From academic project to an award-winning solution

Performance monitoring, visibility and security in a single platform

Petr Špringl, Product Director
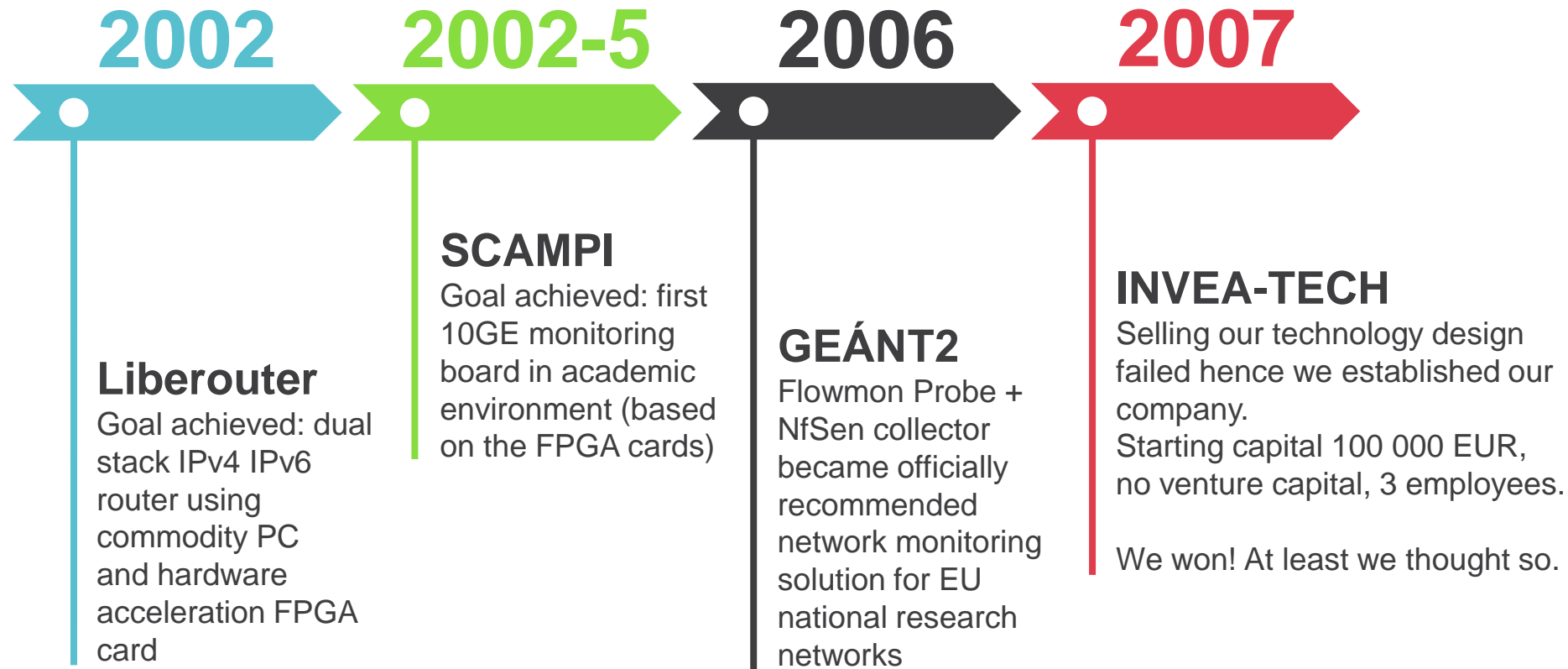
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University projects as a start

University projects as a start

2002

Liberouter
Goal achieved: dual stack IPv4 IPv6 router using commodity PC and hardware acceleration FPGA card

2002-5

SCAMPI
Goal achieved: first 10GE monitoring board in academic environment (based on the FPGA cards)

2006

GEÁNT2
Flowmon Probe + NfSen collector became officially recommended network monitoring solution for EU national research networks

2007

INVEA-TECH
Selling our technology design failed hence we established our company.
Starting capital 100 000 EUR, no venture capital, 3 employees.

We won! At least we thought so.

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Tough first 12 months

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Tough first 12 months

- Academic expectations VS real commercial world
  - NO NetFlow awareness on the market
  - Actually very long way from prototype to product
  - NO interest in expensive high-end equipment manufactured by new vendor with no business history
  - NO interest in product from resellers and distributors
    - NO success stories
    - NO references

- Pre-agreed businesses failed or was postponed

- Almost no profit and revenue, but employees, offices must be paid

- 50% of our capital was away in 7 months..

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Strong market focus – first successes

Downgrades
in both speed and price to scale to an "average" customer

Product - Solution
(NetFlow probe - complete network traffic monitoring solution)

Many customer meetings
to identify market needs

Marketing
workshops, conferences - introduction of flow monitoring and NBA to the market

Customer Services
professional analysis of network traffic, security and configurations problems

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First results

First 20 paying customers, official references
First partners (VARs/VADs) interested in the solution
Black numbers after 18 months from company founding

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Growth on local market

- We educated market on flow monitoring and NBA

- With references and success stories we established channel partners (tens of certified partners in CZ today)

- Profitable since the 2nd year, first abroad customers

- Incremental employees growth (up to 100 today)

- Expansion to first foreign countries

- Main target
  - Going GLOBAL

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Flowmon Global Presence

CZECH REPUBLIC

Czech Republic, 2007. The heart of Europe and Flowmon's origin. Current HQ and main R&D center. With 700+ customer, presence in 35+ countries, Gartner recognition since 2010, inclusion in Magic Quadrant for NPMD, Flowmon is leading the way of network monitoring and security technology that is high performing, scalable and easy to use.

