

Saint John tech company gets \$700K to expand

Xiplinx Technologies Ltd. will use provincial and federal funding to commercialize SiteFlo, hire 20

[CBC News](#) Posted: Nov 12, 2014 2:23 PM AT

A Saint John tech company is getting a \$700,000-boost from the provincial and federal governments to help it expand.

Xiplinx Technologies Ltd., which offers a monitoring system for the packaged goods sector, plans to commercialize its software solution called SiteFlo, and hire about 20 new employees to help with sales, marketing and customer support.



Saint John MP Rodney Weston (left), Xiplinx Technologies Ltd. CEO Brent MacDonald, and Economic Development Minister Rick Doucet participated in the funding announcement on Wednesday. (Cherise Letson/CBC)

Saint John MP Rodney Weston says the money will bring the local company to the next level.

"So when we do that, we help drive the economy even faster," Weston said during a news conference on Wednesday to announce the \$500,000 from the provincial government and \$214,250 from the Atlantic Canada Opportunities Agency (ACOA).

"There is a lot of people with a lot of great ideas here in Saint John and here in New Brunswick, and if we can help them take it to the next level, to where they can be successful, it drives our economy, it brings jobs home to New Brunswick, it brings jobs to Saint John in particular, and I get excited about that," Weston said.

Economic Development Minister Rick Doucet says the investment fits in with the provincial government's innovation agenda.

"This is a tremendous growth opportunity in our province presently. Looking at some of the activity that's been taking place in the innovation sector, there's multiple jobs, these companies are expanding at a great pace, and I think it's a great area for us to be involved in," he said.

SiteFlo tracks and reports on required human intervention in work processes that could lead to improvement opportunities.

It helps managers map employee workflow and operating procedures by using hand-held devices, such as tablets, to record and analyze in real time what is happening on the factory floor.

It also allows them to assign activities to technical personnel on a fixed or mobile computing device.

"These investments make it possible to meet the demand for the SiteFlor product in a variety of markets, with a New Brunswick-based team," Brent MacDonald, CEO of Xiplinx Technologies Ltd., said in a statement.