

MARTELLO TECHNOLOGIES GRABS NO. 1 SPOT ON OBJ'S LIST OF OTTAWA'S FASTEST GROWING COMPANIES WITH OVER 600% GROWTH IN THREE SHORT YEARS!

Martello Technologies is a private company that was founded in 2009. Headquartered in Kanata North on March Road, the company has enjoyed tremendous growth and success, hitting the top spot as [Ottawa's fastest growing company](#). The Company develops fault-, performance- and configuration-management solutions for unified communications (UC) systems, with a specialization in Mitel UC solutions. We contacted them to ask them about their success.

Q: WHAT DOES THE TITLE OF #1 FASTEST GROWING COMPANY MEAN TO MARTELLO TECHNOLOGIES?

It's significant in two ways: for Martello, it validates our business model and opportunity. Our opportunity is in the shift towards cloud-hosted UC and the need for solutions to manage performance, and our business model centers around the value of a strategic partner like Mitel that is experiencing significant growth.

More broadly, in the context of recent positive developments in the local tech community like Shopify's IPO, it's a nod to how start-ups like Martello are competing globally and contributing economically. Technology SMEs are an engine of skilled job growth in this region, and we're glad that the Fastest Growing Companies recognition can shine a light on that.

Q: CAN YOU TELL US WHAT WAS INSTRUMENTAL IN CONTRIBUTING TO THE GROWTH OF THE COMPANY?

To some extent, we were in the right place at the right time – but to be successful, we needed to do the right things. We recognized that the industry was shifting towards cloud-

hosted voice solutions, which are more complex in terms of management. We positioned our software-as-a-service to help service providers deliver reliable performance more easily, reducing their churn and allowing them to be more competitive.

Of course, Mitel's growth has also positively impacted us, expanding our addressable market and giving us access to the customer feedback that has helped us improve the product.

Q: ARE THERE ANY NEW ACQUISITIONS IN THE FORESEEABLE FUTURE?

We acquired Netvitesse, a French software company last year. That allowed us to consolidate complementary technology and knowledge to enhance our offering to Mitel's customers.

Recognizing the significant opportunity that exists in network and performance management within Mitel's ecosystem, we have an aggressive business plan. That may include future acquisitions to rapidly layer on new capabilities to address this market.

Q: YOUR PARTNERSHIP WITH MITEL SEEMS TO BE WORKING QUITE WELL. WHAT WOULD YOU SAY IS A KEY INGREDIENT TO BUILDING A LASTING PARTNERSHIP?

We've leveraged our close relationship to Mitel to better understand their customers over the last six years: what their pain points are and how we can help. As Mitel grows through acquisitions and their expertise in cloud-hosted solutions, we've committed to continually evolving our




product to ensure the software always delivers value. We've invested time and effort to develop knowledge through working closely with these customers and with Mitel.

Q: WHAT ARE SOME THE UNIQUE FEATURES OF YOUR MARWATCH 5.0 PLATFORM?

Our **new platform** is designed to address the shift towards cloud-hosted UC solutions managed by service providers. We implemented a multi-tenant structure to the software that allows service providers, resellers and end customers to each access the types of data and features they need most. We've also expanded testing tools, helping MarWatch users to not only detect problems but address them more easily and quickly.

Q: ANY OTHER PROJECTS ON THE HORIZON WE SHOULD BE AWARE OF?

We'll add new device support and capabilities to MarWatch, addressing Mitel's growing customer base. Very soon resellers of the MiVoice MX-ONE (a product of Mitel's Astra acquisition) communications server will have access to MarWatch to monitor and manage the performance of these systems, which will expand our footprint in Europe. User-configurable SNMP support, coming this summer, will add significant value. Any SNMP device on a customer's network (think printers, switches, routers, servers etc.) can be monitored by MarWatch once it is configured by the user. We'll continue to expand capabilities that help address and prevent problems, including testing and analytics. 

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