



## Big Growth For BigRentz

Heading up: CEO Cannon, left, on 80' telescopic boom lift (\$500 a day) in HQ parking lot

### 'Expedia for Contractors' Plans Sales Surge, Public Listing

By PETER J. BRENNAN

Scott Cannon's office was full of balloons and a big poster-size card last week in honor of his 47th birthday. The chief executive of Irvine-based BigRentz Inc. has a lot more to celebrate than merely another candle.

The company Cannon runs, which began in 2012 and he joined in 2017, will grow to as much as \$36 million in sales this year.

After a couple of pending acquisitions that could be finalized and announced in the coming weeks, its annual sales

are expected to double to \$80 million.

Cannon has an audacious goal to grow sales to \$500 million by 2030—possibly even a billion dollars with the right acquisitions.

"I think we're going to be really big," Cannon said in his Irvine office next to the Costa Mesa (55) Freeway and under the flight path to John Wayne Airport.

"We have something unique and different that no one else in tech has. We're really bullish on the future of the company."

► BigRentz 59



Part of Irvine Towers complex

## Irvine Marriott Sells for \$170M+

**HOSPITALITY:** 485-room sold by CBRE offshoot

By KATIE MURAR

The Irvine Marriott, the city's second-largest hotel by room count, has quietly changed hands at a more than 33% premium to its last trade in 2015.

The 485-room property at the Irvine Towers office complex near John Wayne Airport sold for about \$172 million, or \$355,000 a key, according to sources familiar with the transaction.

It is the largest hotel sale of the year thus far in  
► Irvine Marriott 13

## Alteryx Growth Tear Includes Jobs, and Stock

**SOFTWARE:** New 'Diablo' in works for Blizzard?

By KEVIN COSTELLOE

Numerous members of OC's software community have had breakout years in terms of valuations, funding deals and M&A transactions, but that exuberance wasn't reflected in local worker growth.

The 26 largest software companies with operations here  
► Software Cos. 26



Blizzard Diablo: internet legions expect new game this year

## Syage Turns From Airport Security to Celiac Disease

**HEALTHCARE:** Digestive ailment affects 3M in US

By A. LEIGH CORBETT

A clinical stage drug company from Newport Beach thinks its core product could be the answer to millions of people suffering from celiac disease, an as yet incurable digestive ailment that destroys the lining of the intestines.

What's more, ImmunogenX's product, called latiglutenase, might be available in as little as 18 months, beating the offerings of potential competitors by three to five years.

"Nobody else is in the market or in clinical trials," Jack Syage, co-founder and chief executive of ImmunogenX, told the Business Journal.

There is no approved drug for the treatment of celiac disease; news reports suggest

► ImmunogenX 63



Syage: wants drug to help people



Sealey-Voyksner knows the illness well

Special Report: Technology & Cybersecurity Page 19



**P.3** Apparel: Women clothing line BB Dakota sold

**P.8** Automotive: Karma takes wraps off concept car, Newport Beach store

## THE LISTS

TELECOMMUNICATIONS & WIRELESS COMPANIES See page 15  
SOFTWARE COMPANIES See page 27



## INNOVATOR of the YEAR AWARDS

Don't Miss Out!  
OC's Top Innovators to be Announced September 25, 2019  
See page 30 for event & registration information

