



## Twenty companies to watch in 2010

CIO - January 2010

We meet hundreds of interesting lesser-known vendors every year but we just don't have room to write about all of them. Here, with the help of analyst firm MWD Advisors, are some companies worth keeping an eye on next year...

Jive Software

Sonoa Systems

Nimbus Partners

Original Software

Brightcove ([www.brightcove.com](http://www.brightcove.com)) is already the 800-pound gorilla in the emerging market for online video platforms (OVP), the software service layer underlying the use of digital video for sales, marketing, collaboration and communication. Its recent bold move in making available a low-cost entry-level edition could be the catalyst for online video to go from the YouTube generation to money-making content category. In the same field, open-source outfit Kaltura ([www.kaltura.org](http://www.kaltura.org)) is worth watching as is, from left field, [Flixmedia.tv](http://Flixmedia.tv), helping retailers like [John Lewis](http://John Lewis), [Amazon.com](http://Amazon.com) and [dabs.com](http://dabs.com) handle content types like videos, images and reviews. Impact ([www.impact-europe.com](http://www.impact-europe.com)), a systems integrator specialising in business video implementations, also has the right look about it as videoconferencing and other B2B video applications finally grip.

IntraLinks

Google

Alfresco

The Bunker Secure Hosting

Interxion

Equinix

Neon Enterprise Software

NetSuite



Success Factors

Endeca

Cordys

Red Hat

Ingres

And five you already know that will also be worth watching

Salesforce.com

IBM

Cisco

Adobe

Microsoft