



## "The Changing Times Award"

### Finalists

*Finding the European high-tech entrepreneur of 2007*



SWsoft is the world leader in virtualisation and automation solutions for companies and individuals to optimize their use of information technology. Virtualisation has become a major trend in personal computing, as it is the only technology that reduces the number of servers by increasing their rate of utilisation. At the same time it cuts management costs and energy consumption. This technological advance is SWsoft's Trojan horse, which offers two product lines: Virtuozzo to visualise servers, and Parallels for virtualising workstations. With more than 500 trading partners, including Apple, Dell, IBM, Intel or Microsoft, and 900 employees in 12 offices (Europe, USA, Asia) SWsoft's turnover doubles every year. Stunning growth for a company whose management team has stayed the same since it was founded in 1999 by Serguei Belousov.



Vente-privée.com is a European leader in internet retailing and the pioneer of event-driven online sales in 2001, as the CEO, Jacques-Antoine Granjon explains: "If you have customers, a brand which cannot meet demand, and a discount, you cannot fail to get rid of your surplus stocks." In 2007, Granjon was voted "online salesman of the year" by his professional colleagues. The idea is simple but effective. Bought outright or put up for sale, unsold stocks of luxury brands offered by Vente-privée.com don't stay long in the warehouses. If the margins are reduced for the overstocked brand, so are the costs of sale — a model that has proved its profitability in the three years of its existence. Vente-privée.com today attracts a million individual visitors a day, has 4.4 million members, sells thousands of items a day and reached a turnover of €250 million in 2006. With 750 employees and market leader in France, it is now entering the Spanish, German, Italian and UK markets.



Yandex, acronym for "Yet Another Indexer" has become the leading Russian internet portal since it was founded in 1990. It offers several key services, including a search engine, which handles 60% of all internet searches in Russia, and a targeted advertising service. The main aim of Yandex is to promote quality internet services for Russian speakers worldwide, from ordinary internet searches to specific searches of blogs, images and local listings. Attracting more than six million visits a day, the founders, Arkady Volozh and Ilya Segalovich, have managed to make Yandex synonymous with the internet for most Russian speakers.



Innovative Silicon, started in 2003 by Pierre Fazan and Sergey Okhonin, supplies active memory technology to the world's second biggest memory provider. The two scientists met at the Swiss federal technical college in Lausanne (EPFL) and decided to create the highest density memory technology based on their research into semiconductors. After two years, they launched the Z-RAM technology on the market in 2005, which gives chips more data capacity than current technology allows. By making data more easily and quickly accessible, Z-RAM increases general PC performance up to five times, and is twice as fast as the current DRAM (dynamic random access memory) chips. Experts have hailed this new technology as a breakthrough. Innovative Silicon was earlier this year awarded the prize for the most innovative semiconductor technology by the influential *IEEE Spectrum* magazine, the leading engineering and scientific publication.