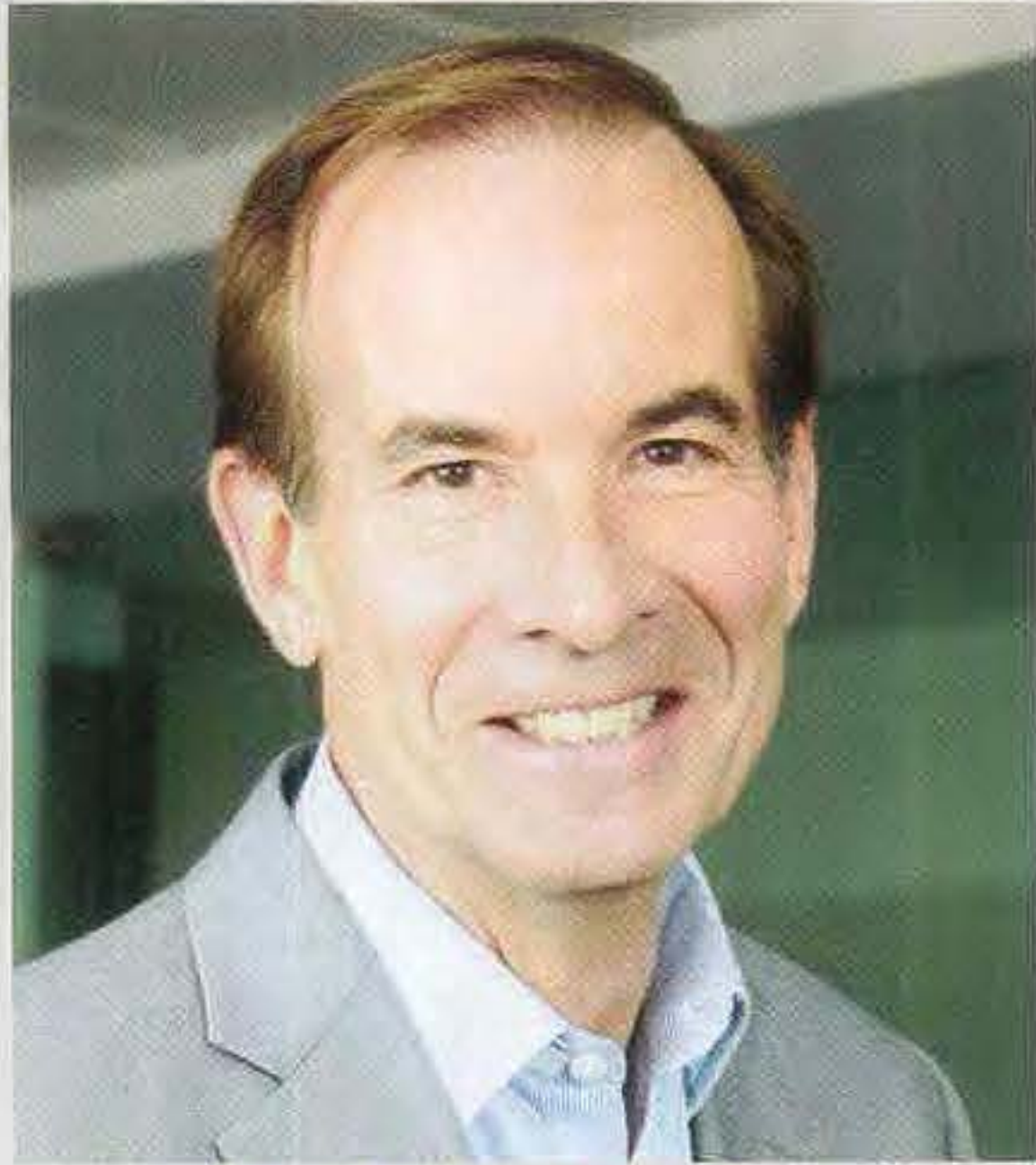


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