

DELOITTE EMERGING ENTERPRISE AWARD

Endace

HIGH GROWTH – HIGH TECH

Its leading-edge software could be described as a high-tech, high-volume traffic cop – and these days the traffic it’s monitoring flows through some of the world’s busiest communications hubs.

Born out of a research project at Waikato University, Endace is now a world leader in network traffic monitoring technology. Its solutions enable a growing customer base of blue chip corporates, top tier telcos, government agencies and ISPs to capture, inspect and analyse 100 percent of the traffic that passes through their networks – guaranteeing security without any loss of speed. And with internet crime and viruses on the rise, its policing duties are in hot demand.

Just six years old, the company already has earned a stack of accolades for its innovation, high growth and export success. In 2005, it became the first New Zealand company to list on the London Stock Exchange’s Alternative Investment Market – though it determined to remain a locally based, locally registered company. Based in Auckland, it has offices in the United Kingdom and United States.

Its most significant growth over the past year has been in North America with strong sales in the telco and government markets pushing up revenue by 104 percent – a performance likely to improve still further with Endace’s recent purchase of US-based Applied Watch Technologies in a move designed to provide new revenue streams and cross-selling opportunities.

In the year ended March 2007, Endace was happy to report its fifth consecutive year of income and profit growth with revenue up by 55 percent to US\$17 million and profit before tax and forex movements lifting by 356 percent to US\$3.74 million. Its assets have meanwhile increased from US\$17.1 million to US\$20.1 million. The successful launch of its new NinjaProbe family of appliances near the end of the financial year added significantly to its revenues.

According to company chair Selwyn Pellett, 2007 has been a year of major achievements for the company and its technology. “Our new NinjaProbe appliances have gained traction with Tier 1 telcos and we stand on the threshold of a major new phase of growth.”

JUDGES’ COMMENTS

WINNER

ENDACE

Founded in 2001, Endace has stepped beyond its New Zealand birthplace virtually since day one. This outstanding emerging enterprise is making it big time at home, in the United States, the United Kingdom and in Asia. Briefly, Endace is a high tech network monitoring company that is winning innovation awards and contracts with equally rapid frequency. Endace reported its fifth consecutive year of revenue and profit growth this year. This is a company with an outstanding future and one that exemplifies the need and determination to take New Zealand ideas and innovation to the world. The company is well positioned to capitalise on its projected market growth which is being driven by the increasing demands placed on network operators by industry and government regulations and high network data volumes and speeds.

FINALIST

ACTRONIC

An enterprise that grew out of the New Zealand forestry sector, Actronic looks set to start growing beyond its original load-measuring technology with new ownership ready to take its applications into new markets.

Actronic’s main product, Loadrite, is exported to over 30 countries and the company now has offices in the United States. Around 95 percent of the company’s business comes from exports. Now it looks set to expand the applications its clever technology can be used for.

FINALIST

ZEACOM

Another clever technology-based enterprise, this \$20 million-plus business has attracted venture capital funding and is considering listing in the next year or so. Zeacom provides contact centre software and software for other applications which provide unified communications.

Zeacom is New Zealand-based with offices in Australia and the United States. With a string of accolades, including a Product of the Year Award, Exporter of the Year Award and AmCham Supreme Technology Award, this is an emerging enterprise with the same promise of former winners like Navman, Software of Excellence and Cadmus Technology.