

## Unified Mobile Engagement Platform Addressing the BYOD Dilemma

**Technology**  
**Bring Your Own Device (BYOB)**

**AtomOrbit**  
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**Seth Talbott**  
**CEO**

**BIO:** Seth is a serial entrepreneur who started his career in IT and software development over fifteen years ago. Over that span Seth has run a global data center for a major software company, been CEO of a group of award winning medical clinics and founded numerous companies including AtomOrbit which recently VentureBeat named as one of the most innovative Early-stage Startups in the 2013 Innovation Showdown in Cloud software. He has been all over the world to consult and advise with some of the largest companies in the world, including AT&T, Microsoft, Vodafone, Citi, Wells Fargo, Target, and the British Ministry of Defense, just to name a few. He was named one of the “40 Under 40” most innovative business leaders of 2012 by the Puget Sound Business Journal. Seth is on the Board of Directors for the Bellevue Chamber of

Commerce and the NW Next Leadership Council.

**About AtomOrbit:**

AtomOrbit, makes of TeamFusion, provides a unified mobile engagement platform utilizing HTML5, enabling workers to access privileged enterprise applications and data in a compelling and intuitive way, while using their own mobile devices. The thrust is to help enterprises solve the Bring Your Own Device (BYOD) dilemma, both by driving employee productivity through a centralized and more effective user experience in accessing corporate information across devices, while also reducing enterprise costs in delivering corporate apps across employee owned devices.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Talbott, what is the concept at AtomOrbit?

**Mr. Talbott:** The enterprise has spent thirty years building a mountain of infrastructure around the PC. Now, as users are spending less than 40% of their time in front of it, the applications that they need to get to do their jobs are not accessible on the devices they carry with them throughout the day. At AtomOrbit, we are singularly focused on the BYOD—the “bring your own device”—problem that is plaguing the enterprise right now. We provide a single login and a single workspace—one place where you can get to your legacy application data and your cloud data. It also provides a development platform that solution providers can use to meet the custom needs of the enterprise. Now you have one workspace where you can engage with your SAP reports, approve timecards,

get to Salesforce reports and access proprietary applications. We have a device agnostic, in-browser platform that allows you get to your key business data and engage with it so that you are not trapped behind the PC to do your job. We make software that lets enterprise users actually get work done on their mobile devices.

**CEOCFO:** What were some of the largest technological challenges and how were you able to find solutions?

**Mr. Talbott:** The largest challenge was making the browser feel like a native app installed on the phones and tablets. The gesture based controls and the engagement of the product in a way that felt like a native app rather than a web page was by far the biggest challenge. We put an insane amount of time in making sure that the gesture based features worked well and we have our product optimized for many screen resolutions. If you are on an iPhone, one of those gigantic tablets or a desktop, it feels awesome. It seems simple, but it was actually quite complicated.

**CEOCFO:** Would you tell us about security?

**Mr. Talbott:** We utilize existing Active Directory and LDAP permission-based security protocols, the same protocols that companies are already using for desktop and laptop access. We designed our platform to snap into with whatever security protocols are already in place rather than force IT to jump through another set of hoops. Secondly, unlike our competitors, we do not force the users or IT to install anything on the client device. There are no plugins or apps to install; we deliver everything through the device's native browser. All of our competitors have come up with proprietary brows-

ers that they claim are more secure than the browsers that come with the device, like Safari, Google Chrome, Microsoft Internet Explorer or FireFox. I personally find it amusing because they never backup the claim of being more secure with any proof, study or external verification, they just make a claim and hope that no one looks into it any further. I think that it is kind of funny to suggest to an industry that you are going to do a better job making a secure browser compared to billion dollar industry titans and then do nothing to show that your browser is more secure.

**CEOCFO:** What is happening with your service?

**Mr. Talbott:** We just launched our first publicly available version about two months ago and we are seeing great traction through our channel partners.

We made this version of the product specifically with our channel partners in mind so that they we set them up to deliver engaging solutions, quickly and profitably. We are in the process of building our third version right now and we should have some announcements soon regarding that.