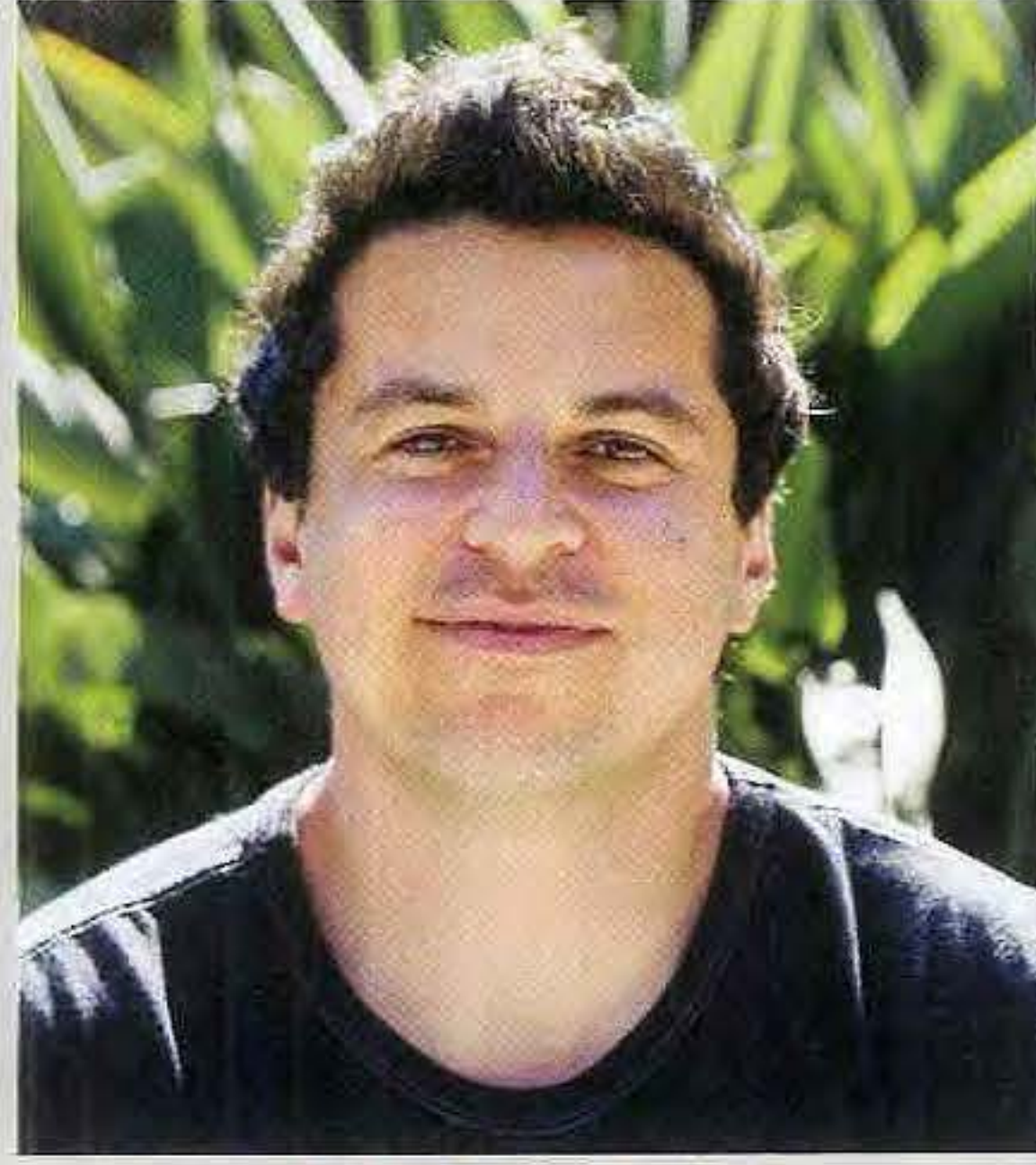
Dean Stoecker  
Chairman & CEO  
alteryx



