



Medicaid BlackBook

Vendor Review

MarkLogic

What they do (self-reported)

MarkLogic develops a NoSQL database for managing data integration and big data applications in enterprises.

Year founded	2001	Annual Revenue	\$130M
# of Employees	Est @ 700	Category	Technology
Website	https://www.marklogic.com/		

OVERALL EVALUATION



3.2

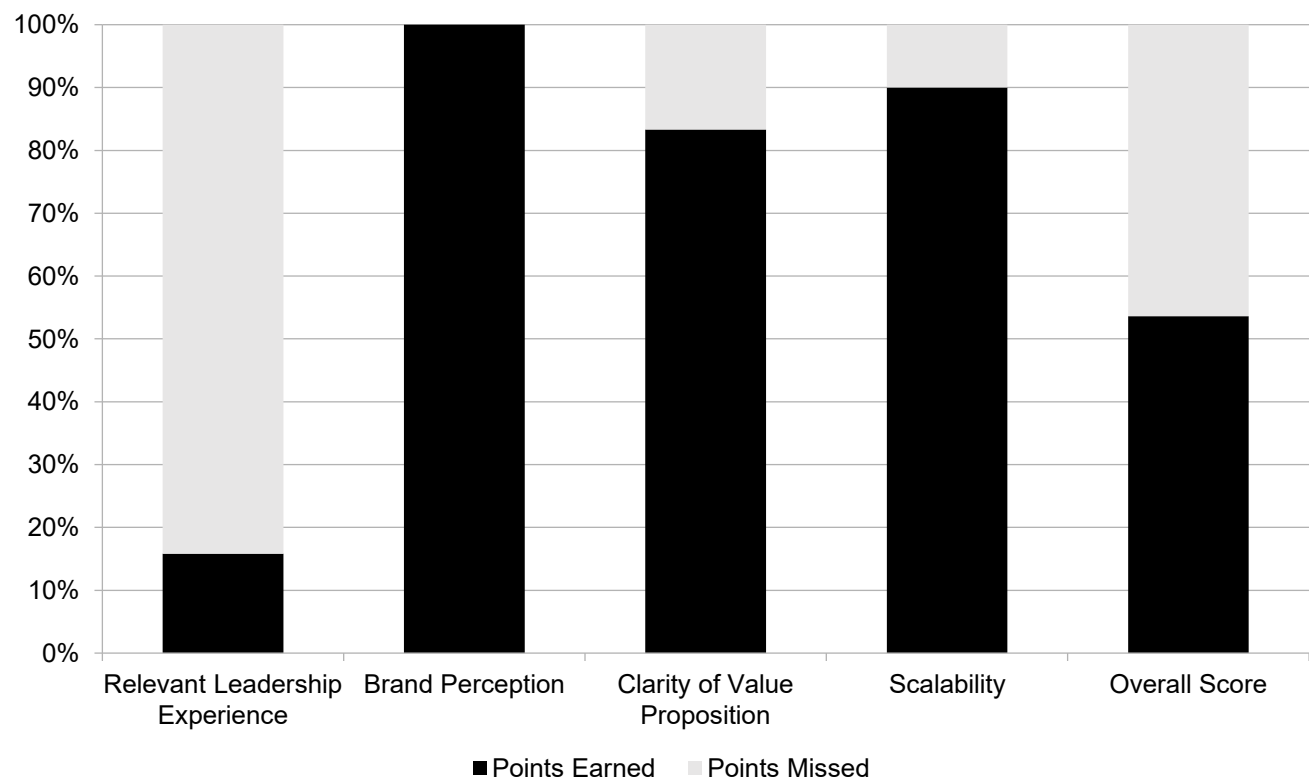
Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral

