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# TECH 25



MIDDLE TENNESSEE'S BRIGHTEST IT VENTURES

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# Middle Tennessee's BRIGHTEST IT ventures bring equal doses of efficiency, panache and INNOVATION to sectors far and wide – and to our region's economy

es, many people still see information technology in Middle Tennessee as being an almost-accidental offshoot to our massive hospital-dominated health care sector. But there has long been a vibrant and varied local cadre of entrepreneurs building tech companies serving industries of all stripes. And it didn't take long for us to find worthy candidates for our first Tech 25 listing.

The food and music businesses? Check. Finance and legal applications? Got 'em. Old-school systems integration and the new world of mobile apps? Covered. Sure, our list also includes the region's largest tech employer, HCA, and a number of other big established health care names. Their efforts to keep advancing the business of health care combined with the innovation from newer players such as Metova and Splotter paint a promising – and balanced – picture for Nashville's tech scene.



## American Hometown Media

Dan Hammond, CEO  
justapinch.com

The Franklin-based company enters its second year on a high. Its Just A Pinch Recipe

Club is already the largest database of user-submitted recipes on the Internet and is the fastest-growing food site on the Web, drawing almost 27 million pageviews in its first year.

The company recently scored magazine industry vet Anne Balaban, previously publisher of the vanity magazine imprints of Rachael Ray and Martha Stewart, as part of a plan to expand from the virtual to the tangible.

The next hot new dish for CEO Dan Hammond's company? "Full e-commerce capabilities and mobile apps, [...] nationwide traveling cooking shows, and possible national magazine and TV repurposing online content," he says.

## Belmont Software Services

Peter Hermann, CEO  
belmont-ss.com

Belmont Software Services has been quietly plying its cloud-computer support trade in Marathon Village since 2006. As cloud computing increasingly becomes the norm, Belmont saw revenue double between 2010 and 2011 and expects similar growth into next year.

The joy of the cloud is that everything is seamless, but what's behind that seamlessness is where Belmont thrives.

"What they don't discuss – or see – is the remarkable sophistication and complexity of the supporting automation infrastructure, which is what Belmont designs and builds. Our intent is not to be disruptive, but rather constructive, enabling other technologies and organizations to flourish with new ideas and creative business models," CEO Peter Hermann says.

Happily working behind the scenes to date, Hermann says it's time for Belmont to "let the world know who we are" while continuing to focus on government and institutional services.



## Capital Confirmation

Chris Schellhorn, CEO  
confirmation.com

Audits are painful enough, and confirmation by paper makes the whole system inefficient and open to fraud. CPA Brain Fox found a better way.

With two patents in hand, and in partnership with Chris Schellhorn as CEO, Fox launched Capital Confirmation to market secure electronic audit confirmation services that improve turnaround times for fulfillment of audit confirmation requests. The 10-year-old venture now boasts more than 7,000 accounting firms in almost 100 countries as clients. Also on board are the country's top 10 banks and the Federal Reserve, not to mention more than 200,000 of their mutual clients.

Fox's technology reduces the average confirmation turnaround time 96 percent from four weeks to one business day, reduces error rates by almost 75 percent and saves accounting firms significant staff time. At last count, CCI had processed more than \$3 trillion in confirmation balances.



## Consensus Point

Linda Rebrovick, CEO  
consensuspoint.com

Since CEO Linda Rebrovick took over the leadership of Nashville-based Consensus Point in 2009, big-name clients like General Electric, Best Buy and others have signed on for the company's enterprise prediction markets products.

The idea behind the Consensus Point brand is to help companies reduce the risk of uncertainty and improve revenue by more accurately forecasting projects, products and services. Prediction markets provide insight to a company's management by synthesizing the previously untapped knowledge derived from employees, customers and business partners – knowledge then used to aid the prediction analysis.

The simple goal of Consensus Point is to reduce the risk of uncertainty – a much-needed service in today's world of ever-present market flux.



## Cybera

Cliff Duffey, President & CEO  
cybera.com

In the world of IT security, the Goliaths are a bit more worried about the Davids than they used to be. And

Franklin-based Cybera just might be a David to reckon with. Changes in the IT arena are constant, and companies like Cybera thrive by creating products that are more efficient and more impactful. For instance, Cybera was the first to offer its retail clients security information data hosting "in the cloud."

Historically, retailers have stored customer data received from credit card, debit card and other point-of-sale transactions onsite in boxes purchased from IT security providers. Cybera came to the market and told its customers a box isn't needed; all the data can be stored online by virtue of a proprietary security system.

"All small-box folks like Jason's Deli, Panera Bread and convenience stores have a need to protect their customer's data," says Josh Keepman, Cybera's director of marketing.

With an estimated 10,000 retail clients served last year and \$25 million in revenue earned, this David is definitely getting bigger.



## Document Solutions

Tom Turner, President & CEO  
document-solutions.biz

Since 1999, DSI has grown from three employees to 65 and morphed from a copy shop into a litigation support, data security and risk management venture. And with this significant headcount increase has come similarly eye-popping revenue growth, especially in the last couple of years. President and CEO Tom Turner says his company's success is a tribute to his employees' focus on tasks at hand while keeping up with an ever-changing marketplace.

Primarily responsible for DSI's growth is the corporate legal department arena, where an increased emphasis on secure data management, e-discovery and forensic data analysis is driving companies to look outside for