Trineo debuts 62nd in the Deloitte Technology Fast 500

Press release, 7 December 2012, Christchurch, New Zealand: **Trineo, a Christchurch software house that specialises in Salesforce.com and custom Ruby on Rails development, has debuted in 62nd place in the Deloitte Technology Fast 500.**

With offices in Christchurch, Auckland and Sydney, Trineo has experienced impressive growth from two to 13 employees (FTEs), and a 769% revenue increase since directors Daniel Fowlie and Abhinav Keswani partnered in February 2010. Trineo's custom development services and niche software product sales are attracting increasing attention from large corporate clients around the world.

"The reason behind our success is our combined expertise and emphasis on demonstrating capability rather than adopting a traditional sales approach to raise awareness," says Dan Fowlie. "Abhinav is a guru on the cloud development process, and is often asked to present on the subject at conferences worldwide; whereas my specialist area is CRM (customer relationship management) software, specifically Salesforce.com. Just a couple months ago, for example, we were both asked to present at the Dreamforce conference in San Francisco, which was attended by 90,000 delegates."

"Together we are a great team developing highly scalable systems and custom solutions for clients. For instance, we've just completed a major 2600 hour project for [Westfield](#) - creating one of Australia's biggest ever online stores. We are also providing on-going Salesforce.com customisation for one of the world's largest travel websites," says Abhinav Keswani.

Trineo is a privately funded company that has grown organically and been profitable from day one. To meet the increasing business demand the directors estimate that they will need to recruit a further 5-10 staff in 2013.

"We're conservative in our estimates," says Abhinav. "Our long term strategy is to focus more on developing and selling our own IP, and less on service projects. For example, the [SpotU](#) targeted advertising engine that we developed for a Christchurch entrepreneur is already being used by two well-known airlines, and is currently in negotiations with other airlines. We want to take that experience of building highly scalable solutions for others and build our own products."

"Considering we're yet to celebrate three years since we started this journey, we're stoked that Trineo is today rubbing shoulders with some of Asia Pacific's top tech organisations in the Deloitte Technology Fast 500. It's a significant milestone for us, one that we hope we'll repeat again next year," he says.

About [Trineo](#)

Trineo Ltd was founded by directors Abhinav Keswani and Dan Fowlie. The privately owned company, headquartered in Christchurch, New Zealand and with satellite offices in Auckland and Sydney, specialises in Salesforce.com and custom Ruby on Rails software development. In 2012, Trineo was ranked 62nd in the Asia-Pacific Deloitte Technology Fast 500.

About [Deloitte Technology Fast 500](#)

The Deloitte Technology Fast 500 is one of Asia Pacific's foremost technology award programs. Now in its eleventh successful year, it is a ranking of the region's 500 fastest growing technology companies, based on percentage revenue growth over three years.

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