**CEOCFO:** What is the competitive landscape?

**Mr. Talbott:** There are a couple of companies that are providing a dashboard or workspace that aggregates data from different sources, but there are some major differences that I think are going to be a problem for them. First, all of them are highly proprietary and make it incredibly difficult to develop on, if they allow it at all. A couple of them make claims of using HTML5 for development but all of them rely on a proprietary application that you have to install on the client device in order to access the data. Channel partners are not going to adopt that solution for big enterprise customers, period. Who in their right mind is going to dump millions of dollars into a highly proprietary system when you can develop in HTML5 that uses open technologies and is future facing? Why would you risk developing in a closed system that only works with one vendor when you can develop in HTML5 that will work

on any device and on any platform? Our platform is pure HTML5 that is delivered through the native browser and because we do that we open up the potential solutions that channel partners can deliver because we don't get in the way of development process. Secondly, we see a lot of HTML5 development tools for helping companies take their old legacy applications and convert them into HTML5 so that they can be used on any device. The problem is that, outside of TeamFusion, there are not any great ways of engaging with these HTML5 applications. You have these CIOs that have invested a fortune into these infrastructures, but users are engaging with them less. When we look at the competitive landscape, there is not a good middleware solution that is addressing the BYOD issue in a way that is improving engagement. Users are

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begging for solutions that make it easier to do their jobs with the devices that they already have with them without a bunch of IT hoops to jump through. We make it so that you can use your phone and tablet to do your job instead of being shackled to the PC. That is our goal; any device, anywhere they are, one login, one place to go.

**CEOCFO:** Did you have an “aha” moment?

**Mr. Talbott:** Our background came from SharePoint. SharePoint is this amazing middleware product from Microsoft but people are increasingly not wanting to use it. Basically, almost every Enterprise company uses it, but there is a mountain of studies that show that users don't want to use it and the mobile experience is lacking. Companies are spending a ton of money trying to make it more engaging. We made our first version just trying to make SharePoint more engag-

ing but we did not address the BYOD issue by making our platform dynamic and responsive so that it looked incredible on any device size. Along the way we saw a sea of competitors tackling one niche problem at a time but as results they were creating a patchwork of kludgy applications with horrible User Interfaces. We saw a seas of ugly enterprise applications, all separate and lacking any cohesion, or as we call it Browser Tab Hell. It is a fragmented user experience. That is the core problem that we are tackling; we provide this unified user experience platform that has a lot of out of the box functionality that Solution Providers, regardless of size, can create custom HTML5 applications and seamlessly blend them into our platform. We were just named by VentureBeat as one of the most innovative, early stage startups in the cloud

space, and while we were done in San Francisco we heard a lot of talk about the cloud, but zero discussion about the user experience. How are the users going to access all of these new cloud-based applications? No one said a single word about it. There is a ton of noise about the backend systems to host

these cloud applications, but practically no discussion about improving user engagement, and engagement is a huge issue for the enterprise right now. That is the opportunity that we are attacking.

**CEOCFO:** Is there a common thread to the companies who are using your service?

**Mr. Talbott:** Right now we have Juniper Networks and Microsoft. Bigger customers are definitely looking at our solution for the reasons that I mentioned before. They are customers who are aware that they have to do something about the mobile devices that everyone is bringing to work and they have this massive infrastructure that cannot currently be accessed from them. Our target company is a Fortune 1000 company who has a BYOD problem and is looking for a way to substantiate their existing infrastructure investment. Our solution does not

force companies to change the hybrid nature of their onsite or cloud data whatsoever. TeamFusion works with data from behind the firewall and in the cloud in a seamless way that is totally transparent to the user.

**CEOCFO:** Was that your intention originally, or was it more opportunistic when you saw interest from the larger companies?

**Mr. Talbott:** Initially we were trying to create a product that replaced expensive portal customization. That was our original idea. As a standalone it did not go anywhere, even though that is one major benefit with our platform. It was not compelling enough for solution providers to use because they are a time and materials shop, and when

you come to a time and material shop and say, "Hey, I can save you time and materials," that does not always go very far. We found that the sales guys loved it but the dev managers hated it because they feared that their billables would suffer. We had to make sure that we positioned it in a way that both sides of the house had the right motive, and that took a while to navigate.

**CEOCFO:** Why does AtomOrbit stand out to investors and people in the business community?

**Mr. Talbott:** We have an amazing team and our strategic attack at this massive enterprise opportunity is distinct from our competitors in significant ways. We are the only one in this mar-

ket space who is delivering a compelling and true HTML5 browser-based experience using open technologies that are future proofed for CIOs. We know that companies need to do something about this BYOD problem and it needs to be device agnostic so that CIOs can be confident that it is going to work in ten years. TeamFusion unleashes the productivity of your users with a platform that they actually want to use. We have a distinct edge in providing an app-like, sexy engagement experience on the mobile phone to solve some of the problems that are very high on the CIO's problem lists. We are uniquely positioned to solve that with TeamFusion.



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