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FUTURE 50



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Founded: 2000
CEO: Matthew Ernst

Amentra, Inc.

FUTURE 50
TWO TIME

BUSINESS DESCRIPTION

Amentra is an employee-owned, new breed of technology and business consulting firm that successfully built its business by not adhering to the status quo methods of providing services like others in the traditional consulting industry. Through its unique collaborative and mentoring solutions approach to delivering critical and improved results, Amentra is set out to make a real difference for the Fortune 1000 and government customer marketplace.

CONTRIBUTIONS TO GROWTH

Amentra's rapid growth since inception is attributed to the building of a strong entrepreneurial culture – one that directly provides increasing opportunity and rewards for its team members based upon creating and implementing ideas that improve business results for its clients, the company, and its strategic partners. Developing and leveraging a unique business model within the consulting industry has certainly facilitated progress in achieving a high percentage increases in overall revenue.

MANAGING GROWTH IN 2007

Key decisions that need to be made over the next several months will revolve around putting

together all of the right pieces to ensure continued effective organizational support and instilling ongoing leadership, throughout all levels of the company. Amentra nearly doubled in headcount and revenues in 2006. Effectively promoting from within and putting the right people in the right positions will ultimately be the most important decisions that will ensure that growth continues to be seamless across the organization and to the customers.

MOST MEMORABLE SALE IN 2006

The closing of one of Amentra's largest contracts to date with a major healthcare provider in the southeastern U.S. was memorable. Winning this competitive bid RFP and multi-million dollar major enterprise software system was extra special not only due to the critical experience that Amentra stood to gain or the sheer size of the project, but that several direct national and



regional competitors as well as the incumbent client vendor were beat. This win validated Amentra's strategy and proved that the efforts to drive better results and value to customers is noticed in the target marketplaces. This sale helped to further geographic expansion into the southeast by creating the need for an additional regional office and demonstrates greater expertise and experience within the growing healthcare industry vertical practice.

PLANS AND CHALLENGES FOR 2007

Amentra's primary business plans for 2007 include the further solidification and expansion of the four regional offices, most importantly the newest additions in the southeast; Charlotte, NC and Tampa, FL. The company also plans to execute the geographic expansion strategy into the northeast in 2007. Other business plans include the signing of several new prospective large commercial customers that will further strengthen vertical practices, as well as making further inroads into the Federal Government sector. The biggest challenge moving forward into 2007 will be to raise the bar, execute on strategy, and build off of this impressive growth to drive even better results and thereby greater revenues and further opportunities for success for all of Amentra's clients and the internal team.