NORTH AMERICA

With great experience we gained when working with customers in Canada, US and Mexico, we have decided to invest more in the local expansion starting in 2018.

2018

EUROPE

Expansion to other countries of CE was natural. DACH, Benelux, Eastern and Southern Europe, UKI, Scandinavia and Baltics followed. Today, we enjoy the status of the top selling and one of the fastest growing technology companies in Europe.

2009

2012

MIDDLE EAST

Success in Turkish datacenters opened the door for expansion in the region. Now we have operations and grow fast in other countries, including UAE and South Africa.

ASIA

First non-european market. Built from scratch and today's n.1 export country. A tremendous growth over the past years has solidified Flowmon's position as a prefered option for many enterprise, government, education, manufacturing and ISP customers.

2011

2016

LATIN AMERICA

Our success in Spain and Portugal has naturally led us to start new cooperations with channel partners in Latin America. So far we've left our footprint mainly in Mexico and the Caribbean.

2015

AUSTRALIA AND APAC

Hunger for new technologies in the region has forced us to expand to these thriving countries and we are pleased to support our customers in South Korea, Vietnam, Singapore, Australia and India.

SEGA · AVG · KBC · ORIFLAME SWEDEN · SIEMENS · SLOVENSKÁ sporiteľňa · Allianz · HP · T·Mobile · Raiffeisen BANK

KONICA MINOLTA · vodafone · TDK · Volkswagen · orange · Telefónica · GÉANT · KIA · upc · e·on

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Flowmon
Networks

is an international vendor devoted to innovative network traffic & performance & security monitoring

700+ customers 30+ countries

First 100G probes in the world

Strong R&D background

European origin

Customer references

SEGA

AVG

KBC

KONICA MINOLTA

vodafone

TDK

ORIFLAME SWEDEN

SIEMENS

SLOVENSKÁ sporiteľňa

Volkswagen

orange

Telefónica

Allianz

hp

T··Mobile·

GÉANT Networks·Services·People

KIA

upc

Raiffeisen BANK

e·on

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Lessons learned and tips

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Lessons learned
Academic expectations vs. reality

It is necessary to find an investment company - business angel

NO - INVEA has used just stockholder's equity

Industrial players are looking for interesting technologies

NO - industrial players are looking for quick and effective way ho to earn money in short term interval

There is clear legislation for the technology transfer

NO - bunch of unclear laws (in CZ)

There is huge gap between academics and industry people

YES - even worse than we supposed

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Lessons learned
The biggest **misunderstandings**

Technology × Prototype × Product × Successful product

Market (customers) understands up to date technologies

Industrial players are technology enthusiasts

Good products don't need marketing

Industrial players love to accommodate academic technology

To have the best technology is a win strategy

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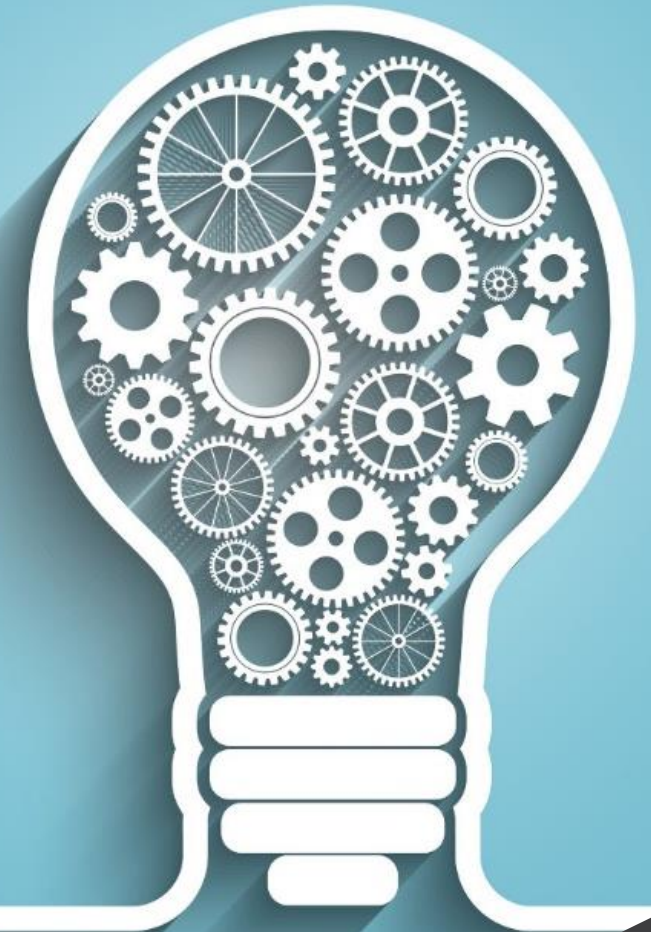
Key Factors

- **Strong team of motivated people**

- Cooperation with academia is critical for technology spin-offs
  - Further R&D development and improvements
  - Great environment for evaluation and testing
  - Feedback to new products
  - Potential new employees

- Be fair to customers and partners

- Meet as much people as possible – experience sharing (business clubs, networking events, start-up events)

- Do not be afraid to take a risk

Building "your own" company is a hard work, but it's worth it.

If you have interesting idea/technology/prototype think about its commercialization.

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Thank you

Performance monitoring, visibility and security
with a single solution

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