

## LOCUS TECHNOLOGIES PURSUES INDUSTRY TRANSFORMATION THROUGH WEB-BASED INFORMATION MANAGEMENT

*As a privately owned company, Locus Technologies (Walnut Creek; www.locustec.com) has been in business since April 1997. However, as the successor to Canonie Environmental Services, which was formed in 1948, Locus builds on a 50-year reputation. Locus's principal business is information management in support of compliance, consulting, and remediation activities at impaired sites and monitoring for the environmental and homeland defense industries. Locus's hosted software solution, LocusFocus, is a comprehensive package to manage information collected and developed as part of these environmental activities. As one of the first systems developed for the web, LocusFocus gives clients universal access to data previously stored in non-integrated and diverse silo systems. Locus has offices in San Francisco, Silicon Valley, Sacramento, Middletown and Los Angeles, California, as well as regional offices in Phoenix and Boston and international headquarters in Paris, France. Annual revenues are about \$15 million, and the company has about 60 full-time and part-time employees. Neno Duplancic is the company's president and CEO.*

**EBJ:** How has business been in general the past couple of years?

**Duplancic:** Business has been great. 2004 was our best year ever, and it appears that 2005 will be even better.

**EBJ:** What kinds of opportunities have arisen from hurricane response or domestic security?

**Duplancic:** Locus has offered to open up its web-based system for management of environmental information associated with the aftermath of Katrina to selected contractors. We are currently in discussions with two of them. We have been active on several fronts in domestic security. We have been selected by Arizona Department of Environmental Quality to perform a vulnerability assessment for water and wastewater treatment plants. We have also been developing our database technologies to be on the receiving end of sensors that are increasingly used in the homeland defense industry. We see sensor interfaces to our web-based databases as a growing segment of our business.

**EBJ:** What has been the principal aim of your strategy over the past couple years?

**Duplancic:** Locus's principal strategy has been to deeply penetrate markets for environmental information management and become the market leader with the largest share of the analytical information management market. We have succeeded. Our strategy centers on a simple question: How can we give customers better and better service for fewer and fewer dollars? The answer is, by applying innovative ideas to site closure

strategies and automating the flow of site information from cradle to grave over the Internet.

We provided the answers to our customers with an altogether different kind of thinking about site closure, regulatory agency negotiation, and long-term operation and maintenance. Today, over 5,000 sites are already benefiting from Locus's state-of-the-art, web based, on-demand information management technologies.

Our technologies give new life to our customers' existing data and turn it into powerful information in ways never thought possible before. We come up with new, more effective closure at a lower cost of engineering, lower cost of implementation, and lower cost of long-term O&M. We believe in the power of simple ideas, and we help customers balance and optimize their remediation dollars. We engineer cost reductions of the overall program, not just one component. We understand the complexities of the site closure process and can therefore help deliver better solutions, customer satisfaction, and tangible return on investment.

Above all, we understand the flow and manipulation of environmental information. Two-thirds of billable hours in this industry are spent on searching for information and data, and only one-third to provide the solution. With rapidly evolving environmental information technology, mounting evidence of quality, safety and efficiency benefits, and a regulatory imperative, the market for environmental information management in the United States is on track to grow by two-thirds by 2009.

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