

**From the Boston Business Journal**

**:<http://www.bizjournals.com/boston/print-edition/2012/04/27/enservio-thrives-on-innovation.html>**

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## **Pacesetters**

# **Enservio thrives on innovation, doubles in size**

Mike Hoban, Special to the Journal

There aren't many businesses that you can call that can send a TV star to your home to help you solve a problem, but if you're calling Needham-based Enservio, that is always a possibility — particularly if you're calling with an insurance claim involving art or antiques. One of Enservio's insurance valuation services is EnservioSelect, its art, collectibles and hard-to-value-items division; and it is staffed with in-house experts, a number of whom have appeared as appraisers on the PBS series "Antiques Roadshow."

"When people file claims, there can literally be a guy there from "Antiques Roadshow" saying, 'Hey, I'm here to help,' "professed Enservio CEO [Jon McNeill](#). "It's a really, really cool feature in our marketplace to have those people on board."

But more importantly, Enservio provides cutting edge contents inventory creation, valuation and replacement services software to insurance carriers, so it's not its TV personalities that landed them on the BBJ Pacesetters list — it's the company's pipeline of innovation. "We may not be Apple, but we definitely can hold our own in terms of coming out with new, innovative products that are needed in the market," he said. "The market that we serve doesn't see a lot of innovation, so that definitely drives our growth."

In recent years, Enservio has launched its Software-as-a-Service (SaaS) Enservio Valuation Platform, which uses its trademarked specialized technology platform TrueLKQ to come up with accurate like-kind-and-quality (LKQ) product matches for claimants who are looking to replace damaged or stolen items; LiveScribe, a proprietary transcription service that enables field adjusters to log a digital record of contents as they make their way through a claim site; and Contents ITV, a personal-property valuation system for determining accurate contents coverage for homeowners and renters.

The company has parlayed those three elements into a near quadrupling of revenue in the past three years, from \$9 million in 2008 to \$35 million in 2011, including a 40 percent bump last year. Not content with those impressive numbers, McNeill and Enservio have started off 2012 with a bang, acquiring Insurers World of Canton to increase its insurer customer base to more than 300 and employee head count to 450 nationwide.

"We are thrilled to be joining Enservio and to benefit from their continued drive to create real innovation and efficiencies in the industry, including their enterprise software-as-a-service (SaaS) platform," said [Don Stafford](#), president of Insurers World.

With the acquisition, Enservio has nearly doubled the size of the company, McNeill said.

"It was really the customer base that they had that was strong and loyal to them (and attractive to Enservio)," he said. "And they also developed an innovative mechanism that really helps homeowners to get deep discounted prices to get their stuff back that they had lost (via) an insurance claim."

Less than a month later, Enservio added [Chris Schoettle](#) to its roster as president and COO, bringing a 25-year track record of successfully growing technology companies with him. "Chris joined Akamai at just over \$160 million in sales and played key roles in helping to scale the company beyond \$1 billion in sales. We're looking forward to him doing the same at Enservio," said McNeill.

So what's next? "Almost all of our growth has happened organically, and so the primary strategy to keep the growing the business is to keep improving the (existing) products and the new products we're releasing," said McNeill.