# THE LIST SOFTWARE COMPANIES



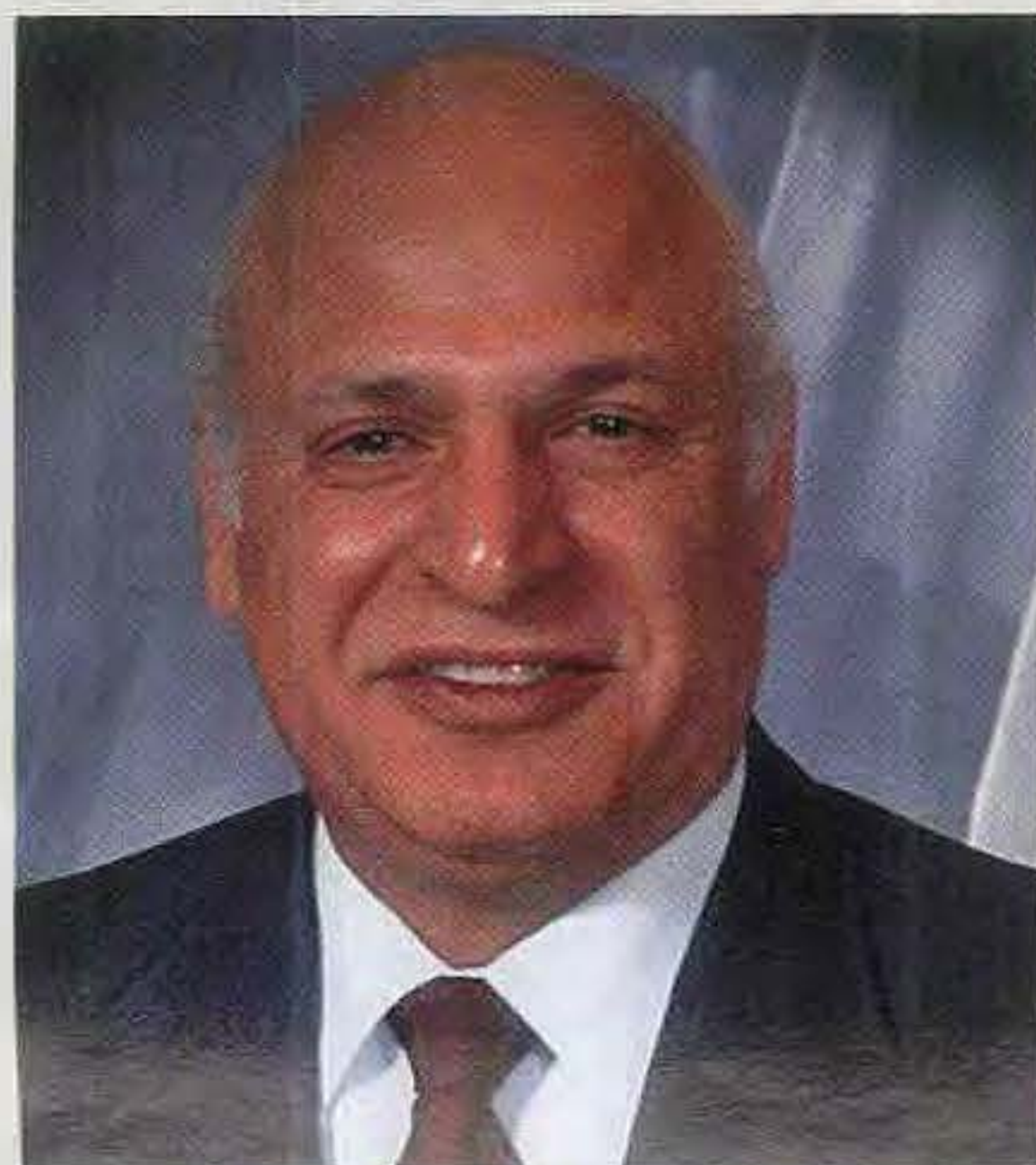
**MICHAEL BURDIEK**  
CEO and President  
CalAmp Corp.



**NOAH KERNER**  
CEO  
Acorns Grow Inc.



**DAN RODRIGUES**  
Founder, Chairman and CEO  
Kareo Inc.



**FARROKH SHOKOOOH**  
CEO and President  
ETAP



**DEAN STOECKER**  
Co-Founder, Chairman and CEO  
Alteryx Inc.



**KEVIN WEISS**  
CEO  
Spireon Inc.

## Software Cos.

► from page 1

employ about 8,500 people locally, according to Business Journal data. That's down about 1% from year-ago levels.

This week's list includes firms with at least 100 area employees.

A reflection of OC's standing as a great place for tech startups and emerging forces, if not large and established software giants: only two on the list, online video game-maker **Blizzard Entertainment** and **IBM**, have more than 1,000 workers in the area.

### 3 Bigs

**Alteryx Inc.** grew its local workforce fastest since last year—24% to 260, good for the No. 10 spot.

Even with a high-profile round of layoffs announced early this year, Blizzard still tops the list with the most employees—about 1,800 workers are estimated to be at its sprawling Irvine Spectrum campus.

