

Your report for Friday, November 18, 2005

## COMPANY SPOTLIGHT

### Grand Ledge company uses online maps to analyze complex data

Thursday, we looked at Virtualeyes L.L.C., a Detroit company that's doing amazing three-dimensional representations of cities. Coincidentally, this week GLITR talked to another cool little Michigan technology company doing amazing things with mapping and imaging - but in a completely different direction.

IDV Solutions is based in Grand Ledge, just west of Lansing. That's the hometown of its CEO and co-founder, Mark Morrison, a veteran Lansing-area technology entrepreneur. In the 1990s, Morrison built Strategic Interactive Inc., a Web-based training and human resource systems company that grew to more than 120 employees before it was sold in 1999.

IDV's other founder is Ian Clemens, now its CTO. He's a Massachusetts Institute of Technology mathematics graduate and Lansing-area tech guru.

They were introduced by Jim Keenan, a former Strategic Interactive employee who is now IDV's director of sales and marketing.

IDV, founded in January 2004, provides map-based data visualization, using the intuitive feel of mapping to display and analyze complex data sets. The company has picked up significant customers almost from its inception, including corporate giants like BP plc. Keenan said IDV is now on its seventh project for BP, and has helped the oil company in a variety of map-based asset tracking and monitoring Web applications.

Keenan said BP found IDV, not the other way

**New digital ad group forming:** Sounds a little like the old Great Lakes Interactive Marketing Association before it became the more tech-general Glima: A new association is forming in the digital marketing and advertising industry in the Detroit area. The group is calling itself 313 Digital. Organizers say they intend to fill the gap between marketing and advertising associations who focus mostly on traditional advertising rather than new and developing media. The focus will be on digital media, search engines, wireless, broadband video, gaming, podcasting, ad serving and much more. Joe Kyriakoza, the president of 313 Digital and a digital media manager at Ford Motor Media, said in a statement that the group is "looking for members that are involved with digital advertising and the convergence of digital with traditional advertising. We're seeking those who are interested in improving agency-client relationships in this area and have the desire to learn more about the industry and encourage and nurture future 'digital advertising stars,' and have the desire to exchange ideas and network in the digital space." Other members of the board are from organizations such as AOL Media Networks, MSN, Washington Post Interactive, JWT, GM Planworks, PHD, Autotrader.com, Crain's Detroit Business, Hachette Filipacchi Media and PSI Call Center. 313 Digital will hold a "Kickoff Mixer: from 2 to 6 p.m. at Bastone, 419 S. Main St. in Royal Oak on Nov. 23 (the day before Thanksgiving, traditionally a day a lot of folks knock off early and head to taverns anyway). More (but not a whole *lot* more) at [www.313digital.org](http://www.313digital.org).

### **New leaders for Money Finders, Entrepreneur and Investor Exchange:**

Charles F. "Fritz" Spademan, a longtime Oakland County business leader and co-founder of two economic growth organizations, Thursday said he's stepping down as president of the groups. Charles S. Townsend was named president of The Money Finders Inc., a group of registered investment advisors who work to locate capital for Michigan-based entrepreneurs. Townsend had been vice president. He is principal of the Birmingham Computer Group, which he founded in 1984. The

around. Clemens is a writer of articles on data visualization and "location intelligence," the marriage of business intelligence and geographical information systems. He'd written an article for a GIS magazine that BP officials read - and subsequently, the energy company contacted IDV.

IDV also does a fair amount of federal government work, including a project in the wake of Hurricane Katrina that overlaid the latest aerial photography with maps suddenly rendered useless by Katrina's devastation. The maps helped the feds locate surviving public assets and assess the extent of the damage. (That site can be checked out at [www.katrinaimagery.org](http://www.katrinaimagery.org).) IDV also designed the new home subdivision display system at the Web site of Bloomfield Hills-based Pulte Homes Inc., [www.pulte.com](http://www.pulte.com).

IDV also has produced a student achievement data visualization system for a number of intermediate school districts in Michigan and Ohio, funded by a grant from the National Science Foundation. IDV's map-based system allows users to select the school district to be analyzed, and its Flash-based display allows the rapid analysis of data based on a wide variety of variables - for example, student achievement at individual schools arranged on a chart based on the percentage of parents of schoolchildren with advanced college degrees.

"We use maps as the basis for a lot of data visualization," Keenan said. "People are visual, and a lot of people don't 'get' spreadsheets. People comprehend and retain images and patterns more efficiently than digits. Just think of how many faces you can remember, as opposed to how many phone numbers."

And the maps help companies digest the data they're drowning in, Keenan said. "Most companies today, a shortage of data is not their issue," he said. "They have more data than they know what to do with, but the need to find a way to make it understandable, actionable and contextual."

There's a nifty demonstration of the company's capabilities at [www.idvsolutions.com](http://www.idvsolutions.com).

**Note: Some sponsorships for the special sections are still available. For information**

company develops shop-floor IT systems for auto suppliers. Bruce Brogan becomes president of the Entrepreneur & Investor Exchange, an affiliate of Money Finders, which hosts a monthly forum at the Fox and Hounds restaurant in Bloomfield Hills. At the events, pre-qualified entrepreneurs showcase their business plans and explain their funding needs to an audience of prospective investors, potential strategic partners, counselors and professional service providers. Brogan was MFI vice president. He is founder of the Michigan International Trade Association, a business organization that fosters global trade for Michigan companies, and earlier worked in international trade for several banks and other organizations. Spademan will remain chairman of both groups but said he is stepping aside from day-to-day operations. More at [www.moneyfindersinc.com](http://www.moneyfindersinc.com) or [www.entrepreneurinvestorexchange.com](http://www.entrepreneurinvestorexchange.com).

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**Polk picks Colorado firm's parts, service technology:** Englewood, Colo.-based Ciber Inc. ([NYSE: CBR](http://NYSE:CBR)) said it had developed technology for Southfield-based R.L. Polk & Co. to improve parts and service marketing technology for automotive dealers. Polk is using the technology to drive customer brand loyalty programs for automakers' parts and service centers. The technology allows dealerships to automate campaigns from design through delivery and reporting to shorten cycle times, improve customer reach and increase revenue. Dealerships design and administer their own programs by submitting campaign requests using the new system. Dealers now have the ability to "tune" campaigns and programs for tangible results. More at [www.ciber.com](http://www.ciber.com) or [www.polk.com](http://www.polk.com).

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**Comerica offers businesses onsite check imaging:** Comerica Bank Thursday launched Comerica Business Deposit Capture, which enables businesses to scan and capture images of checks at their own locations and transmit them electronically to Comerica for deposit. Comerica has selected Wausau Financial Systems to serve as the software vendor for this offering. "Our new 'customer to bank' image product will save businesses the inconvenience and cost of delivering or mailing paper deposit items," said Daniel J. McCarty, senior vice president and director of Treasury Management Services for Comerica. "In addition, it provides business customers faster access to their funds,

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improves recordkeeping and helps reduce fraud and loss." A recent beta program with select business customers has been successfully completed, the bank said. More at [www.comerica.com](http://www.comerica.com).

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