across the United States. We

have talked to some large companies out there.

Mr. Kelly: I think the big change over the last few months is it seems we have consolidated a sharp focus on the sales business side and it is starting to pay off.

CEOCFO: What is the piece that you have figured out, which is a barrier to entry?

Mr. Kelly: We have been out to a number of potential candidate companies and we have run into companies that have tried to implement RFID asset tracking. What typically happened is a vendor has sold them this RFID tracking system, installed their software, dropped off a bunch of RFID tags and said go at it. The big barrier is it scares companies to death to do that first initial ground truth inventory and put the RFID tags on the systems themselves. We approach that as a service we deliver with our product. We do that initial tagging. We have an application we use internally, specifically built for our own use to go out to customers and do that tagging for them. Once we get that initial tagging done, we provide them the tools to ensure that the data is kept up to date. Many companies are scared to death to do that first initial ground truth inventory. They do not really know what is out there and they are in some ways afraid to apply the resources and time to get that initial inventory dead.

Mr. Cartwright: Cost is really important and you see these large companies come in and sell these asset management or inventory management solutions. Ours is a better, easier, faster and accurate. We have put together solution where we are going to talk to customers and they will have three different vendors tied all together from different manufacturers to do the same thing as we do with one solution. We can do all the different apps on our software platform and it is done efficiently with the product.

Mr. Kelly: The other differentiator is our focus. We are deeply and devoutly focused on the datacenter asset management. Many of these 1410 projects, the status and information management systems, are very broad priced and they do everything from soup to nuts. Typically what they do only semi well is the actual asset management piece, they do a good job on cable tray layouts, power distributions system management, building management. What we have always tried to do here is keep that very explicit focus on asset management of datacenters and I think that is where we are different. There are many of these software companies

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out there trying to be really broad and solve all datacenter problems.

CEOCFO: How does your system work?

Mr. Kelly: It is per software package and then we charge based on how many assets they have and that is the big pieces, going in and doing the datacenter scrubbing. There is the expense of buying the assets. Our focus now it is all about customer service and working with new clients and bringing on new customers.

Mr. Cartwright: It is pretty much license for the software and a per asset charge.

Mr. Kelly: I was told by one of my clients when I told him what they maintenance was going to be, he asked me "Who do you think you are, Oracle?"

Mr. Cartwright: We listen to the customers and we are very cost effective. We are running a small team here, very frugal. Our costs are very low. My wife's focus was we are going to sell this and have great customers and it will be much less expensive than others. We will gain market share that way.

CEOCFO: What is ahead a year or to down the line?

Mr. Kelly: We will focus on the enterprise customers. Government vertical looks interesting to us. We are also looking at some new technology that is coming out for tagging assets, very different approach.

Mr. Cartwright: Our roadmap is about three to six months out. High priority is three months. Six months is the lower priority and then we reevaluate the new technology. The RFID technology is getting smaller and less expensive. We are going to be able to add more value to our product and then the technology can be read through metal and water. We have an advantage over anybody that just wants to start out at the gate and start deploying RFID.

CEOCFO: Why should the business and investment community pay attention to Vizualize?

Mr. Kelly: They should pay attention because of the growth that we will be having. We are privately funded, so we do not have any investors. We are going to be on the radar and we have already had companies call us and ask us about investments. I had a company ask me to sell this technology. This is built for customer service and down the road if it is the right growth, we are going to take it.

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