

FOCUS



A salute to entrepreneurship

In times such as these, it's the entrepreneurs who are the source of new job growth and much-needed inspiration. This year, the Crain's Small Business Awards has a renewed emphasis on entrepreneurship. These awards, conducted in partnership with **EO Detroit**, recognize problem-solving and business acumen. Judges also evaluated criteria that included impact on the local economy, industry breakthroughs and best practices.

The goal of the awards is to highlight the growing ranks of entrepreneurial leaders who are working to reinvent Southeast Michigan.

A panel of judges selected seven primary winners and five finalists.

\$5 million-\$14 million

Osiris Innovations Group
Auburn Hills

Osiris Innovations Group is one of the few bright spots in the seemingly endless litany of bad news out of Michigan's automotive industry.

Founded in 2005, the company streamlines and compresses the supply chain for primarily small and midsize companies with its Web-

based "e-procurement" system.

That means factories or companies that need everything from tools to gloves and copy paper are able to access online the catalogs from suppliers (who have negotiated discounts) that also are in the system, and complete the purchase orders online — saving time and money.

"It's an entire procure-to-pay process," said Osiris co-founder and CEO David Saroli. He set up the company initially as a subsidiary of his old company, **D&M and Associates**, but its success has made it his primary holding.

What made the company different from competitors is that it bridged both the client and suppliers, with both being part of the system, and the software can work with any type of electronic purchase orders the companies already may use.

Clients typically save 7 percent to 12 percent on supplies, Saroli said, and that has translated into growth even in a time of great uncertainty in Detroit's manufacturing world.

Besides auto suppliers, Osiris counts the **Detroit Medical Center**, **Fifth Third Bank**, the **University of Florida** and other nonmanufac-



Saroli

turing companies in its portfolio. **Office Depot** is one of its major national suppliers that provides discounts.

"We're like a giant **amazon.com** for manufacturing, health care, education," Saroli said.

But automotive is where Osiris got its start and where it sees most of its business.

"That's where I cut my teeth, so that's where we stayed," he said.

And so far, it's proved fruitful, especially as hard-pressed suppliers of all sizes continue to look to trim costs, Saroli said.

The company projects \$14 million in revenue this year, up from \$11 million last year and \$9 million in 2006.

Osiris also added two employees last week, bringing its staff to 46.

— Bill Shea

