

Bringing to market the Leading Investigative Analytics and Pattern Detection Solution for Network Security and Fraud Detection LYNXeon, 21CT Inc. is using Smart Technology to help Enterprises, the DoD and the Intelligence Communities Secure the World

**Business Services
Analytics**

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**Irene Williams
CEO**

BIO:

As CEO of 21CT, Ms. Williams draws on her 25 years in executive leadership to direct the company's strategy, growth, and operations. Ms. Williams joined 21CT in 2005, where she catalyzed the inception of LYNXeon, the company's flagship product. She oversaw and nurtured the growth of LYNXeon from concept to prototype to general availability, while ensuring other divisional growth in R&D and customized development. By 2007, she had grown overall revenue by over 50% for each preceding year, and increased profits by over 300%. By 2012, she helped grow LYNXeon

revenue and profit by over 100% and expanded the solution into new verticals. Since 2010, she has been responsible for the company's largest multi-million dollar accounts, and continues to make customer satisfaction her number one mission.

Prior to 21CT, Ms. Williams led operations at a venture-backed telecommunications startup in Austin. She has held numerous executive and legal positions at Fortune 100 and start-up companies in Los Angeles, Austin, Asia, and the Middle East. She handled complex M&A transactions in Korea for a year during the country's financial crisis of 1997. She negotiated acquisition deals for Sony Pictures Entertainment in Los Angeles, and spent a year in Kuwait after the first Gulf War representing the Kuwaiti government on its United Nations damage claims against Iraq.

Ms. Williams has a B.S. with Highest Honors from The University of Texas at Austin and a J.D. from The University of Texas School of Law. She serves on the board for the Long Center for the Performing Arts and the Austin Children's Shelter. She co-founded several women's groups for the arts and the underprivileged and teaches Spanish as a volunteer. She speaks often on business leadership and STEM education.

About 21CT Inc.:

21CT was founded in 1999 with a simple principle: create cutting-edge technology solutions that unleash actionable insights within data to secure the world. Started as an innovation incubator serving the Department of

Defense and intelligence communities, 21CT has taken the patented technologies created in its Research & Development labs and created LYNXeon, the leading investigative analytics and pattern detection solution for network security and fraud detection.

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

CEOCFO: Ms. Williams, what is the concept of 21CT?

Ms. Williams: 21CT is a software company that was founded on the premise of using smart technology to secure your world and doing that by unleashing the power of data and letting the data lead you to finding answers.

CEOCFO: How do you implement that concept?

Ms. Williams: In simple terms we sell software to the enterprise and to the federal and state governments. It is analysis and visualization software. I will backup and talk about the problems that we solve and I will tell you how the software helps customers to solve those problems and challenges. The challenges are in three key verticals but it is all around security. When I say secure your world I know that sounds like marketing speak, but there is deep meaning and purpose behind those words. You care about analytics and visualization which are sort of trumped up and overused words and they are applied in many different contexts whether it is Google trying to analyze data or Facebook trying to analyze data for purposes of

marketing and advertising so it is more targeted and specific. Our whole approach and our whole mission behind analyzing data is so that we can help customers do one of three things and that is either find bad guys so a big problem domain that we live in is helping entities and organizations find suspicious actors who are up to nefarious activity whether it is domestic crime or terrorism or fraud. It is a man-hunting problem of how do I understand and who is behind this bad act. Those are historical roots and that is what the problem was originally designed to do which was to help the DoD and Intel organizations find persons of interest. The second area and problem domain that we help customers solve is in the area of cyber security and this is where every organization and every enterprise has data in the network already whether it is net flow or a variety of other data sources because your IT organization is doing all the right things and is purchasing products to secure your networks because you do not want to be the next one that is in the paper about a hack or compromise, stolen IP, etcetera. The idea is to be able to fuse all these different data sources that are already in the network that you have and to allow you to hunt through the data to see what is in it and to explore, analyze and dissect it so that you can understand first of all what your network looks like. You will know who is in it that is not supposed to be in it because I guarantee you there is activity in there that is going on that should not. How did they get in and what did they take as well as what you can do to prevent it from happening again. It is a very rich and powerful exploration platform that we give the companies so that they can answer the questions so that they can be more secure from the network security perspective. The third problem domain that we use or that we solve with our technology is fraud and it goes from state government to the enterprise, so if you are a financial services business or a business that does a lot of online transactions

where fraudulent transactions are very easy to hide within the massive digital data stores, we can use LYNXeon to help you once again uncover how is the bad stuff happening, where is it coming from and what can you do to stop it. Even more specifically within the fraud domain we are doing some amazing work in health-care fraud and as you probably know it is a big huge problem that is happening in healthcare where Medicaid for example is a multibillion dollar program both nationally and within each state. For example if you are a state like Texas, that has a \$30 billion Medicaid program anywhere from 3% to 10% of that is fraud and what our product LYNXeon does is it helps investigators mine through the massive amounts of data related to the Medicaid program and identify

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fraudulent actors who are getting payments from the state and the federal government that they should not be getting.

CEOCFO: What is it that you have figured out that maybe others have not to allow the results that you are getting?

