
From the Atlanta Business Chronicle:

<http://www.bizjournals.com/atlanta/print-edition/2015/12/04/the-pitch-govsense-wants-to-take-the-wait-out-of.html>

The Pitch: GovSense wants to take the wait out of governmental permits

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Dec 4, 2015, 6:00am EST

Gary McTall seems to know the pain of any resident or businessman who's had to wait in line for a governmental permit or license. McTall believes that tedious process is unnecessary.

He is the chief technical officer of Alpharetta-based GovSense LLC, a cloud-based enterprise resource planning designed specifically for local government.

With it, local governments can streamline the building and occupational tax process, for example. He believes it can be used for land use planning and project review, regulatory management, permitting & inspections, code enforcement, citizen requests, asset management, work order management and more.

Here, McTall explains how GovSense came about:

Q: What problem are you trying to solve? Have you ever taken time out of your weekday to wait in line at a government office? It's time-consuming, frustrating and totally unnecessary. We're on a mission to change that stigma by creating solutions that leverage new age solutions in the cloud. In the past, cities and counties have used incredibly expensive, antiquated software products and solutions that caused division and miscommunication between departments, communities and citizens. Our goal is to provide local

government with efficient, inexpensive tools they need to build smarter communities that will unify their departments and communities, while being the best possible stewards of taxpayer dollars. We want to make frustrating lines, broken processes and department silos a thing of the past.

Q: What's your solution? We provide local governments with a cloud-based enterprise resource planning (ERP) to assist jurisdictions in building the smarter communities their constituents are demanding. Our solution enables entire jurisdictions to operate their land, license and financials from one unified user experience. These processes include but are not limited to both long- and short-range planning, permitting, inspections and code enforcement. All facets of licensing (business, alcohol, cemetery, rental, individual, pet, etc.) and complete financial/human resources solutions build for the next generation general ledger.

Q: Who are your customers? Our customers include cities, counties, towns, parishes, villages and provinces primarily in North America who are tired of being saddled with archaic solutions offered by our competitors. We specifically target forward-thinking jurisdictions that wish to strengthen community engagement through public-facing and back-office efficiency. In a report by Accenture, they found that 60 percent of the government workforce will be eligible for retirement by 2015. This leads us to believe that younger workers will be taking their place, bringing with them the expectation of a simple, modern user experience. The archaic systems that the retirement-age workforce was content with using will not suffice the younger generation who grew up with iOS devices and Amazon Prime. Our solution gives communities the unique and cost effective opportunity to support millions of citizens with cutting edge technology as they engage with their local communities.

Q: How does the company make money? We make money by committing to a long-term partnership with our customers. Because we use a subscription model — as opposed to a perpetual model — we have a vested interest in making sure our clients are very successful in the adoption, application and acceptance of our application. Solutions that use a perpetual model imply a

golden handcuff, not a true partnership.

Q: What is the size of the market? With more than 6,000 under-serviced local jurisdictions in North America, GovSense is providing a scalable application with significantly better time to value compared to our competitors. Our competitors take roughly 5 to 7 times the amount of time to deploy than what we estimate for our customers. We complete projects in months, not years. The problem we encounter was discussed in a study conducted by State Tech Magazine: Although local government can save more than 20 percent immediately by moving to the cloud, less than 30 percent of jurisdictions are running cloud applications.

Q: What is the competitive landscape? Our challenge is disrupting the mindset that you have to be established in the industry for 15 years to service a city or county, like the three main players and five secondary competitors in this space. All of our competitors have a significant third party investment, which means investors — not customers — influence their decisions. Local government is typically more risk adverse, so they select older, more dated, on premise type solutions because they've been around for 20 years. But by doing this, they miss out on the more efficient cost effective, cloud-based products like GovSense.

Q: What's your background? With more than seven years of application development and consulting in the public sector land and license vertical, coupled with a combined 25 years of developing solid implementation approaches, our team has a strong history of providing fast time to value while serving software, private equity and professional services organizations.

Q: What is your capital raised/sought? GovSense is a privately held company bootstrapped by its founders, Paul Cammisa and me, after successfully providing cloud solutions to private sector customers for 10 years.

Q: What's your advice to other Atlanta startups? Really understand your market. In the ever-changing landscape of new technology offerings, it's

crucial to stay focused on whom you are servicing and what their pain points are that you can solve. Surround yourself with smart people who are solution-oriented. We affectionately refer to these people internally as our GameChangers. Find GameChangers and watch your startup grow exponentially. Find people for your team who are passionate about what they do and empower them to do their best work.

CLOSER LOOK

Name of company: GovSense

CEO/top executive: Gary McTall (left)

Type of business: Public-Sector Technology

Year started: 2014

Lisa R. Schoolcraft

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Atlanta Business Chronicle

