



Connamara is an architect and builder of online marketplaces and solutions for market participants. Since 1998, established exchanges, new marketplaces, brokerages, fund managers, and traders have turned to Connamara for its expertise and innovation in matching engines, risk monitoring, execution management, market data and order routing connectivity. Whatever you want to trade, however you want to trade, Connamara has a product or service for you.

When Connamara started to work with KeyRoad Enterprises, it had difficulty clearly stating what the company was about. Its clients and prospects did not fully grasp all of the services it could provide or did not understand the depth and breath of challenges it could help mitigate. The company did not pro-actively drive its business or was yet unclear as to where and how it wanted to grow.

Working with KeyRoad Enterprises and its founder, Philippe Lavie, Connamara clarified its business and growth plan. It refined its position statement. It reviewed and refined who its customers were, whom it should be targeting and whom it should engage in conversation with. Additionally, Philippe acted as a trusted business advisor to Connamara founder and president, Jim Downs, to help address business development, client interactions, and product positioning matters.

This work has resulted in more targeted marketing, and helped focus our growth strategy. KeyRoad further facilitated the introduction to a new client that resulted in a \$350,000 engagement for Connamara.

Jim Downs, founder and CEO of Connamara has this to say about the work his company did with KeyRoad: Working with KeyRoad gave me a sounding board for ideas and allowed me to take a step back and see Connamara as an entity to manage. Philippe particularly showed me the value of working “on the business” rather than “in the business”. This has freed me to perform more strategic business development.

For more information on Connamara, please visit their web site at: <http://www.connamara.com>. For more information about KeyRoad Enterprises, please visit their web site at: www.keyroad.com.