Ms. Williams: We see the world in patterns. We believe that a key to efficient and impactful data exploration is the way that you organize and visually represent the data and they do that through a very rich graphical interface in patterns and that is influenced from our heritage with the DoD and Intel because investigations and intelligence officers see the world in patterns as well and that is how they are trained. Secondly, we embrace the need to keep the human in the

loop during the process of data analysis. There are many products that rely on automated processes. There is a strong need for automated processes but we recognize that some things cannot be automated and there is tremendous value in the human intuition and perception and insights. We believe that the best process for data exploration/data analysis is one where we marry the best things that a computer can do as well as the best reasoning and computations that a computer can do with the human in the loop. That is the premise of LYNXeon. It is an analyst user platform.

CEOCFO: When you are speaking with a perspective client do they understand that and when is the ‘aha’ moment?

Ms. Williams: I would say unequivocally we have always been a company that has been ahead of the curve. We are in an emerging space and we are building an innovative and disruptive technology. We have always been ahead of the curve and when we talk to customers there is always an element of evangelizing. There is always an element of education. We are finding that is happening less and less and the world is ready and receptive and when we are

talking to them about our approach, you can see the relief in everything about what they are hearing. There is a reason for that because they have been using technologies and approaches and in the context of cyber security such as the attacks are still happening. They have spent millions of dollars on the traditional perimeter defense approaches. All the products and all the technology that is good hygiene and they are good products and necessary and you need to have that fence. What we have realized because of the nature of the attacks and the sophistication of the attackers the problem is still there. What we are finding is that the customers themselves realize they are still missing something, there is still a gap and there is still a need. They are also understanding that these challenges

whether it is fraud, cyber security or counterterrorism the challenges are so big and complex that you do need to keep the human intelligence and the category of intelligence because it still needs to be part of the solution. The power of technology is here to enhance and optimize and accelerate the progress in our lives but it is not intended to overtake it. That is exactly the domain that we live in which is solving problems that cannot be solved simply by technology. We have embraced that and that is the context that we see customers have this 'aha' moment where they say yes that is the approach they are willing to adopt.

CEOCFO: Are there particular industries or types of companies you are working with?

Ms. Williams: For purposes of fraud, the states are all managing and executing healthcare programs, any private providers within healthcare and then financial services with respect to fraud. For cyber security it is the government both federal, state and enterprise. We are working with all of them actively within security. Within the commercial enterprise there is financial services, critical infrastructure and all of these are segments within the markets that have a great amount to lose and they have a lot to protect. There is high interest in advanced security solutions. For the traditional work that we do in terms of law enforcement and counterterrorism work it continues to be the federal government and the state.

CEOCFO: How do you reach potential customers?

Ms. Williams: It is through the traditional methods but we are very fortunate because of what we have to offer and because it is different, new and innovative that word-of-mouth which is a very successful approach for us. We also actively participate in leading industry conferences and venues where there is a great amount of thought leadership that is happening as well as through traditional marketing efforts.

CEOCFO: How do you attract and retain the right people for the company?

Mr. Williams: We share the same challenges that everybody in tech does. We try to leverage our strengths and recognize that there is going to be plenty of technical and professional talent because we are actively growing and aggressively hiring in all areas. We recognize that across the board there is always going to be professionals who want to live in the Silicon Valley or the east coast and want to work for a much larger organization or they want to work for a different type of company. We recognize that we are not going to be the company for everybody but we try to remain very focused on the right profile of candidate and then we try to never lose sight of who we are and both market those unique strengths that we have as well as aggressively seek out people that we think will be attracted to that. We are still a relatively small company and we have that vibe of very fast growth moving quickly. If you are somebody who wants to advance your career quickly that wants to be able to do a lot of different things within your career, who does not want to have a lot of constraints or micromanagement and if you want to be working on things that are very cutting-edge, this is a good place to do it. If somebody feels like they are languishing in a middle tier position at a larger company, this is definitely a place where your career could blossom. We also speak to the candidate who is passionate about a mission so the problems that we are solving are sober significant problems and it does not mean that we do not have fun but we never lose sight that the market that we are addressing is a serious one. I can tell you that when you see some of the work that we are doing and some of the results that we are able to get sometimes you have never been prouder of what you have done during that day or week or month. It is the people who are moved by that, that we can really attract and that is what we try to stay focused on when we are recruiting.

CEOCFO: Would you tell us about the recognition by Gartner?

Ms. Williams: Oh yes we love that. There are many awards and recognitions that a company gets throughout their journey and I think that having that one in particular is very amiable for us because it is a recognition that what we are doing especially for a Cool Vendor Award in the area of security intelligence so it is a nod towards the importance of bringing intelligence into the whole concept and prospect of intelligence and proactive hunting and recognizing that is a important part of any security solution. That was one reason why it was so impactful and important for us. The recognition that our technology and our innovation is cool and different and novel is the highest praise that a technology company can hope to achieve.

CEOCFO: Why should the business and investment community pay attention to 21CT?

Ms. Williams: The most succinct reason is we sit in the middle of two enormous market opportunities today and that is big data generally and then cyber security and fraud detection more specifically. I mentioned before that big data is an overused term but what we like to say is we have been doing big data before it was a capital B and a capital D. We have over a decade of experience. I mentioned doing this type of people, places and things analysis for the largest and most secure organizations and as we have moved through the last decade we have been intentional and deliberate about how we have applied our analytic big data technique to some of the biggest problems out there. When you seek to solve the biggest challenges out there, what you find yourself in is the fastest growing most lucrative market opportunities and that is where we are. You will find many products and opportunities out there that are either 100% focused on cyber security or they are very broad in terms of big data. We sit right at the point where both of those intersect.



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