CEO CFO

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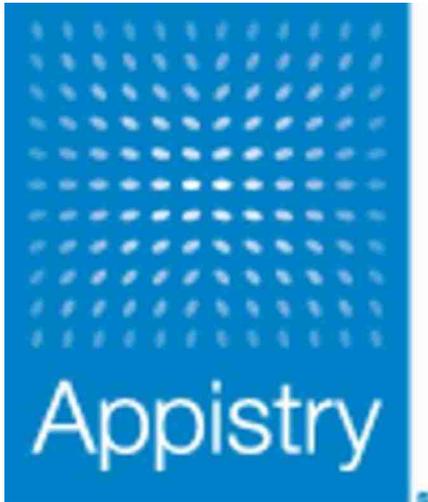
Appistry, Inc. is Focused on the Democratization of Data Relative to Genomics and Personalized Medicine, Allowing People to have Simple and Quick Access to their Medical Information in the Growing Space of Personalized Medicine

Technology
Cloud Technology
(Private)

Kevin Haar
Chief Executive Officer

BIO:
As President and CEO, Kevin Haar is responsible for the vision, strategy and leadership of Appistry. Haar believes his greatest responsibility is building a team that can successfully execute on Appistry's commitment to helping businesses solve complex, data intensive problems. He has more than 25 years of experience in building teams for rapid growth organizations – representing thousands of employees across several companies with distinct corporate cultures.

Prior to Appistry, Haar spent 17 years at Rational Software, serving in several strategic positions including Senior Vice President of Worldwide Field Operations. He played an integral role in transforming the company from a software startup into an industry powerhouse with more than $800 million in annual revenues – resulting in a $2.1 billion acquisition by IBM. Haar held several management positions at HP before joining Rational.

A family man at heart, Kevin enjoys spending his leisure time with his wife, four kids and two grandkids. Haar's family values fuel his passion for building businesses and establishing corporate cultures that align with his employees' financial and personal objectives. He holds a Bachelor of Science in Electrical Engineering and a Master of Business Administration from Washington University in St. Louis.

Company Profile:
Appistry solves challenging data-intensive problems for a wide-range of industries with solutions that enable partners to transform complex analytics pipelines into actionable intelligence. Appistry's platform supports applications for some of the world's leading life sciences research and data-heavy companies including Stanford University School of Medicine, CHOP – Children's Hospital of Philadelphia, Yale University Cancer Center, University of Missouri, FedEx, State Street, Tygart, Northrop Grumman and more. Founded in 2001 and privately held, Appistry is headquartered in St Louis, MO. For more information, please visit www.appistry.com and follow us on Twitter (@appistry).

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Haar, what is the focus at Appistry?
Mr. Haar: Appistry is focused on providing solutions around big data problems. Big data is a hot button in the marketplace right now but what we mean about that is there are problems that have lots of data sources and are typically computationally intensive problems where we could drive an analytics solution for end users. The focus on the end user is very important because unlike most big data companies, we are very focused on trying to drive vertical solutions as much as possible and that has taken us very deeply into genomics, next generation healthcare and personalized medicine.

CEOCFO: What is an example of the needs that are not being met and how do you get it to work so that people can get the information they need?
Mr. Haar: I will mention that on two levels and mention a specific genomic example. One of the general problems that people have with big

data problems is that it is a huge amount of data, so just moving it is a long process and you still need to analyze it. The way the technologies are generally provided today in the marketplace is that everything is an IT project, you are given a toolkit to go assemble a solution that might be able to do an analysis of all this data and give you back an answer. Unfortunately, that process takes months or years. We have created the ability to do that much more quickly by making it much simpler for users to integrate their favorite algorithms and tools into a work flow and apply it against the data set. Now you can start getting the solutions in days or weeks and it changes the paradigm in which people can get to big data solutions. If you specifically look at the area of genomics as an example, there is a great deal of fantastic academic work out there with algorithms to help analyze the human genome for accelerating next generation healthcare and personalized medicine. People have built these great algorithms and approaches but they often work in the small and do not work across lots of data as they need to. We enable our users to very easily scale those solutions and combine them with other great pieces of work from other fantastic institutions and create workflows to get to answers from huge piles of data The answer might be as simple as knowing a person is susceptible to a specific kind of cancer or it may be more specific and point to which of a list of possible oncology treatments would best serve that patient based upon their genetic makeup. Those are the things that add value to the end scientist, researcher, doctor, or analyst that you otherwise cannot get to with traditional big data solutions.

CEOCFO: What has been the barrier to creation before and what has Appistry figured out that others have not?
Mr. Haar: We figured out how to make commodity infrastructure, commodity computers scale to high performance computing problems.

What used to take super computers and mainframes and a great deal of expensive infrastructure, we can now do on inexpensive infrastructure and do it very efficiently. That is one of the main differences. The other thing is we have really focused on making it easy for the end user, not making it an IT toolkit.

CEOCFO: Is the industry aware of Appistry or is that an area that needs attention?
Mr. Haar: We work on that every day. We started in the life science and genomics space about eighteen months ago. In that time, we have done a great job of getting more exposure in this space, building credibility. We are at an inflection point and it is accelerating extremely well. We are just very

> One way to think about Appistry and big data is there was a democratization process where Google has made grabbing internet data easy and made it simple for the end user over the last ten years. We see that exact same democratization opportunity relative to genomics and personalized medicine, and we are getting to the point where people can have simple and quick access to their genetic data and other kinds of medical information that allows it to be clinically actionable and creates a fantastic space. We are very focused on the democratization of that data. That creates a big opportunity for us. - Kevin Haar

good at it and whenever you are extremely good at something, the positive word spreads fast.