3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

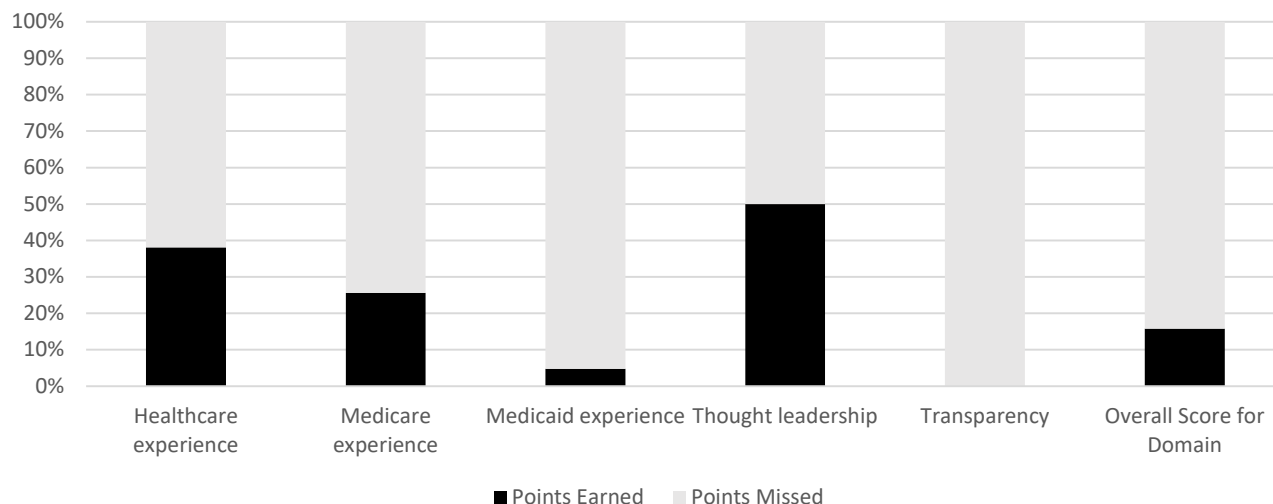
4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

Overall Scoring



Large scale DB solutions vendor with state health marketplace footprint beginning to focus more specifically on Medicaid. Overall high scores on most domains, but limited healthcare and Medicaid experience among C-Suite.

Relevant Leadership Experience



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

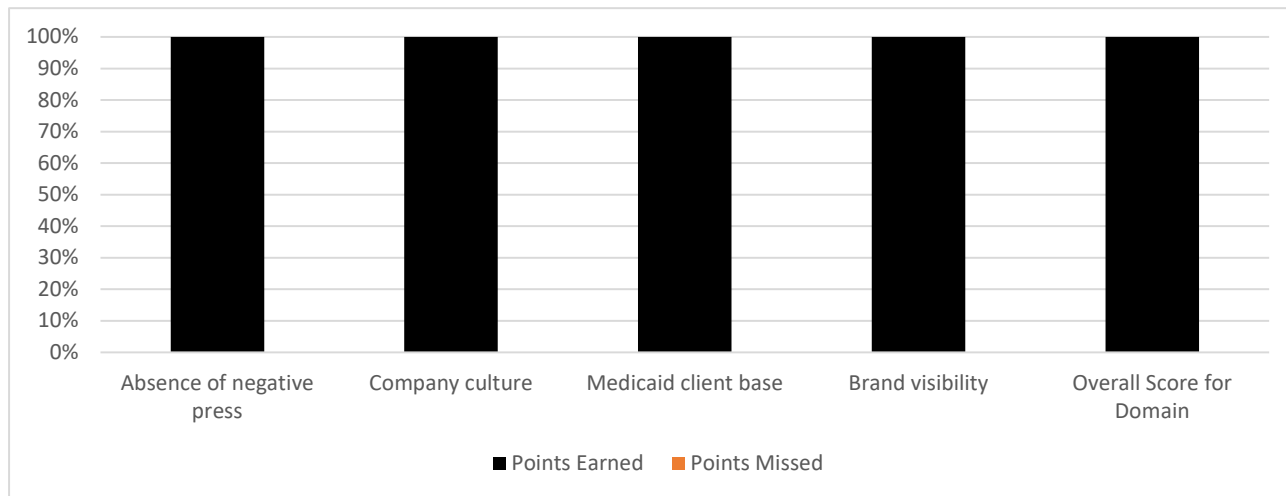
Analyst Notes

Most of C-suite rated as limited to moderate healthcare experience
Some Medicaid thought leadership activity around fraud and MMIS/MESC identified

Why this domain matters

- 1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
- 2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commercial and Medicare than is merited.

