

BRUCE LINTON, CEO MARTELLO TECHNOLOGIES



November holds Global Entrepreneurship Week (November 17-23), during which campaigns are held in cities all over the world to celebrate and encourage healthy entrepreneurial ecosystems. This month's Spotlight subject is a prime example of the entrepreneurial spirit at work.

Bruce Linton is the CEO of Martello Technologies, a private company founded in 2009 that develops fault and performance management software for unified communications (UC) systems, with a specialization in Mitel UC solutions. Under Bruce's leadership, Martello has experienced tremendous growth and exposure in both domestic and international markets.

He has been a founder, CEO and board member at a wide variety of enterprises and is a member of the Board of Thermal Energy International, a TSX-V listed company. In addition, Bruce was the General Manager and Re-Founder of ComputerLand.ca, President and

Co-Founder of webHancer Corp., and part of the establishing team at CrossKeys Systems Corporation.

Q: WHAT SPECIFIC SERVICES DO YOU OFFER?

Our MarWatch software monitors the performance of UC equipment around the clock, and alerts IT staff to issues that are predictive of failure. To facilitate faster, more cost-effective problem resolution, the software offers secure remote access to this equipment from any location. The result is a more proactive approach that prevents downtime rather than reacting to it.

Q: YOU WORK CLOSELY WITH MITEL. HOW DOES THE MARWATCH PLATFORM BENEFIT MITEL PARTNERS?

Mitel partners operate in a challenging and competitive business environment. Network complexity has grown with the shift towards cloud-hosted solutions, yet the customer's expectation of reliability is high. MarWatch helps Mitel partners manage these networks more easily. The inclusion of MarWatch within Mitel's cloud offering, Premium Software Assurance subscription and remote monitoring service makes it even easier for partners to deliver a high level of service quality to their customers.

Q: HOW HAS THE LAST YEAR IMPACTED MARTELLO TECHNOLOGIES?

It's been a big year. Mitel's merger with Aastra has opened up new markets for us, and we're ramping up product development to address them. In fact, we're actively recruiting programmers

at all levels right now. We're well-positioned to support Mitel's combined product portfolio: we recently closed an external finance round, and our longstanding partnership with Mitel means we understand its needs, platforms and customer-base.

Q: HOW HAS BEING IN THE KANATA NORTH BUSINESS COMMUNITY BENEFITED YOUR BUSINESS?

I have always operated in Kanata, from my first job at Newbridge, to relocating Clearford Industries to Kanata on Legget Drive.

It's a signal to potential visitors that you are part of a larger, technology-driven community, and your business is where it should be. It's a strong community, with innovators and global leaders. It's the place to be. 

WHAT ARE YOUR TOP THREE PIECES OF ADVICE TO OTHER ENTREPRENEURS?

My top three pieces of advice to entrepreneurs would be:

1. **Go to events and network.**
It's critical to build your network.
2. **Have a Plan A, and a Plan K.**
Assume that Plan A is a great starting point, but you may not find success until Plan K. Continue to persevere.
3. **Define your problem.**
Determine the challenges of your sector, and customize your solution.