

# SmartZone company gets national honor

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Collaborating with the Central Michigan University Research Corp. and Mt. Pleasant SmartZone is paying dividends in national recognition for a Grand Ledge company.

IDV Solutions recently was named one of the "Michigan 50 Companies to Watch" by the Edward Lowe Foundation.

The company uses satel-

lite imagery, map imagery and organizational data to answer business questions in a way that is easy to access, understand and base decisions upon.

The recognition is part of a program to recognize the best of the so-called "second-stage" companies for their work in creating the bulk of sustainable new jobs in Michigan, according to the Edward Lowe Foundation Web site.

"It's great to see our client companies getting

recognition for the hard work and success they are achieving," said Nathan Long, CMURC president and CEO, in a written statement. "CMURC is pleased to have a mutually beneficial relationship with IDV that provides opportunities for CMU students and graduates, while helping IDV with introductions to potential customers and partners and other business issues."

To qualify for the honor, companies must meet a list

of criteria including: must employ six to 99 full-time-equivalent employees, generate \$750,000 to \$50 million in annual revenue or working capital, must be privately held and be headquartered in Michigan.

CMURC and the SmartZone attracted IDV Solutions because of the networking potential and the surplus of knowledge and experience at CMU in the form of faculty, students

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and interns, particularly those involved in computer science and geographic information systems programs, said Brent Case, director of technology business development.

"They integrate their technology with the clients' data, to allow them to envision solutions more easily," Case said. "It's the technology that makes them so amazing. Also the speed with which they are growing. They are doing it organically, not taking a lot of external money. They are using revenue to grow and doing it on a shoe string budget."

IDV Solutions joined the SmartZone as a client in 2003.

"They are extremely

young, in only their third year of operations," Case said. "They already have a great portfolio of customers."

In less than three years, IDV has grown from four employees to 17 employees last year and an expected 27 in 2006. The company's client list includes BP North America, National Geospatial-Intelligence Agency, Pulte Homes, Michigan State University, AMC Theaters, Fortune 500 Insurance Companies and Fortune 50 banks.

IDV is a certified supplier for Microsoft and provided its geographic mapping services for the U.S. government following hurricanes Katrina and Rita. It also helped enhance security for

this year's Superbowl XL in Detroit and the Winter Olympics.

IDV Marketing Director James Keenan said in a written statement, "IDV Solutions is proud to receive this award which will lend additional credibility to the company."

"Think of Tom Cruise in the movie 'Minority Report' moving pictorial clues floating on the ethereal visual interface, and you have an idea where this technology is heading," said CEO Mark Morrison in a written statement. "We've introduced a completely new technology sector into the state. We're breaking old paradigms in the business intelligence and data visualization space."