Recipe hunters give food for thought to US marketers

**JOHN COLLINS**

In an ongoing series looking at Irish technology companies most likely to succeed, the Dublin software firm impresses.

NewBay sets Tech 50 pace

The Irish Times tech team (Paul Barry, John Collins and John Kennedy) have been in a frenzy of activity over the last few days as they compile their annual Top 50 list of the most innovative and influential companies in the Irish technology sector.

**Now much of the bad vibe has been turned around,**

Microsoft has seen its share price rise by 50% since the spring, and the company now has a market capitalization of over $200 billion. This is the highest valuation for a technology company and is a testament to the company's ability to innovate and remain relevant in the ever-changing technology landscape.

**The Irish share of exports by European small and medium-sized enterprises fell in the Celtic Tiger years.**

Frank Devitt and Sean McNulty.

**Despite representing 60% of all exports from the EU, Ireland's share fell from 1.5% to 0.4% in the past five years.**

The situation is not unique to Ireland, as similar trends have been observed across Europe. The European Commission has identified the need to increase exports from small and medium-sized enterprises (SMEs) as a key priority to boost the competitiveness of the European economy.

**This approach brings together return and switching technologies that use data and analytics to improve customer experience.**

The company, which has been working on this technology for several years, has recently announced a major expansion of its operations in Dublin, creating hundreds of new jobs.

**Youthful Family, 600**

The young boy is very excited to see the new family photo album that arrived in the mail yesterday. He has been waiting for it for weeks and can hardly contain his excitement.

**Video/Meal Wrap, 600**

The complete wireless technology-driven video technology and its capabilities to enhance customer experience and satisfaction is an ongoing process. The company, which has been working on this technology for several years, has recently announced a major expansion of its operations in Dublin, creating hundreds of new jobs.