CEOCFO: Are people actively looking for better solutions or is it something they will be happy exists when they find out about it?
Mr. Haar: I think they are actively looking for better solutions. One of the things that has changed in this industry is that when somebody does a genomic sample, of me for instance, the instruments that convert that human sample to data have become much more efficient over the last three years so about every eighteen months those instruments have generated ten times as much data in one tenth the time. The end-user is seeing a two orders of magnitude increase in the flow of data off of these

instruments every eighteen months. The amount of data that is hitting these researchers is just going crazy and that is causing them to look for new ways to solve these problems because it has become unmanageable in conventional ways.

CEOCFO: Recently Appistry has strengthened security as far as privacy. Are there any other changes to strengthen the technology that you are in the works?
Mr. Haar: Yes. HIPAA compliance was a significant step forward for us and we are very proud of the work we did there and this work will continue. I think what you are going to see from Appistry going forward is making the solutions easier and easier to implement by the end users. It is the ability to get to self-service so that in the case of healthcare, a bio informatics specialist or scientist or a researcher can dynamically build their own solutions and point it at the data sets that they want to analyze and it will just happen. Instead of it being a project, that takes two days to two months at the accelerated Appistry level, we will make that a much more dynamic experience. We are working very hard to determine how we simplify the process and move down this path faster and faster.

CEOCFO: How do you ensure your program user friendly when so many fall short?
Mr. Haar: You are absolutely right! We have a very good relationship with our customers and we try to connect directly to the end user. We work hand in hand with IT but we take our guidance from the end user, researcher, clinician, and analyst, to see how we can best optimize their experience and their ability to map new workflows against their data creating new pipelines. That is how we measure the user experience. It really is from the person who owns the scientific problem or the person who owns the business problem as opposed to providing a toolkit to IT.

CEOCFO: I understand you work in

some other industries as well. Are they on the backburner for now?

Mr. Haar: We have a great set of relationships with people like FEDEX, large systems integrators and others. In those cases, we pursue a technology transfer strategy where we teach them how to leverage our platform so that they can get close to the end users that they need in their vertical. We have systems integrators that focus specifically on telecommunications or focus on intelligence and they use our platform the way we do but they add the industry expertise, whereas in genomics and healthcare, we have added the talent directly to our team. That is the difference. We still have what you would consider a "platform business" and that works across many verticals but specifically in the healthcare genomic space, we are adding a great deal of expertise that makes us particularly savvy relative to that vertical.

CEOCFO: How do you keep on top of changing technology?

Mr. Haar: I think you do that through customers first; I mean you always have to listen carefully to what your customers say, but in addition to that, we have advisory boards and talent on our board of directors that helps us look beyond the spaces that we are engaged in today. Our advisory board has some great folks with people like Dr. Brian Athey, Ph.D. from the University of Michigan, who is the chairman of our Scientific Advisory Board. Then we have Dr. Joel Saltz, MD, Ph.D. from Emory University and Dr. Ralph Quatrano, Ph.D., from Washington University. They do a nice job of keeping us with a broad view that if something is beyond our customers' insight, that they are pointing us in the right directions.

CEOCFO: How is business today?

Mr. Haar: Business is great! We have been busier than ever and we are excited about our future. We have already done more than twice the business this year that we did all of last year. We are growing our staff and running as fast as we can.
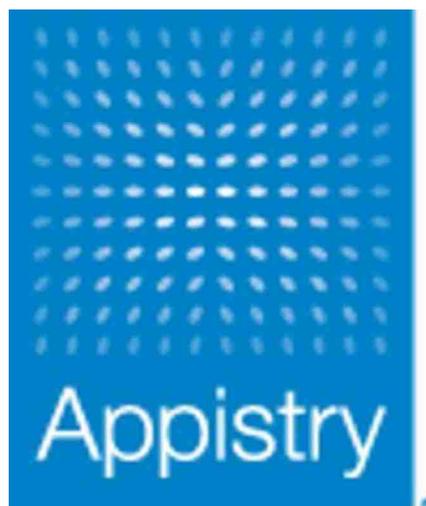
CEOCFO: Why should investors as well as healthcare professionals and people from the genomics industry pay attention to Appistry today?

Mr. Haar: They should pay attention to Appistry because Appistry has a very leading-edge vision, technology, and product into market spaces that are fantastic. People project that personalized medicine alone will be a $250 billion market by 2020, so just being successful in that vertical, ignoring all the other great work that we are doing, is a huge space. It is an opportunity to create a multibillion dollar business and we have a substantial lead in this space, nobody does this as well as we do and we have a better platform to build on than anybody else. We are excited about our future.

CEOCFO: What should people remember most about Appistry?

Mr. Haar: One way to think about Appistry and big data is there was a democratization process where Google has made grabbing internet data easy and made it simple for the end user over the last ten years. We see that exact same democratization opportunity relative to genomics and personalized medicine, and we are getting to the point where people can have simple and quick access to their genetic data and other kinds of medical information that allows it to be clinically actionable and creates a fantastic space. We are very focused on the democratization of that data. That creates a big opportunity for us.

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