Dave Feraco (VP of Operations/General Manager), Devin Vandenberg (VP of Sales) and Sandro Torrieri (President), IDX | IDX Labs.

IDX | IDX Labs

Member profile
Sandro Torrieri (President), Dave Feraco (VP of Operations/General Manager), Devin Vandenberg (VP of Sales)

www.idxlabs.ca

What's your story?

Interdynamix (IDX) was founded in 1995 by President Sandro Torrieri—where he saw a need for innovative, cost effective, enterprise class IT solutions in the market, and believed that his hometown of Edmonton was the perfect place to launch and build his business. The company began to grow quickly, adding partners Dave Feraco, VP of Operations/General Manager, and Devin Vandenberg, VP of Sales.

IDX was built on integrating technical solutions across hardware and software platforms, and decreasing risk and costs for clients through rapid service delivery. These brand promises were met by a foundational commitment to leading-edge research and innovation—now developed through IDX Labs. The passion with which IDX pursues innovation has not changed in 24 years. Even though the pace of change and the technologies that wire business continue to evolve rapidly, IDX continues to make significant investments in people and new technologies.

IDX is a world-class integrator in its traditional day-to-day operations while IDX Labs continues to work on the next big idea; the most recent is a new, radical FinTech company steeped in Artificial Intelligence (AI) capability that promises to shift the paradigm.

The three partners have continued to grow the organization to 50+ employees with representation and clients around the world, but remain dedicated and committed to Edmonton. IDX believes that Edmonton is and can be home to world leading technology and companies built around them.

What are four things people are surprised to learn about your business or don't know about your business?

1. Global telecomm and advanced IT provider that started—and chose to stay—in Edmonton, IDX is a leader in developing software companies.

2. National and international leaders in Software Defined Networking solutions and proprietary NFV platforms built on open source platforms. Leaders in converged IT and infrastructure. People are surprised to learn we have this world-class level of technical capacity here in Edmonton.

3. Recipient of a Technical Emmy Award for 'Invidi Technologies'—a world-leading company incubated in the IDX family of companies (the award resides in our office. Think—the targeted commercials before YouTube videos).

4. One of the largest resellers for computer hardware in Canada.

What has surprised you in the last 12 months?
The amount of new conversations being had about the value-added innovation sector in Edmonton. AMII (the Alberta Machine Intelligence Institute) has put the lens of the world on Edmonton for AI and machine learning, which has led to an explosion of interest. This is creating an exciting environment for Edmonton and Alberta to create a vibrant area of economic diversification. Edmonton is now ranked third in the world for AI and research and development (R&D), however, the lack of commercialization of these technologies is surprising.

What has been your biggest challenge in the last 12 months?
Continuing to add to our organization the type of skills, expertise and personnel that allow us to serve existing and new clients. The sector is so dynamic, and we are always pushing to be leading on this front—and that requires great people.

What do you think is the biggest issue impacting Edmonton's small businesses at this time?
Edmonton has long been a place that creates business and innovative solutions. Edmonton's expertise has been seen in additive manufacturing, technology development, medical solutions and health services, construction, logistics, and value added agriculture. We have one of the world's best post-secondary environments with excellent talent and leading-edge research and innovation being done here. There needs to be more support for this environment.

We need to focus on building globally competitive businesses, leveraging our experience from our start-up culture while scaling up companies. Scaling (and retaining) our great companies can be aided through innovative partnerships with our post-secondaries focusing on our research strengths.

We need to better commercialize our ideas, nurture the businesses that do this, and help find them financing and promote them to the world.

What's your secret to keeping your employees engaged?
We look for the top people in their given fields and provide them the opportunity, education and R&D environment to work on complex problems.

Through this, IDX employees develop strong relationships with our customers because they are on the project from start to finish—from determining client needs to providing supports through and after implementation.

What is your organizations mantra?
IDX is client-focused by delivering increased competitive advantage and decreasing costs and risk within compressed timeframes.

We solve wicked IT problems and are constantly innovating and staying ahead of the technology curve so our clients can take advantage of new developments.

What do you enjoy most about being a Chamber member?
It is an active organization that is a strong supporter of local businesses that want local, provincial, national and international success.

Our Chamber mandate is to create the best environment for business in Edmonton. If you could make one substantial improvement to Edmonton's business environment, what would it be?
Amalgamate all the different start-up support groups and associations under one banner to make it easier, more effective and efficient for incubators and entrepreneurs to access expertise to commercialize from local to international markets—develop targeted supports for specific sectors. Part of that process would also include fixing the public procurement system.