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The Mobile Edition



Taking enterprise mobility public

**Costis Papadimitrakopoulos,
Founder & CEO, Globo**

discusses growth in emerging markets and the company's latest range of Enterprise and Consumer mobility solutions.

Founded in 1997, Globo is the publicly listed player in the Enterprise Mobility space. With head offices in New York, London and Athens, the company has been listed on the London Stock Exchange's AIM market since 2007. Globo operates internationally in over 45 countries through subsidiaries and offices in US, UK, Europe, Middle East and South East Asia. With more than six million customers using the technology on a monthly basis, the business partners with several leading brands including, Samsung, Fujitsu, Ingram Micro, Computerlinks and ASBIS.

Targeting business and individual users, the company offers a range of patented technology for the containerisation of 'corporate liable devices' as well as the company's BYOD or Bring Your Own Devices initiative. These enterprise solutions are aimed at empowering enterprise developers and ISVs to create secure mobile applications. The company's consumer mobility solutions like CitronGO! and

GO!Social have proven popular in emerging markets like Latin America and Asia.

In 2012, Globo made the instrumental decision to divest from its Greek e-business software operations to focus exclusively on international expansion, which now makes up more than 85% of its operations.

The company was recently named a Ruban d'Honneur recipient for The Growth Strategy of the Year Award in the European Business 2014 Awards. In 2013 it was recognized for leadership in Network & Device Security in the Fierce Innovation Awards. Gartner, VD and OVUM have all cited Globo as a major player in the space.

Costis Papadimitrakopoulos is both founder and CEO of Globo. He holds a degree from the National Technical University of Athens in electrical engineering and also serves as Chairman to Hellenic Capital Plc, a UK PLUS Quoted investment company.

In 2013, Globo's stock nearly quadrupled, giving the company a market value of \$443 million dollars. The success of the company's GO!Enterprise software and consumer mobile solutions have driven much of this growth. By developing platforms and services like GO!Enterprise that enable users to connect securely, the company has attracted a new roaster of clients. Last year, Globo secured contracts to develop applications for top brands including, Estee Lauder, Dixons and Daimler AG, the luxury division of Mercedes-Benz.

The timing of BYOD technology is in perfect alignment with the market. BlackBerry's poor performance has freed up space. There is much more room for the sector to grow. It is predicted the number of users in the U.S., U.K., Germany, India, China and Brazil will more than double in the next two years. Papadimitrakopoulos says the BYOD trend will push the company to expand even further,



adding that the company brings uncompromised BYOD solutions to the market space.

Over the past two years the company has gained even more traction. In 2012, Globo's sales jumped an incredible 28 percent, while Asian sales rose 72 percent. Sales in Latin America and Asia represent 22 million euros alone. Part of the company's growth has come from CitronGo! and Go!Social brands. These consumer solutions help mobile users access e-mail and social networks on non-smartphones or feature phones.

Papadimitrakopoulos explains, "the underdeveloped markets in Asia and Latin America still have feature phones...where we gave them two services to connect their social network". The company's positioning around consumer or feature markets and dramatic growth in international revenue has attracted new investor attention.

US Operations

In February 2013, Globo partnered with Ingram Micro. Ingram Micro is one of the world's biggest distributors of mobile technology. The agreement enabled Globo to supply BYOD products to US retailers. With several US-based companies competing for the same customers, the stakes are high, but so are the rewards. Papadimitrakopoulos concludes, "The US could provide a significant boost to our share price".

In October of 2013, Globo acquired Silicon Valley based Notify Technologies. At the time of the acquisition, Papadimitrakopoulos

said that Globo considered its talent its most "valuable asset". Established in 1994, Notify benefited from a big customer base with more than 1,800 customers, including top brands Oracle and Securitas. The addition of Notify's customers and talent will increase the company's overall offering and its US market presence with a development center.

“The US could provide a significant boost to our share price”

Despite these successes, the CEO says, "We still feel we are undervalued compared to peers, to UK market--not talking about the US market". While Globo may trade at a discount versus comparable companies, some analysts predict US competitors' IPO might set a 'benchmark' in respect to valuation and multiples for the company. In turn, this might result in the share price rising.

Nonetheless, Notify's acquisition offered one distinct advantage for the company's offering. Discussing the acquisition at the 2014 Mobile World Congress in Barcelona, Papadimitrakopoulos said Notify's MDM functionality was a crucial aspect of the acquisition. "We needed the MDM as an underlying security technology for our container and our application business," he explained. With the added MDM functionality, Go!Enterprise now has everything its customers need from container with email management, PIM, secure

messaging, file access to applications.

Latest releases

Last month, Globo released its latest product, Go!Enterprise Workspace. With added functionality, improved UI, graphics as well as office editor, it allows users to create and share content securely.

Globo is also launching an updated version of Go!Apps Technology, which offers a 'drag & drop' visual development interface enhanced with HTML5, JavaScript & CSS coding for a complete user experience.

Discussing the latest version on Go!Apps Technology, the CEO said it was the right direction as HTML5 has secured its place in cross app development, especially with JAVA script becoming faster and faster. He argued it is evident that it is the best arena for mobile apps as there is already a huge network of web developers already using this technology. With secure access, it offers the best of both worlds.

The Globo CEO concludes the company is forever innovating. It will continue to pioneer a new era in mobilising business. With the acquisition of Notify and expansion in emerging markets, the company may not be undervalued for much longer. ●

An overview:

Globo has received numerous awards for its innovative technology and superior financial performance and is recognized as one of the key players in its field in numerous Technology reports such as Gartner, VDC, OVUM etc.