



## Stanford eCorner

### What E.piphany Does

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Video URL: <http://ecorner.stanford.edu/videos/1262/What-E-piphany-Does>

Richardson provides a short description of E.piphany's background and business model.



#### Transcript

Now let me talk a little bit, I won't spend too much time, but just describe to you what Epiphany does and what this entrepreneurial experience has been about. We are a company in enterprise software. We are in a space called CRM, Customer Relationship Management. I am sure if you have not heard of us, you have probably heard of our big rival that's 10 times our size and that is a company called Siebel. It is also true to Oracle, PeopleSoft, and SAP or the other notable names in this space. We started out as a company that made marketing products and then we branched out into other areas of CRM, where the company sits today seven years later and we had a fortunate opportunity of going through the boom, and we have also been through the bus. Now we are still alive. We, thought of it was reminding me today that there was actually a moment in time and I know this is really crazy. We went public after being around for about two years. We went public in 90-- I almost forgot the year, it is crazy-- '99 September.

We had--I know you are going to think this is really funny. We had three million of sales looking back or ten million or some very small number and a sort of trailing 12-month period. We went public in September and we did a secondary offering, a few months later, raised quite a bit of cash. Our revenues quickly spiked up about above a hundred million for a couple of years and then you know, the tough times came. At one point during that period of time, we had a valuation of 10 billion for a day. We did an acquisition of another company that had-- I think we each had 300 employees and we bought a company across the street for \$4 billion. Of course it was just trading funny money. It is kind of crazy to look back. We are now a company just shy of a hundred million of revenues. We have come down a little bit in size.

Come down a lot in employee count but we are still in the core CRM market and leveraging a franchise that we built. And the mission statement of the company is to help the largest consumer companies. So we are talking banks, telecommunications companies, travel and leisure companies, increase their revenue and profitability by making their interactions with people like you more intelligent.