Announced cuts at the maker of "Overwatch," "World of Warcraft," and other popular titles single-handedly pushed the cumulative job growth on the list from positive to negative.

Without Blizzard factored in, the remaining 25 on the list saw nearly 2% job growth.

A third area notable, **Cylance**, clocked in at No. 5, with about 380 workers, according to Business Journal estimates, as Canada-based **BlackBerry** bought it earlier this year. The division, which has remained in Irvine, is known as **BlackBerry Cylance** and appears to be growing locally still.

The Irvine triumvirate continues to make news and noise, or declined to comment on such things, in several ways.

### High Flyer

Alteryx hit a 52-week high last week, ticking



Alteryx Park Place offices, software company uses bus for meetings

a dime above \$143 a share and topping \$9 billion in market cap. The data analytics darling went public in March 2017 at \$14 and an \$840 million valuation, heading heavenward since.

Chief Executive **Dean Stoecker** said last month its torrid pace means "we're adding a lot of heads."

The balance of the company's almost 1,100 employees is located in offices outside Orange County. Alteryx has 18 offices around the globe, including New York, London, and Singapore.

More growth is likely: Alteryx (NYSE: AYY) recently raised \$800 million via a note offering that it said could fund acquisitions and additional expansion, though it noted no deals to date.

A \$10 billion valuation is about 10% distant as of mid-last week.

That puts Alteryx in rarefied air.

Just three companies headquartered here top \$10 billion in market cap: heart valve maker **Edwards Lifesciences Corp.**, fast casual restaurant chain **Chipotle Mexican Grill Inc.**, and health facilities REIT **HCP Inc.**

### Diabolic Details

A fifth firm, the \$37 billion market cap game maker **Activision Blizzard**, is based in Santa

Monica but the second half of its corporate name keeps most of its employees here.

Chatter from everywhere but its local environs is that a new version of its popular "Diablo" franchise—the last came in 2012—is on the way.

Barron's, quoting a **Bank of America** analyst, hinted it could arrive in time for **BlizzCon**, the company's annual gamer confab at **Anaheim Convention Center** in November.

Earlier this year, scuttlebutt on gamer-focused websites suggested a new version of another Blizzard franchise, **Overwatch**, is in the pipeline.

Activision Blizzard has been shuffling its employment ranks: cutting 8% or 800 workers from companywide totals, according to a February conference call.

Nearly 200 people in Irvine were affected by the cuts.

Three months later it said it planned to boost developer headcount on **Diablo**, **Overwatch** and **World of Warcraft**, according to company comments on a May conference call.

A time frame wasn't disclosed, but that growth was reiterated early this month. "We're expanding our development teams and resources so that we can accelerate the delivery of content in our pipeline and pursue new business models," Activision President **Coddy**

**Johnson** told analysts this month.

### Bright Spot

**Cylance**, meantime, brought in \$51 million in non-GAAP quarterly revenue for **BlackBerry**, according to its new owner's latest earnings report in June, about a fifth of the Canada firm's total.

That was a 31% increase for the OC operations, though **BlackBerry's** overall results were panned at the time, and analysts dinged it for using non-GAAP figures.

**Cylance's** artificial intelligence-driven software protects some 15 million internet-capable computer hardware devices for more than 3,500 corporate subscribers; the latter number a 30% year-over-year increase.

**D.A. Davidson** Senior Research Analyst **Rishi Jaluria** called **Cylance** "a bright spot [on the] earnings report... integration is going well" with **Cylance** key to "**BlackBerry's** pivot to more software and services."

**Cylance** said it plans to debut new cybersecurity offerings this year in a software subsector taking on growing importance (see related stories, pages 20 and 22).

### More Moves

The second-largest percentage increase on the list was by No. 11 Irvine-based **Acorns Grow Inc.**, a micro-investing app that has been moving toward wider involvement in general finance.

