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COLLABOREX WEARS MANY HATS

Juggles consulting services, integration, hosting

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Collaborex is set to juggle multiple batons for the B2B market, including consulting services, integration and hosted applications.

Collaborex was founded in February to deliver services to the B2B market, says Andrew Nash, founder and CEO of the company.

Nash's vision was to deliver more than just consulting, including hosted services and hosted applications. "There are not enough consultants on planet Earth to solve all of the B2B challenges today," Nash says.

Collaborex offers consulting services including understanding a company's business process, quantifying what competitors are doing, setting a strategy and coaching on automation placement, says Don Schueler, CTO of Collaborex.

However, Collaborex spends 70 percent to 80 percent of its time implementing a strategy for a business, Schueler says.

The company also aims to incorporate wireless applications to speed up the supply chain. An example of when wireless products are of use is in a delay in product shipment, Schueler says. With a wireless device, a customer can be notified rapidly and can place a new order, he says.

Collaborex focuses on six vertical markets, including chemicals, consumer and industrial products, energy and natural resources, financial services, technology and telecommunications and media.

The company offers CollaborexReef, a knowledge management system that provides best-practices information; CollaborexCampus, a Web-based learning center; and CollaborexCenters, a "sandbox" where customers can try out B2B tools, Schueler says.

Collaborex also has formed a strategic alliance with WebMethods, a maker of B2B integration software that automates business processes such as customer relations, financial services, logistics, procurement and supply chain management.

To form the company, Collaborex brought in executives with experience from firms such as Andersen Consulting, KPMG and PricewaterhouseCoopers.

Collaborex has grown to 100 employees from two in February, Schueler says. The company raised \$5 million in an initial round of financing, with a lead investment of \$4.6 million from FBR Technology Venture Partners

Ultraprise Corp., a Frederick, Md., company that provides an online secondary mortgage marketplace, has laid off about 25 percent of its workforce and Fairfax-based consultancy **Collaborex** Inc. has cut as many as 50 jobs, joining the growing ranks of local technology companies retooling in an attempt to achieve profits.

Collaborex Cuts Chicago Office

CHICAGO – Collaborex, Inc., a Fairfax, Va.-based consulting service, has closed its Chicago office.

It is not clear how many jobs were reduced in last week's cuts, although reports indicate that the number was around 50.

Collaborex is making cuts for the second time in two months, according to a report on Newsbytes.com.

Officials at Collaborex could not be reached for comment.