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PROFILE | STORY BY KARA SCHWEISS | PHOTO BY KATY ANDERSON

HELPING LEAD BY KNOWING

CATCH Intelligence TURNS INFORMATION INTO KNOWLEDGE & SUCCESS

Today's businesses and organizations are awash in data, CATCH Intelligence founder and CEO Mark Floersch said.

"Our prospective customers have lots of data, but they don't have information," Floersch said. "They're not using it the way [data] should be used to help inform and make intelligent decisions, and turn that information into knowledge and wisdom to run organizations more efficiently and effectively."

"90 percent of all the data out there today was created in the past two years," Chief Technology Officer Roy Krings said. "That's a big number in a short amount of time."

CATCH Intelligence works with organizations to address complex data and technology challenges. The team focuses on people, processes, practice, technology, data architecture, and data governance to implement successful systems to use data effectively, Floersch said.

He continued, "Our tagline is 'Lead by knowing,' which means use your data, become data-driven, and build a culture of using data to help you make informed decisions."

"Data science allows companies to use intelligence and mathematical formulas to not only evaluate where they're at, but to predict where they're going to be in the future," Krings said.

CATCH Intelligence started 20 years ago after Floersch's previous employer, Norstan Consulting, went out of business after Sept. 11, 2001.

"I was in a pretty marketable position before 9/11," Floersch said. But in the fourth quarter of 2001 tech companies were not hiring.

"I come from a lineage of entrepreneurs," he said. "I have it riveted in my brain how painful it was for my dad and my mom and my family during

those tough times. I remember saying, 'I'm never going to be an owner or a president of a company.'"

Stacey Floersch's confidence in her husband's abilities was the deciding factor in launching People Services Center, which was up and running by January 2002.

"My wife had a lot of faith in me and encouraged me to take this chance," Floersch said. "I think anybody who is successful in running a business has somebody behind them who enables them to be successful."

The company, rebranded in 2014 as CATCH Intelligence, has evolved over time.

"Everything has changed in 20 years. I never thought we'd be able to build a company that focused on business intelligence, reporting, dashboarding, data management, and analytics," Floersch said. "It was always kind of a side project that we would do to support some sort of a modernization project or initiative."

He added, "We've made a commitment to continuous innovation. That's led by the leadership team, but I'd say every employee thinks of new ideas and new differentiators that they can bring to the table."

Sales Director Jeff Ruble said, "CATCH has proven successful differentiators...Focusing on key verticals while adapting industry changes is one of the keys to our success."

Floersch also gives credit to the team he's built, beginning with Marian Respeliers, who began doing bookkeeping for the budding company when it ran out of the basement of the Floersch home. She now serves as human resources/office manager and led the effort to acquire and renovate the company's 18,000-square-foot headquarters building near 129th and Dodge.

This year, CATCH will reach a goal set 10 years ago: employing a team of 100.

Floersch said, "We had to come up with something that would allow us to expand into other markets regionally and nationally...Probably 15 years ago we came up with some innovative ideas and concepts that we spent five years working on. I would say 10 years ago we knew we had something really special from an innovation, technology, and—I would call it—differentiator perspective that would allow us to go to any market and deliver a value proposition that nobody else could deliver. That's a combination of innovation; software; and repeatable, reusable processes that allow us to deliver higher quality in half the time."

Krings said the company is adapting to customers' needs faster than ever, stating, "We are seeing data science and business intelligence being merged with cloud technologies and integration services, which means that companies are able to make more intelligent business decisions with an exploding amount of data even faster than before."

The team continues to flourish. CATCH University, the company's world-class training center, is dedicated to Floersch's late father, Paul Floersch, Jr. "He taught me so much over the years. He was a very patient trainer, coach, and mentor to me and my family," he said. "We leverage CATCH University for internal training, customer training and education, and training sessions for The Entrepreneurs' Organization in Nebraska."

Floersch stays positive about the future, saying, "I think what's next is continued growth."

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-CHIEF TECHNOLOGY OFFICER ROY KRINGS

From Left: human resources/office manager Marian Respeliers and CATCH Intelligence founder and CEO Mark Floersch.

