

Get bigger:
OrderMotion
taps a loan
to expand
without
dilution. **P4**



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SOFTWARE

OrderMotion plans growth with loan

BY CHRISTOPHER CALNAN
STAFF WRITER

Thirty years after founding Natick's **CommercialWare Inc.**, **Donald Askin** is spinning out a small piece of the retail management software maker he sold last year to compete in the same market with on-demand offerings.

That spinout, **OrderMotion Inc.**, last week received a \$2.5 million loan to expand the sales and marketing team for the company's product that, unlike **CommercialWare**, uses an on-demand delivery model geared toward smaller retailers. It's a strategy grounded in the expansion of Internet retailing beyond national chain stores.

Askin, CEO of OrderMotion, said the loan follows an initial \$9.5 million raised last year from investors including **Capital Resource Partners**, a Boston-based private equity firm. Askin said the loan, unlike venture capital, allows the OrderMotion to fund

operations without giving up additional ownership in the company.

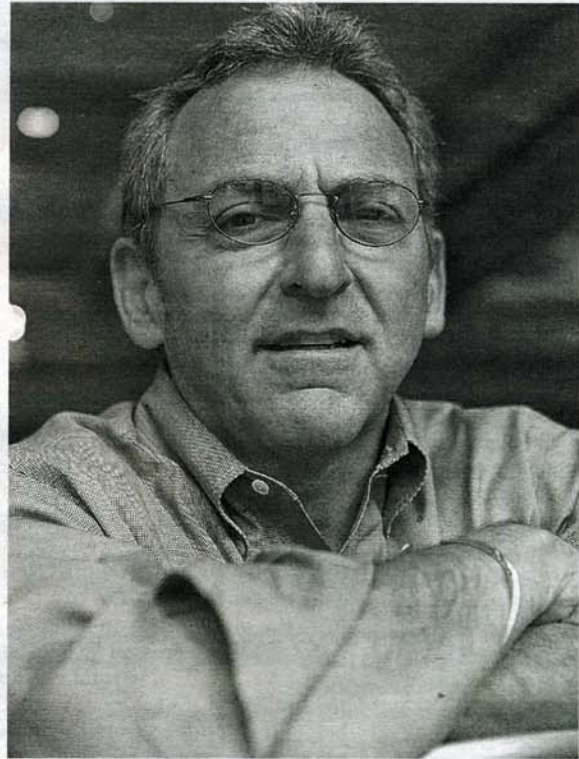
The \$2.5 million was provided by **MMV Financial Inc.**, a Toronto-based finance company working with technology and life sciences companies.

CommercialWare was acquired in late 2006 by Cleveland-based **Datavantage Corp.**, a division of **Micros Corp.**, for \$13.3 million. OrderMotion — which **CommercialWare** had purchased in 2003 — was not included in the sale.

CommercialWare, founded in 1975, developed higher-priced applications for a few major retailers. In contrast, OrderMotion's model is based on low-cost, on-demand delivery for many more, smaller "emerging" businesses, said Askin. He declined to name OrderMotion's annual revenue. He expects the company to grow from 43 employees to between 50 employees and 60 employees.

The company's customers are all retail-related, selling items such as health foods, vitamins, specialty foods, and clothing or gifts, he said. **Wolfgang Puck**, **NapaStyle** and **HealthyPets.com** are among the company's customers.

Competitors include **Escalate Retail**, in Florida and California; Delaware-based **Dynacom Corp.**; Ohio-based **Sterling Commerce**; and California-based **NetSuite Inc.**, which filed an IPO proposal earlier this month.



STUART GARFIELD

DONALD ASKIN launched OrderMotion last year.

Rob Garf, vice president of retail strategies for **AMR Research** in Boston, said the market for OrderMotion's technology is huge, but the company is faced with the challenge of building brand awareness and sales channels.

The on-demand model is a key to OrderMotion's business plan. It enables small and midsize businesses to compete with larger competitors by saving them money on IT services and hardware expenses, said Askin.

OrderMotion, said Askin, also incorporates the use of on-demand into its own operations, outsourcing its servers and other technology functions.

"We actually take the same medicine that we prescribe," he said.

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