

Fact Sheet

SEDNA

Founded: May 2017

Founder: Bill Dobie

Offices:

Vancouver / London / Singapore

Number of employees:

58 employees

Growth figures:

65 customers

1,800 teams in 80 countries

Key clients

Glencore Agriculture: [Website](#) / [Case study](#)

NORDEN: [Website](#) / [Case study](#)

Bunge: [Website](#) / [Case study](#)

Western Bulk: [Website](#)

Investors

Mike Chalfen: [LinkedIn](#) / [Twitter](#)

Stride.VC: [Website](#) / [Twitter](#) / [LinkedIn](#)

Harry Stebbings: [LinkedIn](#) / [Twitter](#)

Fred Destin: [LinkedIn](#) / [Twitter](#)

SAP.iO: [Website](#) / [Twitter](#) / [LinkedIn](#)

Emmanuel Cassimatis: [LinkedIn](#)

Stephane Kurgan: [LinkedIn](#)

Kurt Björklund: [LinkedIn](#)

Stephen Harper: [LinkedIn](#)

Ulf Zetterberg: [LinkedIn](#)

Charlie Songhurst: [LinkedIn](#)

Testimonials

"Observing how people really get things done; understanding their lived work experiences and why it matters to their companies is at the heart of how I create software. It's what I love about my work and this empathy is at the centre of what we do—it's how our talented and diverse team invents better ways.

Today, that "better way" is what unites our investors and the SEDNA team, and it's right at the heart of global work. Effective communication is pivotal to the success of the global economy, and I'm confident our software will become a hub for all communication within business."

Bill Dobie, CEO, SEDNA

Investors

"Creating an effective nervous system to enable large organisations to run their business and serve their clients more effectively is an incredibly hard problem to solve. We loved Bill's vision of a ground-up rethink and were blown away that tier I organisations would move completely off email and onto SEDNA for mission-critical parts of their operation."

Harry Stebbings, Stride.VC

"Very few businesses attempt to accelerate global trade and the work of the millions of people that work in it. In order to execute your vision you have had to build a tech platform that is much more profound than most enterprise startups contemplate. You have deep customer relationships and structural advantages that few startups at your stage have. I knew I had to be part of your story."

Mike Chalfen, Chalfen Ventures

"Companies that handle large volumes of information and transactions experience challenges with the high volumes of communications and noise created with them. These companies are increasingly asking for dedicated systems to handle information, streamline communications and interactions, and enable team collaboration. SEDNA brings a fresh solution to this issue by consolidating in a secure environment some of the most important components for collaboration: connectivity, data extraction, workflow management, document repository, and commenting and tagging. A true step forward."

Emmanuel Cassimatis, SAP.iO

Customers

"The number of emails in the inbox...with SEDNA was instantly reduced by 95%, which is huge...[Our previous email system] was at the max of its capacities in processing 1,300 emails per day. We were storing and processing so many emails that dragging and dropping an email from the inbox to the designated folder was taking up to five to 10 seconds an email.

We reduce the risk of overlooking emails as people are now only seeing the emails that were intended for them with SEDNA. Everyone using another tool for team email is living in the past." - Berend Luger, Glencore Agriculture"

Berend Luger, Glencore Agriculture

"[SEDNA] was an opportunity to harmonize all of the systems and processes we manage...teams could see the information that was most relevant to them and gain visibility through the entire process. The commenting in SEDNA allows us to chat internally about a particular message before taking action. It's one of the key features that allows our teams to have a pinpoint conversation and gain alignment.

People felt that they were part of creating a better system. Which was a very different approach from what we've seen before in working with other software companies."

Caio Trevizan, Bunge

"Switching to SEDNA gave us the chance to re-examine our workflows and potentially save hours every day in team collaboration. Automatic tagging removes the need to manually tag up to 2,000 emails per day, which was becoming a real time sink. It enables individual users to distill thousands of messages down to only the critical ones they need to address." -Sture Freudenreich, Dampskibsselskabet NORDEN A/S

"The minute I saw SEDNA for the very first time, the first thing that popped into my mind was Google. I mean, it's like using Google...you will easily be able to find what you need very fast."

Jacob Koch Blicher, Dampskibsselskabet NORDEN A/S

Product

SEDNA is smart team communication software that unifies all messages, data, and documentation to help you focus on the work that matters. By aligning teams through action-based communication, SEDNA drastically reduces email volume and creates more efficient, productive, and collaborative workflows across organizations.

[Product Overview](#)