



Business Challenge

To deliver a deal management database that could enable secure coordination and collaboration amongst and between entrepreneurs & CMEA

Complexities

- » Large deal volume & data
- » Many lead/referral sources
- » Numerous parties involved
- » Strict confidentiality requirement
- » Multitude of ad hoc systems

Key Requirements

- » Powerful, flexible database
- » Web-based access
- » Highly secure
- » Searchable Notes & History
- » Document attachments
- » Enables collaboration
- » Email collecting

“I’ve been using personal computers since the late ‘70’s. By far, TrackVia is the easiest to use and best support product I’ve ever encountered.”

Maurice Gunderson
Senior Partner, Energy & Materials
CMEA Capital

CMEA Capital Situation

Like any venture capital firm, CMEA Capital considers deal flow to be its lifeblood. On any given year, the firm sees thousands of business plans, many of which are the culmination of an entrepreneur’s lifetime body of work. CMEA recognizes the importance of providing these entrepreneurs with a world-class ‘CMEA experience’, including acknowledging the history behind any deal, maintaining communications consistency during the review process, and notifying the entrepreneurs of a go/no-go decision in a timely fashion.

Consistently delivering this experience was non-trivial. Some of the complexities included:

- » Large deal volume
- » Deal data coming in many different forms (Excel, PPT, PDF, etc.) over many different channels (e.g., email, fax, CD, thumb drives, etc.)
- » Varied lead/referral sources that needed to be effectively managed
- » Loose collection of partners each making independent decisions
- » Several practices – high tech, energy, and life sciences – each with its own focus areas
- » Numerous internal parties involved at different levels
- » Need to maintain strict confidentiality between the firm and the entrepreneurs
- » Ad hoc means of handling the data, including vanilla file folders, Excel, Filemaker, & Access

Maurice Gunderson, Senior Partner covering the Energy & Materials practice for CMEA Capital, recognized the need for an easy-to-use database that could be used to capture data regarding all interactions, to collect all of the relevant documents for a deal, and to enable collaboration and coordination amongst the CMEA parties involved in the deal.

Gunderson initially built a solution on Filemaker Pro. It was clumsy, far from user-friendly, and could not be accessed outside of the office. He then engaged a consultant to web-enable Filemaker. After 6 months, the consultant had completed only 20% of the work and racked up fees of over \$20,000 before Gunderson finally pulled the plug. He assessed several cloud-based options, including Salesforce (“Too much of a force-fit”) and Quickbase (“could only meet 2/3 of my requirements”). Ultimately, he selected TrackVia as his database platform of choice. Noted Gunderson, “TrackVia’s OnLine Database – Professional Edition met virtually all of my requirements out of the box.”

TrackVia’s user-based subscription pricing model is economical. We don’t have to buy software, discs, updates, or anything else. TrackVia delivers SaaS economies and benefits as advertised. This is a success story – for them, for CMEA, and for our entrepreneurs.

Maurice Gunderson, Senior Partner, Energy & Materials, CMEA Capital

About CMEA Capital

CMEA Capital is a venture capital firm with \$1.2 Billion under management, with a focus on energy & materials, high technology, and life sciences investments. CMEA’s portfolio companies typically have cutting edge, highly differentiated, and often multidisciplinary technology at their core, with founding teams of the highest caliber. CMEA invests in both early and late stage ventures, and has a strong network of corporate, investment, and entrepreneurial relationships that it leverages on behalf of its portfolio companies.



CMEA Capital Solutions

TrackVia OnLine
Database
Professional
Edition



TrackVia
Application
Platform



Collaboration and Real-Time Visibility

CMEA's overall approach amongst the team is to maintain coordination without bureaucracy. On any deal, there are 4 to 5 people involved. Communications take place over numerous mediums, and multiple documents are transmitted and shared over time. All of these touch points, documents and communications are now captured in a single repository – TrackVia. Says Gunderson, "With TrackVia, our team stays coordinated. We can quickly search any deal to see historical context, the latest developments, and action items. We can also deliver timely responses and updates to our prospects. All of this is key to delivering a world-class experience to every entrepreneur that walks through CMEA's doors."

Data Security & Peace Of Mind

A core tenet of the relationship between an entrepreneur and a venture firm is confidentiality. TrackVia provides granular user access controls that allow CMEA to specifically define which fields and tables can be accessed, edited or deleted by an individual user, across a role, or even across a group of users. TrackVia expands on this capability by providing click-forensics that give the team visibility into every action of every user session down to the individual click. "Given the importance of data confidentiality to our team and our entrepreneurs, TrackVia's click forensic capability provides us with tremendous peace of mind," noted Gunderson. The CMEA team also supplements TrackVia's standard, stringent backup and restore policies: "TrackVia is extremely reliable," said Gunderson, who continued, "As a precautionary measure, however, we ask TrackVia to archive our entire database onto a CD that is securely shipped to our offices. We've never had the occasion to use our archives, but it is nice to know we have them!"

Flexibility & Responsiveness

Gunderson was all too familiar with the negative support experience and lack of responsiveness delivered by most software companies. "I've worked with Intuit, Microsoft, Filemaker, and dozens of other software firms. I was accustomed to either bracing myself for a long day 'on hold' or simply receiving a 'form letter' response. My experience with TrackVia was refreshingly different." Gunderson noted how the team listened to his inputs and in multiple cases, proactively implemented product features that met his needs: "I needed the capability to search the notes field, attach documents, and support webform submissions. In short-order, TrackVia delivered on all fronts. That kind of world-class responsiveness serves TrackVia and its client base well."

Outstanding Total Cost of Ownership (TCO) Benefits

"TrackVia's user-based subscription pricing model is economical. We don't have to buy software, discs, updates, or anything else," said Gunderson. He further emphasized the economies of TrackVia's SaaS model compared to custom-building a solution, keeping technical staff on-bard to maintain and document the enhancements over time. "TrackVia delivers SaaS economies and benefits as advertised. This is a success story – for them, for CMEA, and for our entrepreneurs."

About TrackVia

TrackVia delivers the world's most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.

Key TrackVia Features Leveraged By CMEA Capital

Design & Build

- » Relational Fields
- » Flexible Field Types
- » Formulas
- » Filter Builders
- » Custom Web Forms

Data Entry

- » Import/Export Wizard
- » Web Forms
- » Documents
- » Tabbed Entry
- » Table Entry
- » Email Collecting

Data Analysis

- » Google-like Search
- » Searchable Notes
- » Custom Views
- » Filter Builder
- » Real-Time Reports
- » Pivot Table Views
- » Charts & Graphs

Productivity Tools

- » Workflow
- » Alerts
- » Document Engine
- » Email Campaigns

Security

- » User Access Controls
- » Detailed History
- » Audit Tracking
- » Click Forensics
- » Archives
- » 99.999% uptime

Support

"When I reach out to TrackVia's customer support team, they are responsive and proactive. It's a different experience. And it works."