

## PEOPLE

### Fiorina joins Cybertrust board

**HERNDON, VA.** - Former president and chief executive officer of Hewlett Packard, Carly Fiorina, has joined the board of directors at Cybertrust, a global information security specialist.

Prior to HP, Fiorina spent 20 years at AT&T and Lucent Technologies, where she held a number of senior leadership positions and directed Lucent's initial public offering and subsequent spin-off from AT&T.

"As the global information security specialist, Cybertrust will greatly benefit from Carly's business acumen as we continue to align the company to the security needs of our worldwide customer base," said John Becker, CEO of Cybertrust.

### Radiant appoints Pender exec

**VANCOUVER** - A Canadian supplier of Internet-based data communications and services, Radiant Communications Corp. has appointed Kelly Edmison to the board of directors.

As the president and chief executive officer of Pender Financial Group, Edmison said "Radiant is the type of company that we like to invest in. It has a series of value add services in a large market with tremendous potential for growth."

Pender Financial and Pender Growth Fund have invested a total of \$3,150,000 in securities of Radiant and hold 19 percent of its issued capital.

### TIR Systems has new member

**VANCOUVER** - Craig Enenstein, chief executive officer of Corridor Capital, LLC, has been appointed to the TIR board of directors.

TIR Systems is a developer of light enabling technologies for LED-based Solid State Lighting (SSL). The company recently signed commercial agreements with two lighting fixture innovators, Lighting Services Inc. and The Genlyte Group, hoping to accelerate adoption of LED-based white SSL into market. |

# Creating thoughtful strategy

**Evron has moved from being a systems integrator to the developer of a field services application sold across North America**

**BY BUKET OKTEM**

The president of Evron Computer Systems tries to be modest when asked how his employees would describe him.

"I hope they would say I'm thoughtful about what we are as a company and where we're going," said Larry Noble.

The road to success for Evron has relied heavily on his sense of the industry.

In 1983, the Markham, Ont. company started as a systems integrator, supplying application software and network infrastructure.

"We're now a provider of financial systems solutions for small and mid-sized businesses," he said, "and we also offer the network infrastructure to support those solutions."

Not long after the birth of Evron, Noble, along with his wife Rhona, who handles the administrative end of the business, learned the importance of strategic partnerships.

"We've tried to focus on building alliances with organizations we consider to be leaders in the industry both to better ourselves and be able to provide reliable solutions to our clients," he said.

Some of Evron's principal partners include Microsoft, IBM, and Sage Software.

The relationship with suppliers is also a key component to good business, according to

Noble. As a member of Tech Data's Tech Select program, Evron has access to a network of business partners across Canada, enabling it to provide countrywide support to clients, he said.

For now, Noble is content with his existing partnerships. "You can only have an intense relationship with a limited number of organizations," he said.

Mainly serving the manufacturing, distribution and service sectors, 90 per cent of Evron's clients are companies that have up to \$100 million in sales.

The mandate continues to be understanding clients and developing solutions to meet their needs, explained Noble, which is why his strategic partnerships are with organizations that are going to be around a long time.

"We've made conscious decisions on which product lines we're going to work with. It's a question of us

developing an expertise with the product and developing relationships with manufacturers, so when clients have problems we're in a better position to help them."

### Software development

A growing area has been in the company's own ESP field services software business which is gaining sales in the U.S.

A Windows-based application, ESP was originally developed to manage Evron's services department.

Although it can run stand-alone, typically it integrates into a back office financial applications like suites from Sage Software, Epicor and Platinum.

"The software is based on .NET Web services and we use XML as the standard when sending transactions," said Noble.

Evron's revenue in 2004 was in the \$5 million range.

Noble expects it to be similar this year, but with a different income mix.

"In the last five years, sales of hardware went down from 40 to 20 per cent and software services has been going in the opposite direction."

Currently, Evron's business is about 50 per cent in services, 30 per cent software and 20 per cent hardware.

"We find it easier to sell (ESP services) in the U.S. because there are more opportunities and larger organizations, so the return on investment becomes more dramatic," said Noble.

He admits the biggest mistakes he has made involve judging people.

"We've become less naive. People who are top performers are that right away and those who aren't, never become."

The long term goal for Evron, said Noble, is in extending development of the field service software. |

### EVRON COMPUTER SYSTEMS

Employees: 30

2004 Revenue: \$5 million range

Key partners: Microsoft, IBM, Sage Software, Epicor



Larry Noble of Evron Computer Systems

PHOTO: KAZ EHARA