



Intenda Accelerates Global Expansion in Response to Growing Market Demand

Former Big 4 Senior Executives to Drive Enterprise Growth in Rapidly Evolving Marketplace

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Intenda, announced today the company has expanded its global presence with new regional headquarters in Atlanta, led by Mathew Harrowing, US Chief Executive Officer; Brad Baer, US Chief Revenue and Innovation Officer, and Brent Masters, US Chief Customer Officer, to meet significant demand for its *fraXses* solution.

Intenda is the innovative provider of the world's first, simplest and most comprehensive data mesh platform that transforms traditional data architectures into a highly decentralized virtual data lake providing instant, universal access to all data elements wherever they reside within an organization.

fraXses is a highly distributed data platform that enables intelligent data products and a virtualized data lake providing companies an on-demand, universal source of the truth. The mesh's unique architecture provides real-time access (internal or external) to data, as opposed to the traditional collective, moving data approach. This connective approach **is already enabling customers today a speed to data that takes days and weeks as opposed to months or years**; making the current data ocean and data lake models obsolete.

"As Intenda continues its accelerated growth, we have added proven executives who bring unparalleled strategic leadership and execution capabilities working with companies around the world," said Harrowing, US CEO. The addition of these key executives will continue to drive growth across the United States and increase Intenda's capabilities to execute across the geography. All three executives join from the global accounting firm Ernst & Young LLP (EY), where Harrowing was the Financial Accounting Advisory Services Digital Platform leader, Baer was a Partner in Digital Finance Transformation, and Masters was Regional Business Development Leader for Financial Accounting Advisory Services. The additions to the leadership team demonstrate a commitment to not only international expansion but also brings decades of experience understanding and solving the needs of growing companies.



“Brad and Brent bring stellar track records of success and each will play a significant role in helping take Intenda to the next level. I’m thrilled to have them join me in leading exponential growth in the United States and driving Intenda’s vision to seamlessly work with clients across the globe,” added Harrowing, who was a client of Intenda and implemented *fraXses* while at EY prior to taking on the role as US CEO.

Baer observed that “data was always the Achilles heel of digital transformation. As we helped CFO’s build their Digital Finance and Tax Factories, we found purpose-built technology can drive tremendous value, but the speed to data always dragged down the speed to value. Furthermore, data quality exacerbated the issue. With *fraXses*, this market leading Data Mesh enables companies to create a virtualized, single source with unfathomable speed and increased accuracy. *fraXses* pulls from individual data sources to provide a universal view for all stakeholders without the need for increased capital investment to move these data sources to a single platform. That means that we can accomplish things in weeks that until recently took years.”

Added Masters, “Mat, Brad and I have been colleagues for several years and I have a tremendous amount of respect for each of them. All three of us take great pride in working with clients to gain competitive advantages. The opportunity to not only join forces with them, but in a way that brings a proven, market transforming technology to the US, is a rare opportunity. I look forward to working very closely with them as we introduce companies to how *fraXses* can help them manage their business in ways previously unimagined.”

Intenda’s newest expansion builds on the recent growth in the South African headquarters in Johannesburg, European regional headquarters in London and a new office in The Netherlands over the past year.

“Intenda is quickly becoming a global leader in the data virtualization field and building on its 20-year successful track record in product development and serving clients,” said Dean Peerless, global CEO of Intenda. “With the expanding presence of cloud and SaaS technologies, there has been an explosion of data fragmentation within companies across the world. By allowing companies to harness the power of their existing applications, our data integration approach is driving the emergence of Intenda as the standard in data virtualization and data mesh. As we continue to strategically expand globally, our strongest desire is to help our clients around the world gain competitive advantages through data integration.”

About Intenda

Intenda, founded in 2001, is a software company providing the unique *fraXses* platform to the global market. Their purpose is to provide business applications and technology using innovative thinking and tailor-made solutions that allow clients to drive their businesses forward. They specialize in data because data underpins the fourth industrial revolution, and its use can



be transformative to businesses and sociality alike. With offices located in Africa, Europe, the United Kingdom, and the USA, they have the capacity to service businesses on a broad scale across industry sectors and locations. For more information, visit www.intenda.tech or email brad.baer@intenda.us.com or brent.masters@intenda.us.com .

About *fraXses*

fraXses was created to address the fast-moving issues business are facing with the ever-increasing data volumes, variety, the complexity of data sources and advances in technology that have required a different approach to data and transactional systems. Using a discover, configure, and deliver methodology, the *fraXses* platform enhances data access and management, and reduces the need for developers and data engineers with a low/no-code approach. This framework empowers the business to gain much greater value from their data. *fraXses* provides an end-to-end solution for data virtualization and federation across multiple sources, technologies and locations as well as providing a data lake, IoT and data pipelining. The platform is built on a microservices architecture, which allows endless scalability options. For more information, we welcome you to review Gartner Peer Insights at [Intenda fraXses Reviews, Ratings, & Alternatives - Gartner 2021](#).

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