

BUSINESS PROFILE

Provista helps government manage assets, evidence

THE BUSINESS: Provista Software International Inc. has developed software called PR*VIDE that is used by public safety agencies and government offices to monitor and track equipment, supplies and evidence.

CUSTOMERS: Provista's customers include local, state and federal government agencies, including the National Weather Service, the U.S. Department of Agriculture, the U.S. Navy and the Oregon State Police.

SHORT-TERM GOALS: Provista CEO Joanne Taylor said the company's goal is to double revenue within three years. She said Provista would do this by continuing to develop its PR*VIDE software so it continues to meet the needs of the first-response industry.

LONG-TERM GOAL: Taylor said she wants the company to be recognized as a leader in asset and management solutions and to begin to sell the solution internationally. Taylor said countries such as the United Kingdom and Israel have shown interest in Provista. She expects to expand overseas in about three years, but the timeframe

might shrink if an opportunity makes itself known.

BIGGEST COMPETITOR: Taylor said Provista's biggest competition comes from IBM Corp., but since the company is also an IBM Premier Business partner, she said it's a friendly and constructive competition.

HOW THE BUSINESS WILL CHANGE IN FIVE YEARS: Taylor said that in five years the company will extend PR*VIDE to a cloud-based, pay-as-you-go system. She said that assuring cloud-based systems are secure for first-response agencies to use can be a challenge, but she's optimistic they have the potential to be more secure than an internal system.

LIKE LEAST ABOUT THE BUSINESS: The challenge of being based in five states. Taylor said the company has facilities in California, Maryland, Florida, Massachusetts and North Carolina, and no

PROVISTA SOFTWARE INTERNATIONAL INC.

Headquarters: Fremont
CEO: Joanne Taylor
Expected 2010 revenue: \$18 million
Founded: 1985
Employees: 15
Website: www.provista.com
Phone: 510.794.1884



VICKI THOMPSON

EXPANSION PLANS: CEO Joanne Taylor has built Provista by selling to U.S. public safety and government agencies but has plans to go international, following up on interest from the United Kingdom and Israel.

single state has a majority of the work force. Taylor said this causes difficulties when dealing with issues such as health insurance, which is handled on a state level, and a multi-state policy for Provista isn't an option. Taylor said the company remedies the issue by reimbursing its employees.

ONE THING THAT MIGHT SURPRISE PEOPLE ABOUT THE CEO: Taylor worked on but never finished a master's degree in feminist theology, which she studied at Santa Clara University and University of California, Berkeley. She picked the degree because it challenged her cre-

atively but needed to stop her studies to find work.

HOW THE COMPANY GOT ITS NAME: When the company started in 1985, it was registered as Proteus in California. When the company started to expand, Taylor discovered another company with the same name. Taylor said the company wanted to keep "pro" in the name and held a companywide contest to find a new name. The winner was Provista, which Taylor said they saw as Proteus with a vista into the future.

—REPORTING BY DONOVAN FARNHAM