

# Marketcircle's growth opportunity: 90% of all firms are small businesses, looking to increase productivity

As Apple's strong iPhone and Mac sales grow, Marketcircle's business software adoption continues to increase

## Fast facts

Toronto-based Marketcircle's Mac business software helps transform Mac computers and Apple's iPhone and iPod into small business productivity machines. The company's products include business management software, Daylite Productivity Suite, Daylite Touch and Daylite Mail Integration Module (DMI) as well as Billings, a practical time tracking and invoicing application.

## Why Ontario

Ontario is home to strong support organizations and world-class research and development facilities serving the province's entrepreneurs. Toronto, located at the hub of the Ontario Technology Corridor, offers an abundance of technological expertise and more social stability and ethnic diversity than most North American super-cities.

## Business advantage

Apple is still an early platform adoption story with plenty of headroom for growth, driven by the iPhone and Mac. As an Apple business partner, Marketcircle's successes soar alongside Apple's. Marketcircle's business software and its newest offering – Macworld 2009 Best of Show winner, Daylite Touch for iPhone – sell across North America, the United Kingdom, Europe, and Australia.

Marketcircle Inc. develops award-winning business applications for Apple Inc.'s successful operating system, Mac OS X. Marketcircle's Mac business management software helps transform Mac computers and Apple's iPhone and iPod into small business productivity machines. Marketcircle's products include Daylite Productivity Suite, Daylite Touch, Daylite Mail Integration Module (DMI) and Billings.



Incorporated in 1999, Marketcircle is located in Toronto, Ontario, Canada, with partners and customers worldwide. Daylite Productivity Suite is designed to help companies win more business and deliver better on promises. Providing integrated tools and processes that identify and qualify opportunities while managing projects, calendars and contacts, Daylite is the core of small Mac-based businesses of 1-50 people. Billings is an indispensable desktop time tracking and invoicing application and creates stunning, templated or original, invoices for self-employed professionals and freelancers working on contract.

## Why Ontario

*Backbone Magazine*, Canada's national business, technology and lifestyle publication, reports that sixteen of the top 25 companies in Canada are from Ontario. The World Economic Forum has ranked Canada's banking system the healthiest in the world.

Toronto is Canada's finance, media and entertainment centre. Richard Florida, author of best-selling books about global economy and a regular contributor to publications and programs such as *The Globe and Mail*, *The New York Times*, *The Harvard Business Review*, BBC and CBS, forecasts Toronto will be among the world's fastest-growing

*Mac and iPhone business software developer, Marketcircle, enjoys successes alongside Apple's, while small businesses drive the global economy forward*

business sectors over the next generation. "Toronto's fresh energy places it among the world's most powerful urban centres. It has the ability to attract people from all over the world." Toronto offers an abundance of technological expertise and more social stability and ethnic diversity than most North American super-cities.

Ontario is home to strong support organizations and world-class research and development facilities serving the province's entrepreneurs. An example, Ontario Centres of Excellence (OCE) Inc. drives commercialization of cutting-edge research and offers programs such as the Investment Accelerator Fund to provide eligible technology-based start-ups with up to \$500K in seed investment.

Marketcircle recently outgrew its original office and moved its world-class software development operation to a bigger space in Markham, part of the Greater Toronto Area. Marketcircle CEO Alykhan Jetha, with well-established roots in Toronto's business community, would not locate his company anywhere else. Marketcircle's employees enjoy access to Canada's comprehensive, public healthcare system and the vibrant Toronto lifestyle.



## **Business advantage**

Mac OS X (including iPhone) made up 10.41% of systems in use in Jan. 2009. Windows' share declined slightly the month before. Said Arik Hesseldahl, in the Feb. 2009 issue of *BusinessWeek*, "This is a good indicator for growth at Apple, despite the downturn. Apple is still an early platform adoption story with plenty of headroom for growth, driven by the iPhone and Mac."

As an Apple business partner, Marketcircle's successes soar alongside Apple's. Marketcircle's business software and its newest offering – Macworld 2009 Best of Show winner, Daylite Touch for iPhone – sell across North America, the United Kingdom, Europe, Australia and into Singapore and South Africa.

Both Apple and Marketcircle focus on the needs of small business and eager start-ups. The U.S. Census Bureau reports 98% of all U.S. firms employ less than 100 people and 90% have less than 20 employees. These small businesses are responsible for 97% of all new jobs in the U.S.

Marketcircle creates a number of connectors linking Daylite software to other small business boosting products, such as FileMaker Inc.'s database software and MYOB Limited's AccountEdge package. By integrating with small business software, Marketcircle manages its expansion into a still growing customer base.

## **Future growth plans**

Mobile computing is on the rise. Marketcircle is poised to meet this trend. Daylite Touch, for iPhone and iPod touch, brings the unique collaborative and productivity benefits of Daylite to the mobile masses. "Daylite Touch is offered as the most advanced and cost effective small business productivity platform," says CEO Alykhan Jetha. "Leveraging the legendary ease of use of the Mac and iPhone, Daylite Touch users become more competitive."

Daylite Touch syncs over the air with 3G, Wi-Fi, or 2G EDGE and offers a more distinctive set of collaborative features than either Microsoft's Exchange or Apple's MobileMe.

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