

The Informatica platform will help us manage data volumes that tripled overnight as a result of our merger and provides a robust framework for leveraging real-time data generated by the systems that run the combined airline," said Andrew Clifford, US Airways senior manager. "For example, PowerCenter and PowerExchange will enable US Airways to analyze events affecting aircraft maintenance and operations as they happen, which will help make our operations more transparent, efficient and cost-effective. We selected Informatica over competing solutions for its proven mainframe data access, high performance and scalable platform that will support our long-term data integration needs."

Agilience gets funding from Intel Capital, others

MOUNTAIN VIEW, Calif. — Security-risk and compliance-management consulting firm Agilience said that Intel Capital, the venture-capital division of Intel Corp., has led the company's second round of funding.

Additional investors include Walden International and Red Rock Ventures.

"We are very excited to see Intel Capital come on board as an investor," said Agilience founder and chief executive officer Pravin Kothari. "Intel Capital is one of the most important strategic investors in the high tech industry. We are pleased that our risk-based approach to security and compliance management has generated interest in the customer and investment community alike."

The Mountain View, Calif.-based Agilience provides an integrated, standards-based program that enables enterprises to effectively analyze and decrease security risk, achieve continuous visibility of risk and compliance, and significantly reduce the cost of compliance with regulations and security policies.

"Agilience has developed a compelling solution that helps to address a challenge many information security and compliance executives face at Fortune 2000 companies," said Sean Cunningham, Intel Capital director of strategic investments. "We look forward to working with Pravin and his team at Agilience."

Executive Profile

Kurus Elavia

Security superstar

Gateway's visionary rises from guard to CEO

BY NAOMI GROSSMAN
IndUS Business Journal

NEWARK, N.J. — When Kurus Elavia came to the United States in 1987 from Bombay, he wanted to teach martial arts. Things didn't quite turn out as planned and Elavia ended up hitchhiking from Cleveland to New York with his last \$30 in his pocket. A friend suggested he apply for a job as a security guard at the Newark-based Gateway Security Inc.

"My application said I had potential," said Elavia, who has more than proved his potential with a meteoric rise.

Elavia was the company's 54th employee. Today, at 41, he is chief executive officer of the \$70 million firm, which now has 4,000 employees. Its 214 clients include the Port Authority of New York and New Jersey for the region's three major airports and Prudential Financial Inc. Most recently, Elavia was named one of the six finalists in the 2006 NJBIZ Executive of the Year competition.

After working his way up to management at Gateway Security, Elavia approached the son of the company's founder, Louis Dell'Ermos, in 1998 and told him he had a strategic plan that could double the company in the next three years.

"The son approached his Dad and they said to me: What are you talking about?" said Elavia. But they went ahead with Elavia's vision and three years later Gateway Security had tripled in size.

"They were an unconscious brand," said Elavia. "We had great talent. I peeled the onion out."

When Gateway was founded in 1979, the landscape of the security guard industry wasn't what it is today. "Security was an afterthought then," said Elavia. "The world was very different."

Elavia said that Gateway's premise was to bring the concept of service to the security industry by adding more roles such as information assistance and monitoring a building's HVAC system. With the advent of the concept of community policing in the 1980s being part of the community became a legitimate notion. "It changed the face of the security business," said Elavia.

Gateway Security officers adopted a more formal look depending upon where they were located, with blazers and



Company: Gateway Security Inc.

Position: Chairman and chief executive officer

Education: Bachelor's degree in business from University of Mumbai.

Age: 41

ties becoming a standard mode of dress.

The company started with contracts with companies like Prudential and New Jersey Transit and grew to about \$11 million in annual revenues. A year after Elavia became part of Gateway's management team, the company got a call from Port Authority which wanted to start a "red jacket" pilot program with six guards. The program led to a contract with Newark International Airport. "They loved what we did," said Elavia.

Elavia seized upon the opportunities for Gateway to diversify and by 1999, the company was bidding on a series of contracts within the region's airports. "The greatest thing was our competitor's indifference," he said.

Part of Elavia's strategy was only to bid on the piece of the contract that he believed the company could do well and then grow from there. So when Continental Airlines wanted the company to bid on its contracts, Gateway didn't

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Elavia: From security guard to security great

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go for the security — "I felt it was a recipe for failure," said Elavia — but focused on the wheelchair needs.

The services Gateway provided to the airports mushroomed and these days the company is the largest service provider in the airports doing all terminal operations — from ground transportation to customer care — and employing 700 people in the three locations.

"Now service is our center most piece," said Elavia. "Customer service used to be a desk in Sears. Customer service was an afterthought. We said let's do it first."

Because the company focused on the service aspects of the contracts at the airports, it wasn't affected when the Transportation Security Administration took over check-point security at the airports after 9/11.

Gateway also works with airlines like Delta Airlines, Continental Airlines and

United Airlines providing skycaps, baggage handling and parking management, among other services.

"My niche has been to get into these businesses and diversify," said Elavia. "Our business model is we grow with our customers."

According to Elavia, in a people-driven business, growing with the customers can only be successful if the best people are recruited, trained well and appropriately placed. "We are promise keepers," he said. "We don't have samples to provide. We make a commitment and customers discover we keep our promises."

Gateway's five original customers are still with the company, noted Elavia. The company's client retention rate, he added is 96 percent.

"In our business model there are no sales teams, no telemarketers and no brochures. Our growth strategy is organic. We are one of the few privately held companies in the industry. That's why customers like us.

They want face recognition," he said.

Customers also like Gateway, said Elavia, because he has integrated a passion for the job into the fabric of the company. "I'm not in the uniform," he said. "[But I] have an officer who will commit. If you find something that is your passion and you groom the right people you will have success. We are a passionate group. Passion is contagious and starts from the top. Everyone has a passion for service. Our customers understand that if something doesn't go well we work hard to make it right."

Recently, Elavia said he was asked what was his business secret. His answer, he said, is to think of how you would treat your best friend and then translate that into a business model.

"I don't have IT engineers," he said. "I have people bringing dignity to their labor."

Elavia came to the United States with a business degree from the University of Mumbai but not much else. When he

applied to work at Gateway he was selling newspapers in Pennsylvania Station in Newark. "I worked my way up," he said. "What does an immigrant do? He doesn't have choices. [We take from whomever] gives the job first and then we build upon it. I built upon the legacy of the founders [of Gateway]. Life is what you make of it, not what is given to you."

For Elavia, Gateway's future growth rests on its ability to further diversify into up and coming security sectors. One of those is IT security, specifically protecting the physical network. "Where the PC itself is located is an issue," he said.

Business continuity, or preparing companies for restructuring after a natural disaster, is another potential market.

"Security will no longer be someone outside a building," said Elavia. "It will be background checking of everyone who comes in, using a computer to do that. More and more of security and technology is becoming part of daily existence. That's where we come in. We will make sure your building is safe when you come to work and when you go home."