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Cloud *Pioneers*

FORTIGO BLAZED AN INDUSTRY TRAIL BY BASING ITS SYSTEM IN THE CLOUD.

> FORTIGO INC.

BY ALAN DORICH

Shippers need efficient solutions to be successful in the logistics world, and Fortigo Inc. fills that need. President George Kontoravdis co-founded the Austin, Texas-based company in 2000.

Kontoravdis, who has a Ph.D. in operations research, worked with several large companies on how to optimize their operations and set metrics. When he decided to form Fortigo, "The idea of

it was to productize some of the consulting work I was doing," he recalls.

The company set out to streamline the shipping process through optimal carrier and service selection, enforcement of business rules, real-time visibility and event management. Early on, he notes, Fortigo made the decision to base its product in the cloud, which set it apart.

"In the early 2000s, it wasn't common for large companies to trust the data in

the cloud," he recounts. But as acceptance of the cloud and Fortigo's product grew, the company found itself in the right place at the right time.

"Because we were leveraging the cloud from the beginning, we didn't need to overcome the challenges of moving from a traditional client service type of product to the web," he says, adding that the company also evolved its client base over time. Fortigo initially focused on parcel shipping, but it grew into freight.

Today, "We have a full-fledged

----- **PROFILE**

Fortigo Inc.

www.fortigo.com

Headquarters: Austin, Texas

Specialty: Transportation management systems



Two business executives, a man and a woman, are standing in front of a whiteboard, discussing a complex supply chain integration diagram. The diagram is a central stack of seven boxes: INTEGRATION, IDENTITY MANAGEMENT, SHIPPING OPTIMIZATION (WAREHOUSE), VIABILITY & COLLABORATION, EVENT & EXCEPTION MANAGEMENT, MOBILE, and REVERSE LOGISTICS MANAGEMENT. Below this stack are two boxes: AUDIT & PAYMENT and CUSTOMER PORTAL. The diagram is surrounded by various labels and arrows indicating data flow and integration points. On the left, 'VENDOR' is connected to 'VENDOR PORTAL' (which has 'XML, EDI, WEB UI' below it) and 'CARRIER PORTAL' (which has 'ER, XML, EDI, WEB UI' below it). On the right, 'CUSTOMER PORTAL' is connected to 'OPERATIONS' (which has 'SALES, FINANCE, MARKETING' below it) and 'CARRIER PORTAL'. The man is pointing at the 'VENDOR PORTAL' box, and the woman is pointing at the 'CUSTOMER PORTAL' box. The background is a plain wall with a whiteboard.