

Laboratories, a Bonita Springs-based company that formulates and produces nutritional supplements.

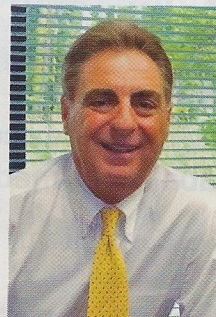
PROFILE

DataMentors

Last year, the crew at DataMentors, a Wesley Chapel software company that designs, builds and maintains marketing databases, got a call from a national bank. The bank, which Pete Giraldi, DataMentors' senior vice president of sales and marketing would not identify, wanted to know how far away each of its 10 million customers lived from each of the bank's 375 branches. The bank also wanted to know where its customers live in relation to rival bank branches.

The software to create such a database didn't exist.

DataMentors programmers tweaked other software and within a week the bank had its answer, and DataMentors, which employs 36, had a new service to sell called DataDrive. "This little company in Florida, we created a product that nobody else has, not even the big boys," Giraldi says.



Pete Giraldi