

## TECH

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devices that power charity auctions, customer software for medical labs, and sales proposal software.

Initial public offerings or nine-figure buyouts aren't likely imminent.

"It's unreasonable to expect every year to have a big IPO," said Don Aquilano, managing director of investment firm Allos Ventures. "Those companies are more than a decade in the making—a 15-year overnight success."

But the firms below are finding success in their niches, giving owners and investors hope of big things to come.

**Scale Computing**

Jeff Ready started and sold two companies in Silicon Valley before he moved home to Indiana in 2006.

After returning, he had a thought: Maybe he could try the same thing in Indiana.

Ready and his business partners, Scott Loughmiller and Jason Collier, had an idea based on a problem they encountered with their previous businesses, advertising software firm Radiate and spam blocker Corvigo.

Midsized companies struggled to find computer servers, storage devices and virtual hardware elaborate enough to fit the businesses' needs, but not too complex or expensive.

"They're using low-end [equipment] because it's cheaper," said Ready, 39. "Or they have to learn the complexities of big-enterprise software, even though they don't need all those things."

Shoving entire computer systems onto a cloud network doesn't always work because of security and costs with pay-as-you-go models.

That's where the men came up with the idea for Scale Computing and its "data center in a box." The device—about the size of a piece of checked luggage—handles a company's network needs for a single, upfront payment that starts at \$25,500.

Forbes reported the company had \$5 million in revenue in 2010, when the magazine in 2011 deemed Scale one of the nation's "Most Promising Companies." Announcements since then have routinely referred to "record" quarterly results, but the company is silent on actual numbers.

Scale, which launched in 2007, landed \$43 million in outside funding from 2009 to 2012. That puts the firm behind only ExactTarget (\$214.9 million) and Angie's List (\$53.6 million) in the state of Indiana, according to IBJ data.

Stephen Hourigan, CEO of Scale investor Elevate Ventures, said the company has "disrupted" major competitors, such as cloud network provider Amazon Web

**Scale Computing****CEO:****Jeff Ready****Founded:**  
**2009****Employees:**  
**about 70****Investments:**  
**\$43 million**

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*Don Aquilano, Allos Ventures managing director*

centers, which typically charge monthly subscriptions. For a midsize business, that can run thousands of dollars each month.

**Orbis Education**

Twenty years working for Roche Diagnostics and medical supplier CCS Medical meant Daniel Briggs kept a close eye on the health care providers who were his customers.

He quickly picked up on a growing demand for nurses.

In 2007, he and two silent partners launched Orbis Education. The company develops software that nursing schools use to train their students. It lets them update their curriculums quicker as they try to get more nurses into the profession to keep up with the growing need.

"It's not just about the technology and the software," Briggs said. "It was, 'How can we help hospitals and universities address a growing concern?'"

More than 1,000 students at Marian University in Indianapolis, Northeastern University in Boston, and Roseman University of Health Sciences in Henderson, Nev., among other schools, have used the software.

"Each school has its own, unique curriculum and the technology allows them to do it quicker," said Briggs, 53.

Investors have put their faith in Orbis as it grows in a \$4 billion-per-year health-care-education market.

In 2012, Orbis collected Indiana's largest private investment round, worth \$24.3 million. The company also secured \$8 million in 2010.

Briggs would not discuss revenue, but the company expects sales to double annually over the next several years.

Locally, the firm has grown to about 60 employees who work in an office in Carmel along North Meridian Street. Nearly 100 more employees are scattered among the six states where Orbis operates.

**BidPal**

When you run a publicly traded company that eventually sells for \$200 million, you get a lot of invitations to charity events.

Scott Webber knows. He ran Software Artistry, the city's first publicly traded software firm, before IBM bought it in 1997.

Rising to executive ranks at the software firm meant he spent much of his free time attending charity auctions. His wife organized several of them.

ers—or flat-out elbow people out of their way.

That's why Webber, when presented with a chance to invest in BidPal, considered it and took the plunge. He's now the company's chairman and CEO.

"Lo and behold, I find that every year plus or minus \$300 billion is raised by these organizations," said Webber, 60.

BidPal develops software used for bid-

ding in charitable auctions. The program either loads onto smartphones or onto iPod Touches that the company provides to not-for-profits. The company boasts it can raise auctions' revenue an average of 40 percent—and often higher.

The firm, founded in 2007 by Harris Turner, was the fastest-growing business in Indiana last year, according to Inc. magazine. Its revenue shot to \$10.2 million from \$231,000 in 2009.

Webber's experience, combined with that of the rest of his management team, lured investors to a firm that claims little competition in a massive market, said Aquilano, of Allos Ventures, a BidPal investor.

"With the advent of cellular, there's been a handful of young companies that have come up and sort of compete on the mobile bidding at a silent auction," he said. "But if you take the top four players to come out of the woodworks, all their revenues combined are smaller than what BidPal was."

**Hc1**

Doctors and technicians in medical labs have no trouble plying their craft. But managing documents and communication with customers can get a bit messy, a problem entrepreneur Brad Bostic set out to solve.

"The final catalyst for it was a friend in private equity acquired a lab," said Bostic, 38. "It confirmed the issue with lack of relationship management was really prevalent."

Bostic, a co-founder of ChaCha Search Inc. in Carmel, began operating Bostec Corp. in 1997 in Zionsville. The company underwent an identity change in 2012 by changing its name to hc1.com Inc. and moving to northern Indianapolis.

Hc1's software provides a dashboard setup to manage medical documents, bills and other records for labs, radiology clinics and, Bostic hopes, entire hospital systems someday. The program also yields data for customers to use, such as information on physicians' productivity.

**BidPal Inc. CEO:**  
**Scott Webber****Founded:**  
**2008****Employees:**  
**about 100****Investments:**  
**\$7.6 million**