

For Immediate Release  
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**ABOUT MTEC SMARTZONE**

The mission of MTEC SmartZone is to provide technology-based facilities, resources and programs to high-growth entrepreneurs and companies that increase employment, income, wealth and recognition in the U.P. communities where we serve. Our vision is having integrated economic development of the region that includes a vibrant technology sector, driving Michigan's technological leadership and economic growth with sustainable opportunities for companies and their employees to prosper. More information is available at [www.mtecsz.com](http://www.mtecsz.com)

**ABOUT THE MEDC**

The Michigan Economic Development Corporation (MEDC) is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. Whether it's an expansion, a relocation, or even a concern with another agency of state government, the MEDC can help. From site location assistance to job training grants, from help with permits to tax abatements, we're the state's economic development corporation. More information is available at [www.themedc.org](http://www.themedc.org).

*SmartZone is a service mark of Michigan Economic Development Corporation.*

## MTEC SmartZone Company Reaches Global Financial Trading Markets

The Financial Information Exchange ("FIX") Protocol is a series of messaging specifications for the electronic communication of global trade-related messages. It has been developed through the collaboration of banks, broker-dealers, exchanges, industry utilities and associations, institutional investors and information technology providers from around the world.

FIX is the industry-driven messaging standard that is changing the face of the global financial services sector, as firms use the protocol to transact in an electronic, transparent, cost efficient and timely manner. FIX is open and free, but it is not software. Rather, FIX is a specification around which software developers can create commercial or open-source software, as they see fit. FIX is integral to many order management and trading systems. Yet, its power is unobtrusive, as users of these systems can benefit from FIX without knowing the language itself.

The LaSalle Technology Group, LLC was founded by the father and son team of Jim and Jacob Northey in 2006. They have become a premier provider of products and services for standards based electronic trading applications within the financial markets.

In addition to the product suite, Lasalletech offers consulting and integration services for all phases of FIX/FAST/FIXML implementation, exchange connectivity (including proprietary exchange APIs), market data connectivity, trading systems development, as well as performance tuning and systems architecture.

Lasalletech's software product suite is now available to the UK, European, Australian, South East Asian, Hong Kong, Middle Eastern and North American Markets. During March of this year, Lasalletech formed three strategic partnerships that have expanded their reach across the globe; Macdonald Associates (UK), Chelmer (Asia & Far East) and CameronTec (London).

The new partners will sell and support Lasalletech's FIX productivity tools. The product suite includes tools that make the process of developing and deploying a FIX service more efficient, saving company's time and money. In addition, companies using Lasalletech's tools can enhance productivity and improve



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communication during the entire FIX lifecycle starting with the definition and publication of the specification.

“These partnerships bring together the most capable trading connectivity engineering firms globally to provide sales and support for the leading FIX productivity tool suite,” said Jacob Northey, Lasalletech’s co-founder. “Together we will be providing sales and support for Lasalletech’s FIX tool suite to markets around the globe.”

Lasalletech’s main office is located in the MTEC SmartZone Hancock campus. MTEC SmartZone technology services and access to a marketing agency has allowed Lasalletech to keep their costs down while working through product development and starting to build a brand recognition in the global marketplace.

MTEC SmartZone’s CEO, Carlton Crothers, speaks proudly of Lasalletech, “Affordable space, the ability to use student engineering talent from Michigan Tech and access to our marketing partner has allowed Jim and Jacob to strategically grow, while keeping their start-up costs down. Lasalletech’s new global reach is one of many success stories inside MTEC SmartZone.”

The facilities and services provided by MTEC SmartZone continue to assist in business development and growth. Technology-startups and entrepreneurial thinking inside MTEC SmartZone continue to impact the Keweenaw economy.