**Acorn** grew its local employee count 20% to 240.

Third-fastest growth here was at Irvine-based vehicle software and telematics provider **CalAmp Corp.** (Nasdaq: CAMP), which increased its local worker base 18% to 111, and ranked No. 26.




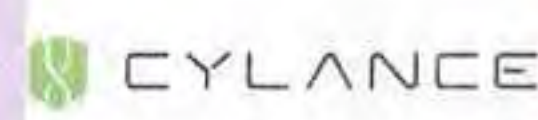




Other than **Blizzard**, the biggest decline was at No. 12 Aliso Viejo-based **Quest Software**, where employee numbers dipped 15% to 225. ■

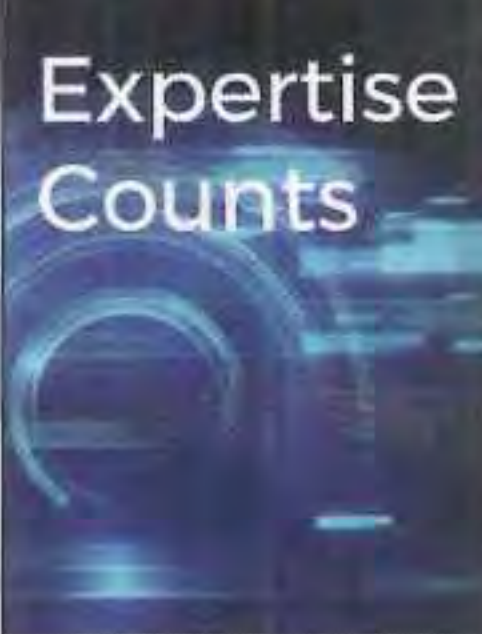


# THE LIST SOFTWARE COMPANIES

▶ NEXT WEEK'S LIST *Corporate Foundations*

RANKED BY NUMBER OF OC EMPLOYEES

Rank	Company	OC employees	Companywide employees	Parent company	Partial list of products	Year founded	Top local official(s)
Prev. Rank	Address	yearly % change	yearly % change	Corporate HQ			Title Phone/fax
	Company logo						
1	<b>Blizzard Entertainment Inc.</b> 1 Blizzard Way Irvine 92618-3628 Website: blizzard.com	1,800 <sup>(1)</sup> NA	4,000 <sup>(1)</sup> NA	Activision Blizzard Santa Monica	Online video games and console	1991	J. Allen Brack president (949) 955-1380/(949) 737-2000
							
2	<b>IBM Corp.</b> 600 Anton Blvd., Ste. 300 Costa Mesa 92626-7221 Website: ibm.com	1,200 <sup>(1)</sup> NA	350,600 -4%	IBM Corp. Armonk, N.Y.	Content management software, services	1911	Virginia Rometty chairman/CEO/president (714) 472-2400/(714) 472-2538
							
3	<b>Oracle Corp.</b> 17901 Von Karman Ave., Ste. 800 Irvine 92614-5241 Website: oracle.com Email: oraclesales_us@oracle.com	500 <sup>(1)</sup> 0%	136,000 -1%	Oracle Corp. Redwood Shores	Cloud technologies, applications, databases, servers, storage	1977	Anders Maudal regional VP, sales (949) 623-9700/(949) 623-9698
							
4	<b>Ultimate Software Group Inc.</b> 5 Hutton Centre Drive, Ste. 1200 Santa Ana 92707-8786 Website: ultimatesoftware.com Email: ultiproinfo@ultimatesoftware.com	420 6%	5,400 26%	Ultimate Software Group Inc. Weston, Fla.	Human resources, payroll, benefits, talent management, talent acquisition, time and labor management, learning, surveys, analytics	1990	John Stauffer senior VP/general manager, select services (949) 214-2710
							
5	<b>BlackBerry Cylance<sup>(2)</sup></b> 400 Spectrum Center Drive, Ste. 900 Irvine 92618-5019 Website: cylance.com Email: csiemens@cylance.com	382 <sup>(1)</sup> NA	840 <sup>(1)</sup> NA	BlackBerry Ltd. <sup>(2)</sup> Irvine	Cybersecurity software	2012	Stuart McClure/Daniel Doimo founder, CEO/president, COO (844) 295-2623
							
