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Nevatech

The Most Powerful Name in Corporate News

SOA Governance and API Management Software for Cloud and Hybrid Environments

About Nevatech

Nevatech, a Microsoft Certified ISV Gold Partner, is an innovative provider of SOA Governance and API Management software middleware for integrated on-premises, cloud and hybrid environments. Nevatech Sentinet™ software platform helps organizations to connect, mediate, secure and manage interactions between services across the enterprise or in the cloud. Nevatech Sentinet™ platform is the industry first software solution in SOA management space that is entirely developed using Microsoft technologies and platforms. Nevatech products extend Microsoft SOA on-premises and cloud offerings and enrich them with design-time governance and run-time management and control.

Interview: Andrew Slivker, CTO & Founder

Conducted by: Bud Wayne, Editorial Executive, CEOCFO Magazine

CEOCFO: Mr. Slivker, would you tell us about Nevatech?

Mr. Slivker: Nevatech is a software products company that is focused on development of the software solutions that help organizations to manage their SOA architectures, service applications and APIs that integrate products and services through standard security models and communication protocols. Nevatech products address common infrastructure challenges that each and every organization faces while enabling customers to focus on the core business values of their services and APIs. The business value of Nevatech products is particularly high for organizations that build their integration solutions based on principals of Service Orientation and what is now more popularly called service APIs (Application Programming Interface). The product addresses classical on-premises environments, as well as modern cloud environments and mobile technologies. Therefore, Nevatech products penetrate different environments and help organizations to migrate from classical on-premises to cloud and mobile environments.

CEOCFO: Is your product stand-alone or are you involved with partnerships?

Mr. Slivker: Nevatech Sentinet platform is a stand-alone product. As a software package, it is an installable software that runs natively on Microsoft Windows Server systems. Customers acquire licenses from Nevatech and install it in their own environments, whether it is in their private data centers or in the cloud environments, including public clouds like Amazon EC2 or Microsoft Azure. Typically, we license our product perpetually, meaning that the customers acquire the product and they own the licenses for life. At the same time, we also offer subscription based licenses, as well as Software as a Service, where Nevatech actually installs the product in the cloud environment and manages it on behalf of the client. As of today, our customers most often select perpetual licensing model, because our customers are typically very large enterprises, private and public companies, as well as large government agencies. They are concerned about the security of their data and full control of their applications and services, so most often they consider Nevatech products as an extension to their own IT environments.

As far as partnerships and software distribution, we make our software available through a well established international network of Nevatech authorized resellers and technology partners. We have successfully built a global partners network. Our partners are typically service integrators and ISPs. They are boutique shops that specialize exclusively in building integration solutions for customers. We have partners in North America in the United States and Canada, South America, Europe, Asia, and Australia, so basically - everywhere.

CEOCFO: Do you also have a sales staff? Would you tell us more about your overall marketing and sales strategy?

Mr. Slivker: We exercise multiple marketing and sales venues. We have different levels of priorities in terms of how we exercise these venues. The most effective venue for us is still software distribution through the partner

ecosystem, because our partners have good and well established relationships with their respective customers, which again are typically large enterprise organizations. Our partners recommend, promote and demonstrate our software and its benefits for the customers. That is how our customers typically learn about our software and its benefits in the first place. At the same time, we use other direct venues of advertising and marketing products through online advertising, social groups, professional groups meetings and events, and online professional groups like LinkedIn and Facebook. We also leverage our strategic relationship with Microsoft, when Microsoft Consulting Services and field engineers recommend our products to their customers and make our products part of their service offering to Microsoft customers.

CEO CFO: *How is business these days?*

Mr. Slivker: It is growing quite fast. The reason for that is the proliferation of the cloud computing and mobile technologies, which drive the IT industry these days. Organizations are building applications and integration solutions that expose their APIs to any devices including mobile. For many organization mobility is not just the way to do business, but the way to stay in business. That is why we find ourselves in the right place and at the right time, helping organizations to build and manage integration solution that they offer to their own clients and customers.