Brand Perception



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

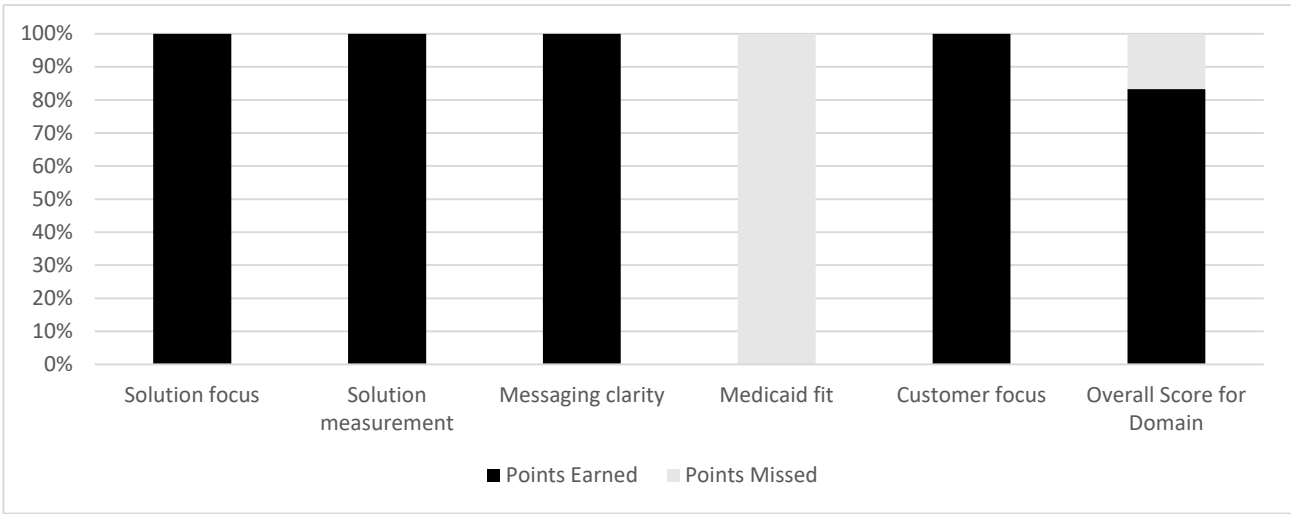
Analyst Notes

No litigation identified
Internal culture rated as healthy/ stable
Some existing state Medicaid scope (MMIS)
High visibility based on search

Why this domain matters

- 1) Vendors must work to create a perception of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
- 2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

Clarity of Value Proposition



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

Focus and fit clear on large scale DB solutions, moving to some fraud efforts
Solutions not tailored to Medicaid

Why this domain matters

- 1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
- 2) The ability to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
- 3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create

Scalability



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

133/143 mid level managers have 10+years exp
13% increase in engineering and BD hires last 12 months; 1000% increase in engineering job openings

Why this domain matters

1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

Funding Model

Note: This domain is not scored and is provided for context only.

Model / Stage

- Private equity.
- \$173M over 8 rounds, with latest round May 2017**
- Major investors include NTT Data

Why this domain matters

- 1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
- 2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portfolio companies.

Leadership Profiles

Gary Bloom
CEO



LinkedIn Profile/Bio

<https://www.linkedin.com/in/garylbloom/>



President and CEO

MarkLogic

May 2012 – Present · 7 yrs 9 mos

San Carlos, CA



Director

BMC Software

Sep 2007 – Sep 2013 · 6 yrs 1 mo

Houston, Texas



Director

Taleo

Feb 2007 – Apr 2012 · 5 yrs 3 mos

Dublin, CA

Board of Directors - Taleo was acquired by Oracle



Leadership Profiles

Bill Washburn
CTO-US Federal



LinkedIn Profile/Bio

<https://www.linkedin.com/in/bwashburn/>



CTO - US Federal
MarkLogic
Oct 2019 – Present · 4 mos
McLean, VA



Advisor
IT Availability LLC
Jul 2018 – Present · 1 yr 7 mos
Vienna, VA



CEO and Managing Partner
Washburn Consulting LLC
May 2016 – Present · 3 yrs 9 mos
Northern Virginia

Leadership Profiles

Imran Chaudhri
Chief Architect



LinkedIn Profile/Bio
<https://www.linkedin.com/in/imranchaudhri/>



Chief Architect, Healthcare & Life Sciences
MarkLogic
2014 – Present · 6 yrs
Washington D.C. Metro Area



Apixio
11 yrs




Tech Founder
2009 – Present · 11 yrs
San Mateo, CA

Leadership Profiles


David Gorbet
SVP Engineering




LinkedIn Profile/ Bio
<https://www.linkedin.com/in/dgorbet/>




MarkLogic
9 yrs




SVP, Engineering
Apr 2013 – Present · 6 yrs 10 mos
San Francisco Bay Area



VP, Product Strategy
Feb 2011 – Apr 2013 · 2 yrs 3 mos



Microsoft
8 yrs 10 mos



Product Manager
Extricity
May 2000 – May 2001 · 1 yr 1 mo