6	<b>Sage North America</b> 7595 Irvine Center Drive, Ste. 200 Irvine 92618-2963 Website: sage.com	365 <sup>(1)</sup> NA	13,003 -5%	Sage Group Atlanta	Business management software, services	1981	Nancy Harris executive VP, Sage North America (866) 996-7243
							
7	<b>Kareo Inc.</b> 3353 Michelson Drive, Ste. 400 Irvine 92612-5611 Website: kareo.com Email: aaron.perreira@kareo.com	354 13%	630 16%	Kareo Inc. Irvine	Kareo Billing (practice management), Kareo Clinical (electronic health record), Kareo Engage (patient engagement), Kareo BillCo Edition (medical billing company software), Kareo Telemedicine	2004	Dan Rodrigues founder/chairman/CEO (888) 775-2736/(949) 209-3473
							
8	<b>NextGen Healthcare Inc.<sup>(3)</sup></b> 18111 Von Karman Ave., Ste. 800 Irvine 92612-7110 Website: nextgen.com Email: ir@nextgen.com	316 -1%	2,650 -3%	NextGen Healthcare Inc. Irvine	Enterprise and cloud-based electronic health record and practice management software and services for ambulatory medical/dental practices; platform includes mobile, analytics, population health, RCM and interoperability capabilities	1974	Rusty Frantz CEO/president (949) 255-2600/(949) 255-2605
							
9	<b>Aveva</b> 26561 Rancho Parkway S. Lake Forest 92630-8301 Website: aveva.com Email: corporate.communications@aveva.com	300 <sup>(1)</sup> NA	4,400 <sup>(1)</sup> NA	Aveva Cambridge, U.K.	Offers a complete portfolio of engineering and industrial control software solutions	1967	Andrew McCloskey head of global R&D (949) 639-8500/(949) 639-1545
							



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# Stradling

With You From Start To Finish

**Abbreviations:** NA: not applicable; NR: not ranked; wnd: would not disclose  
Photos show the first top official listed.

Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor.

<sup>(1)</sup> Business Journal estimate

<sup>(2)</sup> Canada-based BlackBerry Ltd. completed its acquisition of Cylance Inc. in February

<sup>(3)</sup> Previously listed as Quality Systems Inc.

Researched by Meghan Kliever

▶ Continued on page 28



# THE LIST SOFTWARE COMPANIES

▶ NEXT WEEK'S LIST *Corporate Foundations*

▶ From page 27

RANKED BY NUMBER OF OC EMPLOYEES

Rank	Company	OC employees	Companywide employees	Parent company	Partial list of products	Year founded	Top local official(s)
Prev. Rank	Address	•yearly % change	•yearly % change	•Corporate HQ			•Title •Phone/fax
	Company logo						
10 (15)	<b>Alteryx Inc.</b> 3345 Michelson Drive, Ste. 400 Irvine 92612-7683 Website: alteryx.com	260 24%	1,076 50%	Alteryx Irvine	Data collaboration, preparation, data blending, analytics, modeling and deployment	1997	Dean Stoecker <sup>(4)</sup> co-founder/chairman/CEO (888) 836-4274/(714) 516-2410
							
11 (13)	<b>Acorns Grow Inc.</b> 5300 California Ave., Ste. 500 Irvine 92617-3230 Website: acorns.com	240 20%	300 50%	Acorns Grow Inc. Irvine	Smartphone app that offers micro-investing	2012	Noah Kerner CEO (855) 739-2859
							
12 (10)	<b>Quest Software Inc.</b> 4 Polaris Way Aliso Viejo 92656-5356 Website: quest.com	225 -15%	3,500 0%	Francisco Partners and Elliott Management Corp. Aliso Viejo	Database operations management, data protection, endpoint systems management, identity and access management, and Microsoft platform management	1987	Jeff Hawn chairman/CEO (949) 754-8000
							
