

DENVER BUSINESS JOURNAL

VOL. 57, NO. 12

SEPTEMBER 30-OCTOBER 6, 2005

Boulder Logic scores huge customer

BY ELENA BROWN
DENVER BUSINESS JOURNAL

Joshua Horwitz has been selling his new software, called Reference Manager, to a few companies here and there. The president and founder of Boulder Logic said there's been a lot of interest in the software that helps companies maintain and organize their customer referrals.

And now, he can drop the biggest news of all: Microsoft is a client. The Redmond, Wash., software giant has been using Reference Manager for a few months.

Horwitz can deploy Reference Manager in 30 days — speed that appealed to Microsoft and others

“To have a company like Microsoft — which has infinite choices as to which companies it can do business with — having them choose to work with a small, Boulder-based company is as strong a validation as possible that what I'm doing has meaning and value to businesses,” said Horwitz, 36.



KATHLEEN LAVINE / BUSINESS JOURNAL

Joshua Horwitz, right, president and founder of Boulder Logic, works with consultant Kevin Cawley of Big Ring Software.

Microsoft's on board

“We really wanted to grow our existing program to a broader audience and in a quick fashion,” said a representative in Microsoft's marketing department who wouldn't reveal her name. “We have great customer stories and this program helps us to deliver the value of Microsoft products and develop a deeper trust with existing customers.”

Horwitz can deploy Reference Manager in 30 days — speed that appealed to Microsoft and others. For example, he met with one company in February that had no interest in his software, convinced it could develop its own customer-referral program. “Here it is September and they're still not near rolling it out,” he said. “They

realized it's going to be more difficult than it's worth.”

Positive referrals from satisfied clients are a great way to impress prospects and perhaps turn them into new buyers. But getting the referral and passing it to a prospective client can be difficult. It can create a mess of phone calls, e-mails and paperwork, he said.

“When a request comes in, it's something of a fire drill: The salespeople ask a marketing person; the marketing person asks other salespeople,” Horwitz said. “E-mails go flying all around. There's not a really a system in place to help organizations get control of the client-reference process ... Prospects want to hear from existing

customers. And the Reference Manager directly addresses the void. The Reference Manager allows customers to be a voice of the company.”

He claimed Reference Manager is the first software program to build and manage a customer reference program.

Reference Manager is more than organizing testimonials. It offers an online reference library, search engines to pair up a specific referral with a potential company, automated workflows that can generate reports, and a quick reference checklist to see how many times the client has been used for a referral.

Horwitz and investors privately founded Boulder Logic nearly two years ago. The company

SOFTWARE: Boulder Logic's new product helps companies to organize their client referrals

DETAILS

Company: Boulder Logic
Address: 4678 Lee Hill Drive, Boulder CO 80302
Phone: 800-715-1910
Web site: www.boulderlogic.com

has remained small with seven employees. A former employee created the software.

Boulder Logic plans a full market launch by November.

Horwitz said the checklist is one of the software's most important tools because some clients are used too often as sales

references, which becomes burdensome, while other good customers may never be used as a resource, and a future client opportunity may be lost.

The program simplifies tracking customers preferences and success stories, and can be applied as case studies that can be viewed on the company Web site or in marketing tools. Since the program is Web-hosted, it's easier for Boulder Logic to fix or update any security management issues.

Reference Manager is meant for mid- to large-sized software, hardware and telecommunication companies, where customer references are especially important.

Trend Micro Ltd. of Cupertino, Calif., is using Reference Manager.

"We needed to develop or find a way to centralize client references. And we looked to Boulder Logic. They're small, fast and flexible," said Tobias Lee, director of corporate marketing operations.

Trend Micro develops security solutions and software. It's working with Boulder Logic to configure a customized program by the fourth quarter.

"It looks good at this point," Lee said. "And we have lofty expectations for the Reference Manager. This helps build our credibility and awareness to a wide variety of customers."

Depending on the size of the company and the number of users, the program costs between \$10,000 to \$50,000. It's a small investment, considering what most companies spend on advertising and marketing, Horwitz said. The program is sold on a monthly or annual subscription basis. So if it doesn't suit the needs of the business, companies can cancel the subscription.



KATHLEEN LAVINE / BUSINESS JOURNAL

Consultant Kevin Cawley (left) and Boulder Logic's Joshua Horwitz demonstrate the Reference Manager software, which helps companies to maintain and organize their customers referrals. Horwitz and others founded the company two years ago.

"I know when they look at their current solution and then compare it to the Reference Manager, they'll see the difference," Horwitz said.

He has 15 years in sales, product marketing and solutions management, and has worked for companies such as Lotus and IBM.

Horwitz' business experience has taught him an important part of the sales cycle: putting the

future client and the existing customer together.

"It's exciting," said Horwitz who admits founding Boulder Logic made him very nervous. "I was wondering if this was gonna sustain itself. And since there has been a lot of interest, it validates this decision."

ELENA BROWN/303-866-9674 ebrown@bizjournals.com