

# InformationWeek

Business Innovation Powered By Technology

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INNOVATORS

INFLUENCERS

## Innovators & Influencers 2005

**The Power of Ideas - A group of trailblazers, mold-breakers, line blurrers leads the way into 2005.**

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### The New Value Of Experience

Not so long ago, youth was valued more than experience in the computer industry--energy and idealism trumped longevity and its hard-knock, hard-won knowledge. It was certainly true in the venture-capital community: Some of the excesses of the dot-com era can be laid directly at the feet of irrational youthful exuberance.

That was then. Today, experience and the long view are proving their worth. Some of the most pressing issues in business technology--integration, optimization, cost cutting--demand an institutional memory and historical perspective.

Enter Gary Rosensteel. He's founder, president, and CEO of DigiBrix Inc., a startup software vendor that's looking to apply the same type of data-integration and process-optimization capabilities to IT functions that enterprise-resource-planning software bringsto business functions. "It's about pulling together all of the stuff of running an IT department," Rosensteel says.

DigiBrix's product, code-named Entire, is meant to address the significant disparity between the money and resources spent on legacy IT systems and that invested in new processes. "DigiBrix projects that clients will see over a 75% increase in their ability to effect positive business transformations," according to the company's Web site. "This will be accomplished by Entire's ability to support the redirection of resources from day-to-daymaintenance to instituting new business processes."

This from a company with only four full-time employees (software development is being done offshore). The Entire product is in its early stages--only the vendor-management module is completed. This year has been devoted to business formation and fund raising, Rosensteel says: "It sucked the life out of us." But the coming year will see real-world product testing.

Rosensteel has been around the business-technology block more than a few times. "I've participated in every discipline in IT at some point," he says. That experience will help make good on DigiBrix's promise.

-- John Soat

It's sure to be a year of change in business technology. Here is someone who will drive that change.

