

An Interview with Charles Lattuca and Scott Thomas of Surity Pty Ltd

[Surity](#) was one of the presenting companies at the 2007 ANZA Gateway to the US Summit in Silicon Valley this past October. This South Australian company has captured 80% of the Australian pathology market with its Image ProFile software that allows pathology labs to increase productivity, reduce costs and improve compliance with high-speed intelligent forms processing, and advanced information and imaging systems specifically for laboratories. Companies like Surity are an excellent example of one type of company that is well suited to work with ANZA Technology Network—they have products and services with global potential that have been hugely successful in their home market. Surity's COO Charles Lattuca and Managing Director Scott Thomas spoke to us about Surity's plan to approach the \$52 billion US pathology market.

ANZA: Tell us a little bit about your software for pathology labs.

CL: Our software empowers people to be more productive in the pathology lab and work more effectively and efficiently. It enables users to get the right information at the right time anywhere they are.

ST: We're removing the boundaries of a traditional pathology laboratory. Where there was once a single laboratory in one location now there are multiple laboratories in an enterprise. Data needs to get from one part of an enterprise to another, be analyzed and results sent back. For example, a laboratory may be doing tests on someone at a facility in New York and they've only got a pathologist or a specialist who can best interpret these tests in San Jose. They want to take advantage of that resource. Before our software was available, they couldn't do this. A person who's just had blood drawn could be in a pretty critical situation—they can't always wait two days for their blood tests to be analyzed because the lab's expert isn't on site. With our software tests can be interpreted in just a few minutes and a lab can make use of all its resources.

ANZA: Surity has captured 80% of the Australian market. What are your plans for the US market?

ST: A critical part of our success in Australia has been our understanding of the pathology market. More than just our product, it's the whole business model we've got, the expertise we've got around the laboratories. We want to replicate this model in the US and the best way we know to do that is by establishing relationships. We've been able to do this so far with a number of channel partners and we're looking to establish more channel partners. We want to support our channel partners with our expertise and transplant our business model from Australia across to the US.

We've been fortunate enough so far that a number of our customers in Australia have bought US operations here and have been keen to take our products and services into the US. This has given us a nice entry point, but we also realize it's critical for us to get the Australian model right for the US. We don't just want to come into the US market with a

half-attempt; we want to do this properly. That will be a key element to our plan for success in the US.

ANZA: Have you noticed many differences in doing business in the US as opposed to Australia?

CL: Yes there are some differences, but there are also a lot of similarities. And the similarities point out that the business model we use in Australia can work in the US. Our solution is flexible sufficiently to be easily adaptable to the different working environment in the US market.

ANZA: Have you entered other markets besides the US?

ST: We have customers who are in based in Asia, but that has been opportunity-based; it's been driven by a customer taking us to market. The US is the first market we've been looking at to enter strategically rather than opportunistically.

ANZA: What are some strategies you'll be implementing while here in the US for the next few weeks?

CL: We're doing a lot of market research as well as face-to-face interviews—there's nothing like face-to-face meetings to validate market data. Over the next few weeks we're visiting with a number of prospects—exploring different opportunities and organizations. We're putting our value proposition to them so that they can provide us feedback.

ANZA: How has the ANZA Gateway program helped you with your US market plans?

CL: ANZA has led us to a lot of good connections. Some of these have been direct and some are through others who we've been meeting here who can get us to other people who can help us with our objectives at the moment, which are establishing connections for us to raise funds, find partners, find collaborators and find distribution channels.

ST: We've been looking at the US market and doing some basic research for a couple of years. Taking part in the Gateway program is sort of the culmination of a lot of the research we've done. What's been best for us at the Gateway is the networking, the contacts, the advice. ANZA's been good at actually assembling top level advisors—and we're getting some very good advice from the people we're meeting following our presentation and between sessions. Some of the mentors who have been here have given us entry into their network of people who we may need to either raise capital or to establish our channel partners and so forth. We like the idea that as a program, the Gateway is just the start, there's an ongoing program that ANZA offers—the Fast Track—so there's an obvious next step for us to go into. If you were to come to the US yourself, without a program like ANZA's, there would be no obvious next step for you to take.

ANZA: Were you aware of the level of networking that went on in the US before you entered the Gateway?

ST: I think we were pretty aware of it's who you know—but it's a matter of how you get in there, into that network. In Australia we have our own network and that's been part of our success in that we have a very strong network, a very strong link into the pathology market space. However, here it's different. You have to get yourself into that network, so you need someone who can facilitate that for you and that's where ANZA comes in.

CL: Our mentor David Hutton has been excellent. He's been very good at helping us establish connections and we've gotten some key meetings through David.

ST: Another critical aspect is David's experiences in life sciences, which is our field. ANZA matches you with a mentor who understands your market. It's critical that you work with a mentor who understands what your business is and where you're going.

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