

## Microsoft profiling city firm in video at massive event

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By Martin Cash



AFTER more than 10 years of hard work in the trenches, Momentum Healthware Inc. is about to become the darling of the Microsoft world when it is profiled at a massive company event next month in Minneapolis.

Winnipeg-based Momentum, which pioneered information technology management tools for nursing home and long-term care facilities, has been selected as one of only three companies to be featured in a video being shown at the Microsoft event that about 6,000 Microsoft partners from around the globe will attend.

"What people say is that we show the video and then wait for the tidal wave of interest," said Momentum's founder and CEO, Chuck LaFleche.

But it's not like the 11-year-old company is just sitting on its hands waiting for Microsoft to create demand for its technology.

In addition to the Microsoft video, there are a number of developments that are converging to make Momentum feel special these days. The company has passed its 10th anniversary, and while it took a beating like every other software company when the technology spending bubble burst in early 2000, Momentum has remained on the scene and become a fixture among long-term care providers.

Barb Alexander, Microsoft Canada's director of health care and western provincial governments, said it is a significant endorsement of Momentum's work. "The annual event is a way for Microsoft to share with its partners our direction for the coming year and to update our product and share best practices, and we also show three examples of how our partners work with Microsoft servicing vertical markets," Alexander said in an interview from Vancouver.

The priceless marketing assistance that the Microsoft video will provide comes at a time when Momentum is about to embark on an organized assault on the U.S. market. It recently hired a vice-president and general manager for its U.S. operations, a part-time, U.S.-based strategic development official with plenty of star power (who also has significant links to Microsoft) and it recently attained Microsoft gold certified partner status, a prestigious honour that bestows the company all sorts of attention from Microsoft, which is still the undisputed global software giant.

The firm's sales have grown dramatically to about \$8 million for the fiscal year ending last March 31, with more than 40 per cent of that coming from recurring revenue from its hundreds of install bases across North America. LaFleche said the plan is to grow to \$20 million in revenue in three years.

The company is advertising to fill seven skilled positions at its Winnipeg head office and LaFleche said the expectations are that the company will need to hire about 40 people over the next 12 to 18 months, with about 30 of them for the Winnipeg office and the other 10 to be based in the United States.

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