

Versata 2008
Ford v. Versata
IPR2016-01014

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Search Criteria

Company:

VERSATA SOFTWARE INC

Date Range: Last five years (05/2011 to 05/2016)

Litigation Refinements

Practice Area:

Intellectual Property - Patents

Intellectual Property: Generally

Intellectual Property - Copyrights

VERSATA SOFTWARE INC Business Description

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Date: May 18, 2016

Location: 401 Congress Ave Ste 2600
Austin, TX 78701-3744
United States
Phone: 512-524-6149
Fax: 512-874-8900
Toll-free:
Website: <http://www.trilogy.com>

Ticker Information: Company Type: Private
Stock Exchange: Ticker Symbol:

Business Description: Trilogy helps your customers return again and again and again. The company's software helps large corporations manage complex sales and purchasing channels that involve extensive product lines and high transaction volumes. Customers use its software to integrate and manage sales, distribution, and supplier channels, as well as for content management and data integration. In addition, the company provides professional services such as consulting and support. Customers have included General Motors, Ford, Goodyear, Nissan, and Penn Mutual Life. Founder and CEO Joe Liemandt is the controlling shareholder of the company.

Trilogy has refocused its operations around two core market sectors -- automotive and telecommunications. The company has also expanded internationally, opening offices in China and India. In early 2009 the company attempted a hostile takeover of Autobytel but failed when Autobytel's board of directors rejected its offer and recommended that shareholders reject Trilogy's offer.

Trilogy acquired Versata in 2006 for about \$3 million. Trilogy then merged portions of the company (primarily its Trilogy Technology Group) into Versata as part of a broad reorganization that also included moving most technical positions offshore to its office in Bangalore, India.

Versata has been active on the acquisition front in recent years, purchasing Artemis International, Nextance, and Gensym in 2006-2007. The Versata acquisitions continued in 2008 with the purchases of NUVO Network Management, TenFold, Clear Technology, Evolutionary Technologies International, and Ecora Software, with Everest Software joining the fold in 2009.

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Hoover's In-Depth Company Records

Date: May 18, 2016

Trilogy Enterprises, Inc.

Overview

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Contact Information

401 Congress Ave Ste 2600

Austin, TX78701-3744

United States

Phone: 512-524-6149

Fax: 512-874-8900

Toll-free:

Website: <http://www.trilogy.com>

Key Numbers

Fiscal Year End:

2016 Sales (\$mil.): \$70.1

One Year Sales Growth:

2016 Sales (\$mil.):

Sales (\$mil.): 36

One Year Employee Growth:

Auditor ()

Stock

Company Type: Private

Stock Exchange: Ticker Symbol:

Rankings

Officers

Senior Vice President Products , Latif Nathani

Executive Vice President Global Sales , Douglas (Doug) Gattuso

Directors

There is no Company Summary information for this section from the most current Hoovers Company Profile report.

Product Information

Production:

There is no Company Summary information for this section from the most current Hoovers Company Profile report.

Operations:

There is no Company Summary information for this section from the most current Hoovers Company Profile report.

Selected Products

Automotive prospecting and portal (CarBuy)

Lead generation (Trilogy SmartLeads)

Telecommunications sales prospecting (YourBillBuddy)

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Key Competitors

IBM Global Services
Ariba
Selectica
A.T. Kearney
Oracle
Ernst & Young Global
SAP

Industry

Computer Software

E-commerce Software

History

As a Stanford University student in the late 1980s, budding entrepreneur Joe Liemandt studied software companies and worked as a computer consultant. At work, he noticed that shipments were often sloppily handled. In 1989 he dropped out of school, recruited four other students, and started Trilogy Development Group to create sales order software. Family friend and former GE CEO Jack Welch provided encouragement while Liemandt juggled credit cards to fund the startup.

The company moved to Austin in 1992, recruited top software designer David Franke, and soon inked a deal with Hewlett-Packard, followed by deals with Silicon Graphics and Boeing. In 1993 the company formed pcOrder.com to develop artificial intelligence-based sales order software (for helping customers make decisions) for online computer sellers. By 1994 more than half of the biggest computer makers in the country were using Trilogy's Sales Builder program.

Trilogy introduced a slew of products in 1998, including Channel Chain software (personalized catalogs) and Web-based procurement software Buying Chain. That year the company changed its name from Trilogy Development Group to Trilogy Software. In 1999 Trilogy took pcOrder.com public, but retained significant majority control over the company's voting power. The company that year also formed carOrder.com and applianceOrder.com (both companies ceased operations within a year).

It by then had also developed a reputation for its on-campus recruitment program, Trilogy University. Trilogy University introduced potential employees to the company through a rigorous three-month tutorial; many new hires began the intensive schooling with no set position and were challenged through the months to discover their best fit with the company.

Trilogy in 2000 shortened its name from Trilogy Software to Trilogy. As the market for technology spending began to ease, the company pulled back its online efforts. Late in 2000 Trilogy bought back the public shares of pcOrder.com.

The company in 2001 announced it would cut about 340 jobs (about 30% of its workforce), and restructure operations around automotive, telecommunications, and other specific vertical market niches.

In an effort to save costs, Trilogy moved its software department and the acclaimed Trilogy University program to Bangalore, India in May 2004. Trilogy entered the market for software for automotive engineering and sales when it acquired Michigan-based VulcanWorks in June 2004.