

FOR IMMEDIATE RELEASE

PACT Announces Phorum 2017 Demo Pit Finalists

Eleven technology startups set to compete for 'Phorum Phorward' Best-In-Show Recognition

Philadelphia, April 10, 2017 – [PACT](#), the Philadelphia Alliance for Capital and Technologies, today announced the finalists for the popular Demo Pit at Phorum 2017, its annual enterprise technology strategy conference. This year, eleven startup companies from the Mid-Atlantic region will demonstrate their cutting-edge technologies and compete for Phorum 2017, Phorum Phorward “Best in Show” award.

51maps

51maps.com

51maps allows organizations easy access to their entire application portfolio to run on consumer devices in a manner that is more secure than locked down PC's behind the firewall, delivering a seamless, native feeling, role-based experience on any device. Its application bus technology securely integrates any application (legacy, custom, cloud, or native) without changing source code allowing employees to pass information between disparate applications. The audit capability allows organizations to gain visibility, down to individual key strokes, around all user activity for the purposes of fraud investigation, productivity improvement, training, time & motion studies and much more.

DivvyCloud

Divvycloud.com

DivvyCloud software enables enterprises to achieve their cloud computing goals by simplifying and automating security, compliance and cost optimization of public and private cloud infrastructure. Using DivvyCloud, customers leverage programmatic Bots to identify and remediate common cloud problems in real time. DivvyCloud was founded by veteran technologists who understand first hand what is necessary to succeed in today's fast-changing, multi-cloud world.

Fishtown Analytics

Fishtownanalytics.com

Fishtown Analytics is building a modern workflow for data analysts. Its product, dbt (data build tool), helps analysts write modular, high-quality analytic code by borrowing elements of the software development workflow. dbt is open-source, and used in production today by analytics teams at Casper, Seatgeek, Credible and dozens of other companies.

Journey Sales

Jouneysales.com

Journey Sales makes it easier for your customers to buy with Smart Rooms, an Account-Based Selling solution built on Salesforce®. Smart Rooms are private customer experiences built for each account and opportunity, where buying and selling teams can engage, collaborate and build consensus. With Smart Rooms, enterprises create personalized buying experiences for their strategic accounts at scale and

build deeper relationships for improved cross-sell and upsell opportunities. Executives receive deep insight into accounts of who is most engaged and what they are engaging with to predictably close more valuable deals.

Pulse Infoframe

Pulseinfoframe.com

Focusing on rare disease, cancer and patient reported outcomes, Pulse Infoframe, a data insights and precision knowledge company, delivers real-time analytics and visualization to advance knowledge, improve outcomes, generate real-world evidence and accelerate time-to-value. Pulse Infoframe, a 21st Century asset for healthcare, uses its software to capture and aggregate data from multiple sources, making it available to relevant stakeholders and offering numerous benefits including dramatically improved efficiency, productivity and collaboration, which are required for value-based care.

RiskLens

RiskLens

RiskLens empowers large enterprises and government organizations to manage cyber risk from the business perspective by quantifying it in dollars and cents. As the leading provider of risk quantification software, RiskLens enables its customers to understand their cyber risk exposure in financial terms, prioritize their risk mitigations, measure the ROI of their security investments, and optimize their cyber insurance coverage. RiskLens is the only cyber risk quantification software purpose-built on FAIR, the only standard quantitative model for cyber security and operational risk.

TimelinePI

Timelinepi.com

TimelinePI is a SAAS-based analytics and visualization platform that provides a new approach to understanding operational data in the context of its related business processes. Using its patent-pending Timeline Analysis approach to analyze event data, TimelinePI accepts event data from any number of systems and automatically reconstructs the underlying business process logic behind the data. A variety of pre-built analyses to quantify process performance, identify process execution issues and perform root cause analysis are available to users. The TimelinePI platform also supports operational monitoring through its continuous assessment of new event data to determine if any adverse conditions occur and can immediately notify business operations personnel so they can act.

