Proximify applies social networking technology in order to maximize human capital

Pattern recognition fused to content management reduces workload for university and research staff with improved talent inventory

You might think of it as LinkedIn for tracking talent within an organization. Diego Macrini, founder and CEO of Proximify Inc., is one of the world's experts on pattern recognition. Applying that science to relationships in the workplace is the core of the new solution offered by his company.

Proximify software fuses pattern recognition, content management and social network technology to maximize connections between colleagues and dramatically streamlines the updating of crucial Curriculum Vitae (CV) especially for those in the scientific research community seeking funding.

"Organizations like universities or research centres are built around a huge base of often hidden human talent. Proximify's UniWeb product identifies and connects that talent while enabling individuals to easily update their private professional profile and that puts the right information in front of funding agencies," says Macrini.

Proximify is constantly updated and instantly searchable, providing a live online map of an organization and the people and work connections within it. For those who use the Canadian Common CV, Proximify is compatible with this national standard and saves hours of repetitive data entry when updating a CV.

 Macrini studied pattern recognition and the emerging field of social graph technology that tracks personal relationships. He established Proximify in 2011 to create talent inventories where people are linked by their work interests versus social interests as on Facebook.

Why Ottawa

Macrini says that Ottawa is an ideal community to start a new company. Proximify was first accelerated in a uOttawa program called Start-up Garage. In 2012, the company moved into the new Business Accelerator at Invest Ottawa.

Invest Ottawa delivers economic development programs that increase entrepreneurial momentum and jobs within the city of Ottawa. Proximify took fast advantage of Market Intelligence

Fact facts

Corporate profile

Proximify's UniWeb tool is a fusion of content management and social networking. Easy professional profile updates provide a database that is instantly searchable and provides a live online map of an organization and the work connections within. Proximify automatically tracks connections between people with their organization's objectives in mind.

Why Ottawa

Macrini says Ottawa offers a large number of resources for new firms. Invest Ottawa is a key partner for Proximify. "The opportunity for one-on-one sessions with marketing experts was the best advice we ever received and saved us from years of making mistakes. It was a turning point for our company," says Macrini.

Business advantage

Proximify brings order to an organization's private social network by mapping and matching individuals. It does so based on interests, expertise and skills contained in an up to date CV. Proximify is the only private sector interface that enables direct updating of a CV profile on the Canadian Government CCV Web site.

and Business Analysis Service including advice on how to price their product.

"The opportunity for one-on-one sessions with marketing research experts was the best advice we ever received and has saved us from years of making mistakes. It was a turning point for our company and accelerated our business knowledge and how quickly we can seek out new customers," says Macrini.

Invest Ottawa also introduced Macrini to funding sources and provided guidance on how to gain $50,000 in financing under the federal government's Industrial Research Assistance Program (IRAP).

Business advantage

Proximify discovers an organization's private social network. It does so based on connecting individuals based on their interests, expertise, skills or any other customizable factors.

The implementation of Proximify provides a series of benefits, including:

• R&D connections within the organization are mapped out

• Reduced cost of collecting information about research staff and their areas of expertise

• Proximify's UniWeb tool is bilingual and the only one compatible with Canadian Common CV, so one file meets requirements of employer and funding agencies

• Improved CV content means more accurate Web site information that attracts other researchers and funding agencies

Proximify's UniWeb program is the only private sector interface that allows a researcher to import from and export to the

Canadian Government CCV Web site (www.ccv-cvc.ca). Funding agencies use this one source to view credentials and qualifications, while schools can easily perform annual evaluations of professors' CVs and researchers easily find others engaged in the same field of work.

UniWeb also streamlines information management for publications such as annual reports, and can be used to collect data on alumni and keep them engaged.

Future growth plans

Macrini expects to double his staff as they focus on securing four new university clients. "2013 is going to be a breakout year for Proximify. We will move out of the first phase of organizing the company and developing our products and into our next phase of gaining more customers," says Macrini.

In addition, Proximify will develop new markets for its products. For example Macrini say military veterans have a wide range of services available to them but finding the right person and the right information is not always easy. "We see a huge potential for our social matching technology. It clearly works for LinkedIn, and we believe there are many more applications for Proximify's core technology," says Macrini.

Contact information

Proximify Inc.
1 (613) 828-6274
www.proximify.ca

Universities or research centres are built around a huge base of often hidden human talent. Proximify connects that talent while enabling individuals to easily update their private professional profile
– Diego Macrini, CEO Proximify Inc.

Go to www.investottawa.ca/successes for more Ottawa success stories

Invest Ottawa | Investir Ottawa

80 Aberdeen St. Suite 100, Ottawa, ON, CA K1S 5R5
1 (613) 828-6274
www.investottawa.ca | chooseottawa@investottawa.ca

Invest Ottawa is a member of
ontario network of excellence