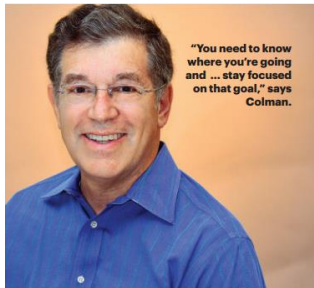


Tracker

In the News -

San Francisco Business Times, July 10, 2015

Entrepreneur Profile by Madeline Bilis, Editorial intern



Fred Colman
President and
Cofounder,
Tracker Corp.

What Tracker Corp. does: Provides software at the intersection between law and technology with two products: one geared toward immigration case management and the other with I9 compliance.

HQ: San Francisco

Employees: 32 employees and 15 contract engineers

Founded: 2000

Source of startup capital: Bootstrapped

Background: Holds a master's degree in electrical engineering from the University of Michigan. Spent the first 25 years of career designing medical devices.

Big Picture

How's business: Great. We've just completely rewritten both of our main applications. We have a new platform and it's being extremely well received.

Biggest challenge: We're in a growth phase and we're hiring. That's one of our challenges. Finding good people while growing and scaling.

What's going to change at your company in the next year: I think as we fill some of these positions, our sales will grow significantly.

Are you hiring: We're hiring in sales, marketing and engineering.

Important skill for a successful entrepreneur: Focus and vision. You need to know where you're going and you need to stay focused on that goal and not get distracted by any and every thing that comes across your desk.

Business Moves

Reason for starting business: My wife is an immigration attorney and she really articulated the need. She needed software to manage her law firm — she was worried about someone falling through the

cracks and she needed something for her clients to check their immigration status online. There wasn't a good tool for that in 2000 when we started working on it.

Biggest business strength: Recognizing when I don't know something and when I need other people. Knowing when to delegate.

Biggest risk: The first one was developing the second product line, and then rather than tacking on new features to old platforms, deciding to start fresh and rewrite from the ground up.

Biggest mistake: At one point we did some outsourcing in China. The big mistake was not having someone on the ground there that worked for us as opposed to being with the vendor— the cultures are so different that we weren't really getting accurate information.

Smartest move: Expanding our product line to add the I9 business along with our immigration business.

Biggest worry: Making sure the business is always viable is in the backs of our minds always and making sure that we're making the right decision for the business for all of the employees.

What do you wish you had known from Day 1: I wish I had more experience with offshoring in advance. Over time I've learned to get better at hiring.

Challenges of running a business in the Bay Area: It's expensive to run a business in San Francisco and it's a challenge to compete with some of the other much larger technology companies than can offer all sorts of additional perks.

Five year plan: We have a three year plan. We are focused on growing, scaling and maintaining the very best products.

Personals

First choice for new career or venture: Probably go back into medical devices.

Role model: My wife. She's got one of the largest women owned law firms in the Bay Area.

Favorite Bay Area destination: The Stanford Dish.

Favorite restaurant: Brindisi Cucina Di Mare.

Favorite book: I like biographies. My favorite is "John Adams" by David McCullough.

Last book you've read: "The Challenger Sale: Taking Control of the Customer Conversation" by Matthew Dixon and Brent Adamson.

About Tracker

Founded by immigration law experts, Tracker Corp is the only I-9 software company that has a perfect 12-year record with federal agencies and systems. Thousands of customers of all sizes and industries use Tracker's secure, proven products for effortless compliance. www.trackercorp.com