TopBox

topbox.io

Founded by customer experience industry veterans, TopBox was created to fill the void of customer contact analytic solutions that yield truly actionable insights and a clear ROI. TopBox's cloud-based application analyzes your customer interactions by automatically transcribing, interrogating and categorizing them to reveal the root cause of customer experience, product, sales, marketing and operational problems. With a subscription pricing model, easy installation, unlimited user licenses, and an intuitive user interface, TopBox is unlike anything on the market.

VitalTrax

Vitaltrax.net

VitalTrax is transforming the clinical trial experience for patients, sites and study teams. VitalTrax delivers a complete patient engagement and data collection solution comprising an enterprise web application for study teams and a mobile application for patients. VitalTrax delivers Wing Enterprise, a cloud-based solution for clinical study teams to set up, recruit patients and run trials efficiently and effortlessly. VitalTrax also offers Wing, a mobile application that transforms the patient experience during the trial from the beginning to the end.

Widget Brain

<http://widgetbrain.com/>

Widget Brain is passionate about creating smart solutions that have a real impact on daily life: algorithms that lower CO2, improve recycling rates, deliver faster, prevent critical failures and decide autonomously. Widget Brain is ambitious in achieving its vision of the future - a connected universe of things, capable of outperforming everything else in the analogue world in terms of superior service, lowest costs, and compatibility with other smart devices. They cover the full digital ecosystem, including smarter cities, smarter factories, and smarter supply chains. Its customers use Widget Brain software to monitor their water pumps to detect leaks, forecast fill rates in waste containers to optimize service routes, and collect usage data to monitor equipment and predict maintenance moments.

Wylei

Wylei.com

Wylei is pioneering the use of AI and Machine Learning to change the way marketers connect with consumers by dynamically assembling content, optimizing each creative, and enabling personalization at scale. With the first predictive video solution on the market, a patented dynamic content assembly engine, and proprietary machine learning technology, Wylei drives dramatic conversion lifts and customer engagement with video, email, web, social, and mobile marketing campaigns and now Facebook Predictive Ad campaigns. At the same time, our solutions learn for you. Wylei ingests and processes massive amounts of data in real-time, enabling micro, on-demand segmentation and predicts the optimal variation of content, assembles it in real-time and delivers it to the right person, at the right moment. Wylei has partnered with and counts as clients some of the largest companies in the world and proves over and over again the power of AI to achieve the highest marketing ROI.

“Attendees look forward to the Demo Pit competition every year,” said [Sean Dowling](#), Vice President of Osage Partners and a member of the Demo Pit selection committee. “This year’s group of finalists offers a fresh glimpse of companies solving real-world problems. Each year, our pool of participants grows and it makes the selection process even harder. We have a tremendous group for Phorum 2017 and are excited for them to take the stage and share their stories with attendees.”

Phorum 2017 Demo Pit judges include David Drahms, Partner, Osage Venture Partners; Lisa McCann, Principal, Enterprise Shared Services of Information Technology and Security, Vanguard; and Robert J. Moore, Chairman, Stitch. The Demo Pit is sponsored by Osage Partners.

Hosted by PACT and sponsored by Fairmount Partners and [LiquidHub](#), *Phorum 2017: Digitizing the Enterprise – The Future is Now*, will feature lightning talks and panel discussions by industry analysts,

technology visionaries and business executives including Geoffrey Moore, Peter Coffee, Liz Herbert, Mukhtar Ahmed and others.

For the latest details, agenda and other details about Phorum 2017 or to reserve your ticket, please visit PhorumPhilly.com.

About Phorum

Phorum is an annual technology strategy conference that gathers the Nation's leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation's most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on what is new. For more on Phorum or to purchase tickets for Phorum 2017, visit www.phorumphilly.com.

About Philadelphia Alliance for Capital and Technologies (PACT)

PACT's vision is to be the go-to resource for fast growing companies, and a driver of entrepreneurship and innovation in the Philadelphia region. PACT provides its members with valuable content and connections to capital, coaching, and customers that will accelerate their growth and success, and to collaborate with other organizations to drive innovation and entrepreneurship in the region.
www.philadelphiapact.com

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