

# Real-Time Success.

Praxis Software, Inc.

[www.praxsoft.com](http://www.praxsoft.com)

**With assistance from the Advisory Board Council, PraxSoft achieved a 540% increase in revenues.**

As a university professor and an engineer, the husband and wife team of Amin Ismail, Ph.D. and Rhonda Copley had a lot going for them when they founded Praxis Software, Inc. (PraxSoft) as a small engineering consulting firm. However, expertise in business was not among their strong points. It was during a 2005 meeting with a U.S. SBA Business Opportunity Specialist that Copley explained her firm's desire for business advice, particularly with market expansion and navigating the intricacies of selling to the government. "We needed to ensure that strategic decisions for our business and resource allocation were appropriate and wanted expert advice from experienced business professionals who had worked with successful entrepreneurial firms," said Copley. The U.S. SBA recommended the



SBDC at UCF's Advisory Board Council as a way to access the needed expertise.

PraxSoft was accepted into the program and a board of advisors was hand-picked comprised of experts in the fields of finance, government contracting, law, marketing, and strategic planning. The board kicked off their first meeting in early 2006. "We have a strong technical background," says Ismail, "but having an advisory board has helped us from a business and financial point of view."

"The board members have given so unselfishly of their time and have been able to share so much of their experience with us, that it's been invaluable," reports Copley. In fact, during their two terms in the program, PraxSoft's volunteer advisors donated more than 300 in-kind hours of service to the firm, representing a market value of \$36,623 pro-bono consulting services. Copley worked with her board's CFO to develop models for product pricing, cost of goods sold and margin analysis. Another board member assisted

PraxSoft with government contracting and how to take full advantage of their 8(a) certification. "We didn't know how to operate in the Federal/Military environment and he helped guide us," comments Copley.

When Copley and Ismail moved the business from Ohio to Central Florida in 2004, they began development on a group of products to collect real-time data from remote wireless sensor devices and deliver it via multiple communication methods. Their unique combination of RFID and wireless sensor node technology is utilized in the firm's three main products: WeatherActive™,

**"Not only did the advisory board provide guidance on financial issues and increasing sales, they mentored us on putting the proper processes into place to sustain that growth."**

SensorActive™ and AssetActive™. Today, PraxSoft has more than 1,000 customers in commercial and government markets as a developer of cutting-edge products that integrate hardware and software in order to improve asset management in wastewater/storm water, public safety and other government operations. Recently, the firm won a contract through the Florida Department of Forestry to use their RFID and wireless sensor node technology to track Wildfire Suppression Resources.

All of the expert assistance PraxSoft received from the SBDC at UCF has paid off for the company. Since becoming a client of the Advisory Board Council, PraxSoft has achieved a 540% increase in revenues, doubled their number of employees and quadrupled their office space.

