

The Most Powerful Name in Corporate News

Business Continuity Services for Primary and Backup Systems



Jonathan Quint
Co-Founder & CEO

CEO CFO: Mr. Quint, would you tell us about Ontegrity?

Mr. Quint: Ontegrity provides business continuity services to companies that cannot afford to be "off." Our technology and our people collaborate to enable the world's mission critical systems to run without fail. We fortify both primary and backup systems by providing visibility into conditions of power systems, heating and cooling systems, and customer-specific equipment. We work with our customers to help them prepare for interruptions in commercial power.

CEO CFO: Would you explain where the personal touch comes in and why that is important?

Mr. Quint: Our staff has extensive experience and subject matter expertise in areas directly related to customer pain points. For example, several of our most senior executives spent much of their careers in telecommunications. Therefore, they understand telecommunications customers' challenges first hand. That level of personal experience helps us to construct and then execute on the best possible course of action to benefit the customer.

CEO CFO: Would you give us an example of a common engagement?

Mr. Quint: Let us look at an outside plant. This is a small building, typically unmanned, often in a remote location. The facility normally contains mission critical equipment that requires a specific operating environment controlled by multiple HVAC (heating, ventilating and cooling) systems. The HVAC systems are redundant to ensure continuous service. However, some malfunctions can compromise the goal of continuous service. For example, in one such suburban facility the operating temperature was within the normal range, but one of the two HVAC units was running nearly constantly in cooling mode while the other HVAC unit was running in heating mode. Since the facility temperature was within normal range there was no alarm and therefore the customer's network operations center had no knowledge of a problem. Ontegrity's predictive analytics software detected that the HVAC systems were not in-sync, so we dispatched a technician to fix the problem during normal business hours. This preventative action benefited the customer in several ways: energy savings from lower HVAC operating usage, reduced wear and tear on the system, and prevention of a facility shutdown event from a potential HVAC failure.

CEO CFO: When you are working with a company initially and assessing their needs, what might you look at, that other people do not realize is important?

Mr. Quint: We ask many questions. We learn as much as we can about the situation and the relevant business processes. We approach it from different angles with multiple viewpoints to get the best possible picture of the current conditions. Once we have that information, we utilize the expertise among our people to apply the appropriate technology that supports the optimum solution.

CEO CFO: Do you often find that a company thinks they want something and as you are doing your process, you find out it is really something else they need?

Mr. Quint: Yes, that is so true. However, our customers are very large companies and have specific requests so this poses an interesting dilemma. We make recommendations for the right solution. In some cases, they accept our recommendations, but in other cases, they are firm in their requests. In either case, we perform in a superior manner so that they develop trust in us. Over time, we educate them and help them broaden their thinking to be more open about new solutions.

CEO CFO: Are there particular industries where you see more room for growth?

Mr. Quint: I still see the most growth in the telecommunications industry, particularly internationally. I also see room for growth in markets where the customers have a large number of locations to manage. This includes convenience stores,

fueling stations, large retailers and bank branches / ATMs. Having a large number of locations to manage is a painful thing!

CEO CFO: How do you stay on top of new products and what to keep on the radar screen?

Mr. Quint: That goes back to our extraordinary people, who interact constantly with customers. We have people in the field, people on our technical teams and people on our development teams. We are constantly working with customers, working with prospective customers, going to industry tradeshows, reading relevant articles in trade periodicals, etc. It takes a lot of effort from a lot of people to ensure that our collective knowledge base is maintained and enhanced.

CEO CFO: What surprised you as the business has grown?

Mr. Quint: I am surprised every day by things! In the context of this discussion, what surprises me the most is just the absolute increase in the rate of change in the development of technology. It is not just that it is moving quickly but that the pace continues to accelerate. This is as fascinating to me personally as it is challenging. And not only is it surprising, it continually amazes me.

"Ontegrity is an organization that prides itself on integrity, excellence and creativity to solve difficult problems for companies that cannot afford a power interruption." - Jonathan Quint

CEO CFO: Would you tell us about the name change to Ontegrity?

Mr. Quint: We have wanted to change the name for several years now and we are proud of the way we accomplished the change. In the company's early days, we were focused exclusively on batteries first as a distributor and then as a service provider managing large battery plants. Our former name, BatteryCorp, was a great fit at that time. However, as the business has grown, we have diversified into all aspects of backup power systems and further, in the last few years, into monitoring other mission-critical equipment. The name "BatteryCorp" became too limiting. Our opportunity to change it arose when we hired a senior marketing executive approximately a year ago. One of her initial primary responsibilities was to rename and rebrand the company, and we were able to complete that in January very successfully. We are pleased that our new name "Ontegrity", which was created as a group effort by the senior leadership team, reflects the integrity of our people, our technological prowess, and our creativity. The "On" button as part of the name along with the reference to integrity communicates our commitment to provide reliable solutions that help our customers stay powered on and deliver uninterrupted service to their customers. We are proud to project this image to the external world.

CEO CFO: Would you tell us more about the analytics side of what you do?

Mr. Quint: Predictive analytics are a critical component of what we offer to our clients. Monitoring per se is easy. Sensors are relatively inexpensive today. Based upon what you can read in both trade and mainstream press or see at IoT (Internet of Things) conferences, it seems like everybody is doing something with monitoring today. However, putting sensors into a facility or an automobile or a medical facility does not automatically provide value. In the facilities where we provide our services, we harness the power of predictive analytics by taking the raw data from a variety of sensors, determining patterns in the data, understanding the trends, and then diagnosing the problem to resolve or pre-empt a problem. Integrating and correlating data, then analyzing it transforms data into actionable information. This is what we do to reduce waste and inefficiency, prevent downtime, increase reliability, and lower costs for our customers.

CEO CFO: What is the competitive landscape?

Mr. Quint: It is interesting because as we are evolving our business we are competing in two areas. In one area, we provide maintenance services, which are purchase order based. There is a fair amount of competition and it runs the gamut from ultra large multibillion-dollar companies to small operators. On the other hand, for our IoT business, there is competition from companies that provide monitoring services but not the same type of analytics that we do. I believe that there are very few companies that have the combination of people and technology, performing both field services and providing analytics-based monitoring services.

CEO CFO: What should our readers remember most about Ontegrity?

Mr. Quint: Ontegrity is an organization that prides itself on integrity, excellence and creativity to solve difficult problems for companies that cannot afford a power interruption.

Interview conducted by: Lynn Fosse, Senior Editor, CEO CFO Magazine

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