“Building and operating APIs is not just the way to do business; it is the way to stay in business.” - Andrew Slivker

CEO CFO: *What separates Nevatech from the competition?*

Mr. Slivker: Nevatech business is in SOA Governance and API Management space. That space is quite saturated with vendors that offer similar services. What differentiates Nevatech is fundamentally three aspects. First, we are the only vendor on the market that has built its software offering entirely on the Microsoft platform. As a result, we integrate with Microsoft products and technologies to the fullest extent possible and in many cases extend Microsoft integration story and its capabilities, especially around Microsoft ESB (Enterprise Service Bus), BizTalk Server and Microsoft Azure cloud. Therefore, our unique capability to integrate with Microsoft technologies to the fullest extent, gives a significant competitive advantage when customers are either entirely Microsoft centric, or when they use a mix of technologies, products and platforms. That is where we find one of the most fundamental differentiators. Another differentiator is a unique support for on-premises, cloud and hybrid environments by the same exact product, so our product is a unified solution. Today we often see our customers use Nevatech products alone with their services and application in their own private datacenters. At the same time, they start migrating and moving pieces of their infrastructure in public clouds when they can easily take our product along with their services and applications and address cloud environments as well. Our customers do not have to use a different product or a different approach to address cloud environments. Nevatech provides them with the unified solution. Finally, from the perspective of a particular market niche that we operate in, our products address effectively two fundamental aspects of the comprehensive API Management - Design-time Governance and Runtime Management. From the Design-time Governance, we help organizations to manage their software assets such as services, APIs, metadata, versioning, security policies and compliance. Design-time Governance helps organizations to manage these software assets through their life-cycle stages such as design, development, test and production. From the Runtime management perspective, the same exact product manages and drives services and APIs runtime capabilities. We help organizations to iterate services and applications in staging environments, and to provide manageability and control for applications in production.

CEO CFO: *Where will future growth come from and will you be looking at funding to move forward?*

Mr. Slivker: We are privately owned and a profitable company, but we are always open for interesting investment opportunities. We are not actively looking for investment opportunities, but we always consider them as soon as the opportunity comes and there is an interest from the investment community to talk to us. Our future growth opportunity comes from additional investment in R&D because the product extends into adjacent IT territories and it is constantly enhanced with new capabilities and features. These new capabilities translate into additional business critical benefits increasing our customers' productivity and ultimately return on investment. We are also looking to increase our direct marketing, and especially sales force.

CEO CFO: *Do you attend many trade shows?*

Mr. Slivker: Yes, we do attend quite a few trade shows every year. Not all, but most of them are Microsoft centric, so we always exhibit at Microsoft TechEd Conference, typically both in the US and in Europe. We always exhibit at the Microsoft World Partner Conference. We also attend conferences like Gartner Summit, or similar conferences all over the world such as Integrate to Innovate in Sweden. We also present to local Microsoft User Groups that are focused on building integration solutions for enterprises, as well as we participate in our partners' local events.

CEO CFO: *Would you tell us about awards and recognition?*

Mr. Slivker: We have achieved a few significant certifications as a partner of Microsoft, so we are a Gold Certified Partner, which is quite distinguished for a company of our size. We are not actively looking for any specific industry awards, but if the opportunity comes, we will submit.

CEO CFO: *Why consider Nevatech?*

Mr. Slivker: In today's modern IT landscape, building and operating APIs is not just the way to do business; it is the way to stay in business. Therefore, organizations increasingly rely on building extendable APIs to offer their own products and services to a broader community of end users, customers and partners. Nevatech helps these organizations to address common infrastructure challenges that are not part of their core business. Therefore, our products help organizations to focus on the business essence of their offerings and products while we take responsibility to effectively address those common infrastructure challenges that are not part of our customers' core business. These are challenges such as life-cycle governance, managed security and monitoring, service level agreements management and many others. Effectively, it is all about IT solutions manageability, visibility and control.

BIO: Andrew Slivker, Nevatech co-founder and CTO, has spent more than decade building and managing SOA platforms that bring business capacity to enterprise communications. He designed SOA systems that are used around the world and handle billions of transactions per year. A Microsoft technologies veteran with more than 25 years of experience in software architecture and implementations, Andrew Slivker has worked in large enterprise organizations and successful startups. Prior to joining Nevatech he served as a Director of Microsoft Development for SOA Software, and Senior VP of Applications Development for Listman Home Technologies where he designed and orchestrated development of the world's first Microsoft-based SOA implementation of the Universal Plug-and-Play Home Automation system. As a Chief Technology Officer of Nevatech, Andrew Slivker works on the next-generation of SOA Governance and API Management solutions with unique focus on support and integration with Microsoft technology stacks and Microsoft Azure cloud platform.



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