



Fast Company 500 Nomination

[Tarari, Inc.](#), San Diego, Calif.

(1) Create your headline. Declare what you achieved. Be brief, be BOLD. Tell us what you, your team, or your organization did. Example: "I refused to fudge the numbers." This is where you grab our attention. (But it has to be short -- about 8-10 words.)

Accelerating the World's Fastest Companies...

(2) Tell us what you accomplished last year. Tell us about your biggest achievements in this calendar year. (Word limit: 100)

We took off like street fighters after the Holy Grail of accelerating the business processes of the world's fastest companies. Many have recently adopted a new lingua franca for their computers to allow easier communications: XML. However, XML is verbose and slow. So, our goal was to accelerate the processing of XML.

We've developed a brand-spanking new way of doing just that. Our innovative approach accelerates XML processing by more than 40 times. Our customers and partners are agog. Now they're saying, "Wow, this makes XML really fly."

(3) How did you do it? Explain the process by which you made your achievement happen. Use bold strokes; don't go step-by-step yet. (Word limit: 250)

We made a number of scary moves that most young companies have to make sooner or later if they really want to succeed.

-We learned to take complex problems that people said couldn't be solved and program them into chips so they could work at silicon-speed.

-We flew our CEO, product managers and business development team all over hell-and-gone to meet with customers, prospects, analysts, investors and partners. We found out what these organizations can do with XML, what they can't do with XML, and why they want XML so badly. Then we worked out the best steps for us to take in the short and long runs.

-We embraced all things XML. We engaged W3C, co-authored papers on Binary XML, built prototypes, briefed journalists, co-developed with partners. Everybody in the building slept, ate and breathed XML.

-We skated to where the puck is going to be, not where it is now. We are making XML work in a new way.

-We embraced, explored and integrated Random Access XML, convinced that this solution, coupled with our hardware acceleration technology, would yield big performance gains over today's XML acceleration approaches. (We were right.)



-And yes, we scared ourselves.

(4) What were the major obstacles that you faced? These can be internal pressures, societal pressures, physical limitations, you name it. But we need to know just what you were up against. (Word limit: 200)

-Bandwidth. Trying to do too much at once.

-Candor. People in young companies don't like to say "no." We've been small enough to feel as though we're still family, but a sea-change like this required that we overcome this obstacle.

-Defying conventional wisdom. We looked at the problem in a new way and developed a new processing paradigm for XML that forms the heart of our acceleration solution.

-Money and, by extension, time. While we have unlimited talent, both in XML and acceleration, we have limited resources.

-Impatience. Speeding up the adoption of our new product as many companies work at a slow pace.

-The Usual Suspects. Miscellaneous traps including but not limited to Murphy's Law, too many free sodas, pet projects that wouldn't die (or wouldn't stay dead), the urge to talk things to death, and the most dangerous of corporate quagmires, the agenda.

(5) What was the result? This can be anything from the financial impact your moves had on your company to the social implications of your idea being spread. Have you doubled in revenue? Added half a dozen blue-chip clients? Changed the routine of millions of people? You need to be able to clearly and succinctly articulate why what you've done is significant outside of your organization. (Word limit: 200)

The maiden voyage of our new product took place with a new partner. The project had plenty of inherent risks, but fortunately, we ended up with a strong, collaborative partnership that is working out well, and they ended up with a technically proficient partner who helps make them look good. They are now shipping the latest version of their product with our XML accelerator.

The "local" result is that this quick victory proved immensely helpful in our sales and marketing efforts, in confirming to the team that we had made a good decision (or at least, not made a horrible one) and in boosting the confidence of prospects from lukewarm to very warm.

The "global" result is that we're enabling developers, IT staffers and system architects to pick up the XML card again and play it. Many of them complained so loudly about the performance problems they encountered in attempting to deploy XML applications, that they told us they would be happy if we could help them increase throughput by just a few percentage points. Our new product can make the problem of throughput evaporate altogether and let our customers enjoy the benefits of XML without worrying about it bringing servers to their knees.



(6) What are your goals for next year? What are the major challenges you face in the year ahead? We don't sit on our laurels here at the Fast 50, and we don't expect that you do either. What is the next hill you're looking to conquer? What's it going to take to get to the next level? (Word limit: 100)

The Vision-Thing: Our name, Tarari, comes from the Urdu word for “speed” and our tagline is “The Acceleration Company”

The Mission-Thing: Next year, we want to put more and more functionality into silicon and create the world’s fastest single piece of silicon that can accelerate XML processing. This is where our strength lies, and this is why our customers and partners rely on us.

The Challenge-Thing: We need to deploy our solutions fast enough so that the revenues flow quickly and we become profitable.

To get to the next level, we’ll need to scare ourselves again.