

## Aurimar Santana Cerqueira (Harry)

Impactools



“ I saw an opportunity to provide a better software solution to Brazilian insurance companies. ”

|                      |  |
|----------------------|--|
| <b>COUNTRY</b>       | Brazil   |
| <b>INDUSTRY</b>      | Technology   |
| <b>EMPLOYEES</b>     | 60   |
| <b>YEAR SELECTED</b> | 2002   |
| <b>WEBSITE</b>       | <a href="http://www.seniorsolution.com.br">www.seniorsolution.com.br</a> |

### COMPANY SNAPSHOT

In 1997, Harry left a successful executive career in a large corporation to start Impactools, which provided software solutions to insurance companies. He identified an opportunity to develop a unique off-the-shelf, low-cost software solution to reduce the time-to-market of Brazilian insurance companies' products. The market landscape at the time only had companies offering high-cost, customized software that did not allow its clients to make modifications or add new products without time-consuming programming efforts. Since selection, the company has successfully merged with another firm, Senior Solution; in addition to the insurance sector, the company now also serves the financial, manufacturing and telecommunications sectors.

### ENDEAVOR AND IMPACTOOLS

Harry has benefited from multiple Endeavor services including introductions to strategic clients and the global eMBA program, which provided advice on international expansion.