13 (14)	<b>Spireon Inc.</b> 16802 Aston St. Irvine 92606-4832 Website: spireon.com	200 0%	450 0%	Spireon Inc. Irvine	Provides cloud-based GPS vehicle tracking and fleet management solutions for businesses and consumers	2002	Kevin Weiss CEO (800) 557-1449
							
14 (15)	<b>MobilityWare Inc.</b> 440 Exchange, Ste. 100 Irvine 92602-1390 Website: mobilityware.com Email: support@mobilityware.com	190 3%	190 3%	MobilityWare Inc. Irvine	Mobile games	1990	Dave Yonamine founder (949) 788-9900/(949) 453-2001
							
15 (12)	<b>Kofax Inc.</b> 15211 Laguna Canyon Road Irvine 92618-3146 Website: kofax.com Email: info@kofax.com	188 -10%	2,201 46%	Thoma Bravo Irvine	Intelligent automation, robotic process automation, cognitive capture, process orchestration, advanced analytics, mobility and engagement, and AP automation	1985	Reynolds C. Bish CEO (949) 783-1000/(949) 727-3144
							
16 (17)	<b>Mavenlink Inc.</b> 6501 Irvine Center Drive, Ste. 250 Irvine 92618-2137 Website: mavenlink.com Email: info@mavenlink.com	165 0%	309 0%	Mavenlink Inc. Irvine	Project management software, resource management software, professional services automation software	2008	Ray Grainger founder/CEO (949) 336-7610
							
17 (19)	<b>Veritone Inc.</b> 575 Anton Blvd., Ste. 100 Costa Mesa 92626-7672 Website: veritone.com Email: info@veritone.com	163 5%	325 7%	Veritone Inc. Costa Mesa	Cloud-based artificial intelligence (AI) technology	2014	Chad Steelberg/Ryan Steelberg/ Pete Collins/Jeff Coyne chairman, CEO/president/CFO/ executive VP, general counsel (888) 507-1737
							
18 (19)	<b>ETAP</b> 17 Goodyear Irvine 92618-1801 Website: etap.com Email: sales@etap.com	162 5%	262 5%	Operation Technology Inc. Irvine	Modeling, design, analysis, optimization, monitoring, control, and automation software for electrical power systems; control hardware; distribution and outage management systems; data collection and synchronization mobile app	1986	Farrokh Shokooh/Shervin Shokooh CEO, president/COO (949) 900-1000/(949) 462-0200
							
19 (18)	<b>Verizon Connect</b> 20 Enterprise, Ste. 100 Aliso Viejo 92656-7104 Website: verizonconnect.com	160 <sup>(1)</sup> NA	3,500 <sup>(1)</sup> NA	Verizon Communications Atlanta	Connected commercial vehicle software platform, Hum by Verizon	2001	Jason Koch senior VP, product strategy (949) 389-5500/(866) 422-4096
							
20 (22)	<b>Microsoft Corp.</b> 3 Park Plaza, Ste. 1600 Irvine 92614-8541 Website: microsoft.com Email: mtcirv@microsoft.com	150 <sup>(1)</sup> NA	144,000 10%	Microsoft Corp. Redmond, Wash.	Business, consumer software	1974	wnd (949) 263-3000/(949) 252-8618
							
21 (23)	<b>Syspro</b> 959 South Coast Drive, Ste. 100 Costa Mesa 92626-7736 Website: syspro.com Email: info@us.syspro.com	135 <sup>(1)</sup> NA	550 <sup>(1)</sup> NA	Syspro Costa Mesa	ERP, CRM, supply chain, warehouse management, shop floor, mobile, cloud, quality control and government compliance, distribution, analytics	1987	Geoff Garrett CEO, USA (714) 437-1000/(714) 437-1407
							

Abbreviations: NA: not applicable; NR: not ranked; wnd: would not disclose  
Photos show the first top official listed.

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<sup>(4)</sup> Alteryx's top officials include: Scott Jones, president, chief revenue officer; Olivia Duane-Adams, co-founder, chief customer

officer; Kevin Rubin, CFO

<sup>(1)</sup> Business Journal estimate

Researched by Meghan Kliever