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Savi Hires Data Analytics Expert

New owners, new promotions, and a new expert in data analytics to strengthen Savi Technology.

Since **Savi Technology** was purchased by **LaSalle Capital** last year [See *SCAN/DCR 11/16/12*], the company has been moving at lightning speed, under the direction of Savi CEO Bill Clark, to make the necessary changes that will enable the company to move forward. For nearly a year, while the company was on the sales block, Savi operated in stealth mode. Clark told *SCAN/DCR*, "We're now ready to take back our proper place in the market."



Bill Clark, CEO, Savi Technology.

"It feels good...more settled," said the Savi leader. "We've spent the past six months working on our market strategies. We've promoted a number of members of our team who have worked so hard for us during the sometimes exasperating moments while we were waiting for the acquisition to finalize. And, we recently added Andy Souder as SVP of Products & Strategy."

[Editor's note: In early March 2013, Savi named Brian Daum SVP and Chief Financial Officer.]

Some of the promotions include:

- Jay Birch, Vice President, Software Engineering
- James Costello, Vice President and General Counsel
- Rosemary Johnston, Vice President, Business Operations
- Mitch Miller, Vice President, Professional Services.

Souder will oversee Savi's solution strategy including the hardware and software engineering teams, product management, and market management. He is also a member of the Savi Technology executive team. Prior to joining Savi, Souder was Chief Technology Officer and VP of Emerging Technologies at **Clarity Solution Group**, a data and analytics organization recognized as one of the *Inc. 500/5000* Fastest Growing Companies. At Clarity, Souder led the vision, development, and execution of Clarity's product development and solutions strategy including two SaaS-based big data/data science offerings.

"The world is looking for more sophistication in the global supply chain," said Clark. "It is no longer a simple matter of knowing where something is. Businesses want to know what condition an item is in, what temperature it is being stored at, and what has happened to the item that could affect its performance or usability. But, with all this in mind, the real question is: 'What do we do with all this data?' The advent of big data was the reasoning behind our hiring of Andy."

"We are really just beginning to realize how many ways we can use sensor data," Clark continued. "One of the most important new trends today is predictive analytics—using data to predict what will happen next and then to make the appropriate response. Savi is right in the middle of this. As we move forward, we will be more hardware agnostic than ever before...."

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CEO, Savi Technology.**

"We are really just beginning to realize how many ways we can use sensor data," Clark continued. "One of the most important new trends today is predictive analytics—using data to predict what will happen next and then to make the appropriate response. Savi is right in the middle of this. As we move forward, we will be more hardware agnostic than ever before. Quite simply, we will use whatever is best for the application needs, regardless of what hardware technology that may be. The right solution will always start with software. With Savi's Smart Chain offering, users can take advantage of any device, any protocol. Software must support all tags. It must also support various types of wireless technologies, like Wi-Fi and Bluetooth. You need both."

The new hire

Souder was hired partly to bring the software and hardware groups under one leader. In addition, he will help drive Savi's product vision, strategy, and development teams.

"Sensor data comprises one of the key technologies driving the explosion of data," said Souder. "Savi's sensor-based analytics not only capture, structure, and organize this New Data, they give enterprises the ability to access, analyze, and learn from that data in ways previously impossible."

Commenting on the appointment, Clark told *SCAN/DCR*, "There are a lot of people out there with significant hardware skills. Some also have software skills. And, there are people who have Big Data/analytics skills. But not many people have expertise in all areas. Andy does. Solutions must be customer-centric. Andy can help us live this model."

"I've been doing this for 25 years," added Souder. "I've been fortunate to work with some very innovative companies that helped establish Big Data technology and data analytics. In addition, I have served as an advisor to many companies. In general, people have no idea how to get started with the implementation of a Big Data system. There are two important components: the network and the sensor data. Savi has the sensor data."

Taking it to the streets

Assuming Savi has everything in place to be a leader in these markets, our next question was: "How do you intend to take your message/products to the streets?" Clark told us, "Starting this month, Savi will be much more of an outbound company. We are going to reach out to our customers and let them know what we have to offer."



Andy Souder, SVP of Products & Strategy, Savi Technology.

"The government is very familiar with Savi," he continued. "We are a longtime supplier to the DoD. With the technologies we have today, we can solve problems that were unsolvable five years ago."

Clark went on to say that Savi has direct sales teams for Europe, Australia, and the United States. It has representatives that are dedicated to government and commercial sectors. Savi is also working on the development of a strong channel system. Clark's goal is to expand both the channel and the company's product portfolio."

Exciting times

We've had a many interviews with Clark over the years, and we can't remember a time when he seemed more pleased with Savi. "These are really exciting times," he stated. "We're recruiting great employees. We have a fully staffed hardware team that is coming up with new ideas every day. The old-time Savi employees are really fired up. They're not just excited about our LF/433 MHz technology; much of their excitement has to do with the new management and new owners."

"Late last year, we introduced new 'System on a Chip'-based offerings," he continued. "They offer improved performance, improved battery life, and improved reliability. They are approved by the DoD and are now being delivered and implemented."

Mobility a key issue

Clark noted that, as the demand for mobility increases, mobile technology is improving. He said that tablets and smart phones are lowering the entry costs for companies going mobile.

"Mobile solutions really are what customers seem to be most interested in," said Clark. "And, there are a number of AIDC companies with some really great products. The DoD is very happy with Savi because we offer industry-standard products from a number of vendors. That said, it always comes back to software. There are a lot of tags/sensors on the market. The key is to have a software platform that enables users to take advantage of the best benefits of each technology. And, you need the software to tie everything together and help determine how best to use the data for predictive analytics."

"Sometimes, it can be really important to look at information gathered over a long period of time," he continued. "There is a lot of value in historical information. For instance, in fleet management, you can look at fuel efficiencies. How many times did the driver stop? What route did he take? Did he have to come back to headquarters for something? When you look at all these things as a whole, you can get a new view of what is going on. We've had the concept for this type of analysis. Andy will help us take it to real life."

Closing

As we neared the end of our interview, Souder told us, "Customer info leads to predictive planning. We are building intelligence into our systems. Savi has the tools. Now, the company is putting them to good use. These emerging technologies keep me energized."

"Savi helped pioneer active RFID tracking," said Clark. "A lot has happened over the years. Today, we are once again emerging as a major player. And I wanted to add that we welcome all technology partners who may be interested in working with us."

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