

# 4 Billion New Customers!

Think about that! If you had access to 4 billion customers, how would that impact your marketing, your strategy, your vision, your opportunities, and your profit potential? Well it's coming, and I see it happening right before my eyes.

Let me back up for a moment and give you some perspective. As I write this, I am at my office in Pondicherry, India. I started [Efficiencie](#) with my partners April and Rich back in 2004 and came to India shortly after to set up the office. We started with one full time team member and one intern and then quickly added five more. We have now grown to 40 bright, enthusiastic, hardworking men and women.

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## Are You in the Path of the Software Monster?



I am on my way home from India and excited about what is going

on at our office in Pondicherry, where we have our software development office. Each time I go, it is exciting to see what has manifested from a small 10' x 15' room with 2 people back in 2004 to a facility expanding 4000 square feet and about 40 people today! This team is filled with smart, highly analytic minds with a desire to grow, progress, and improve their lives while making a positive impact on their families. I have watched as they have matured, gotten married, had children, and bettered their lives, increasing their standard of living. It is a great feeling to see this evolution and connection we have with the team!